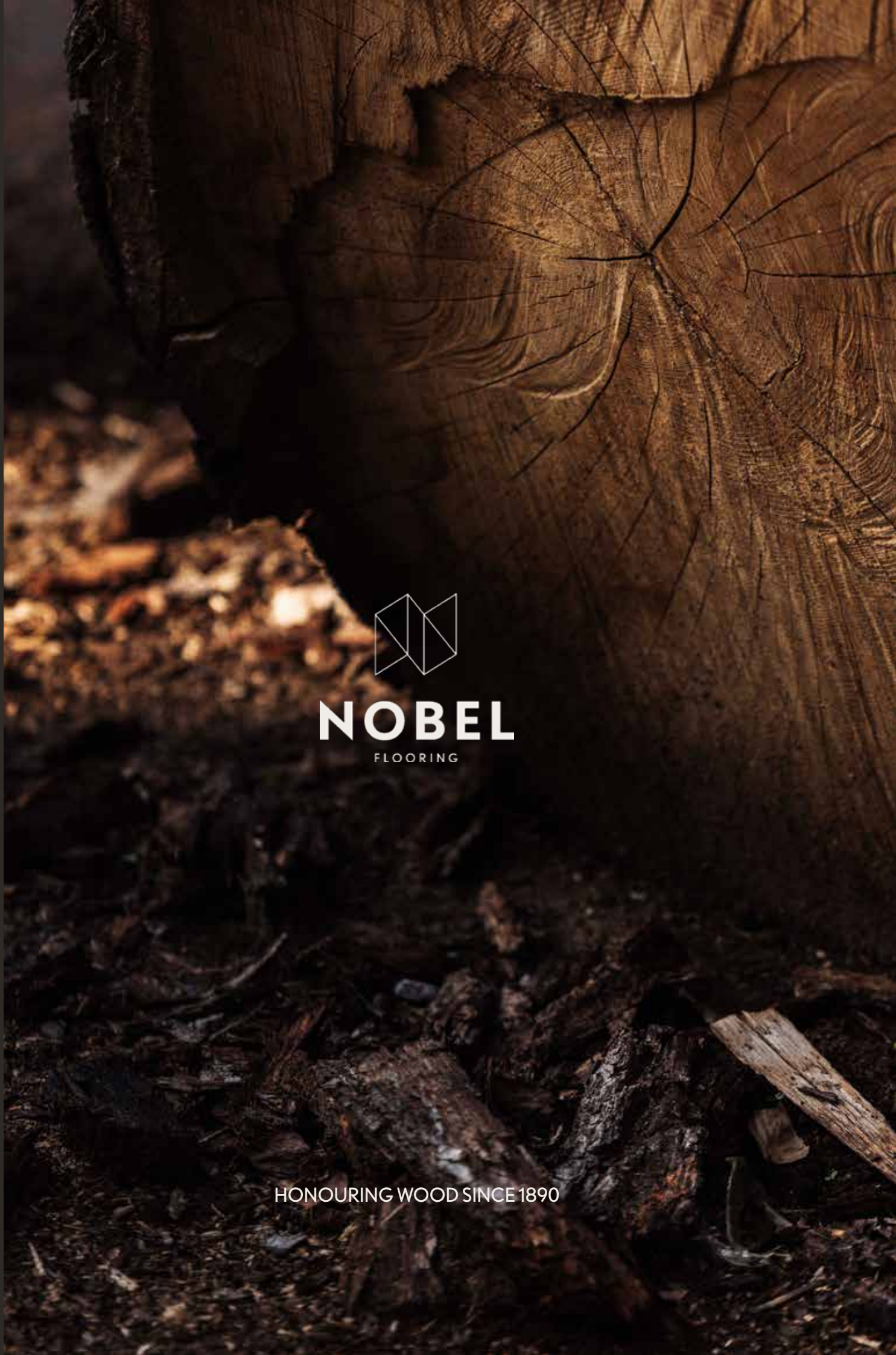
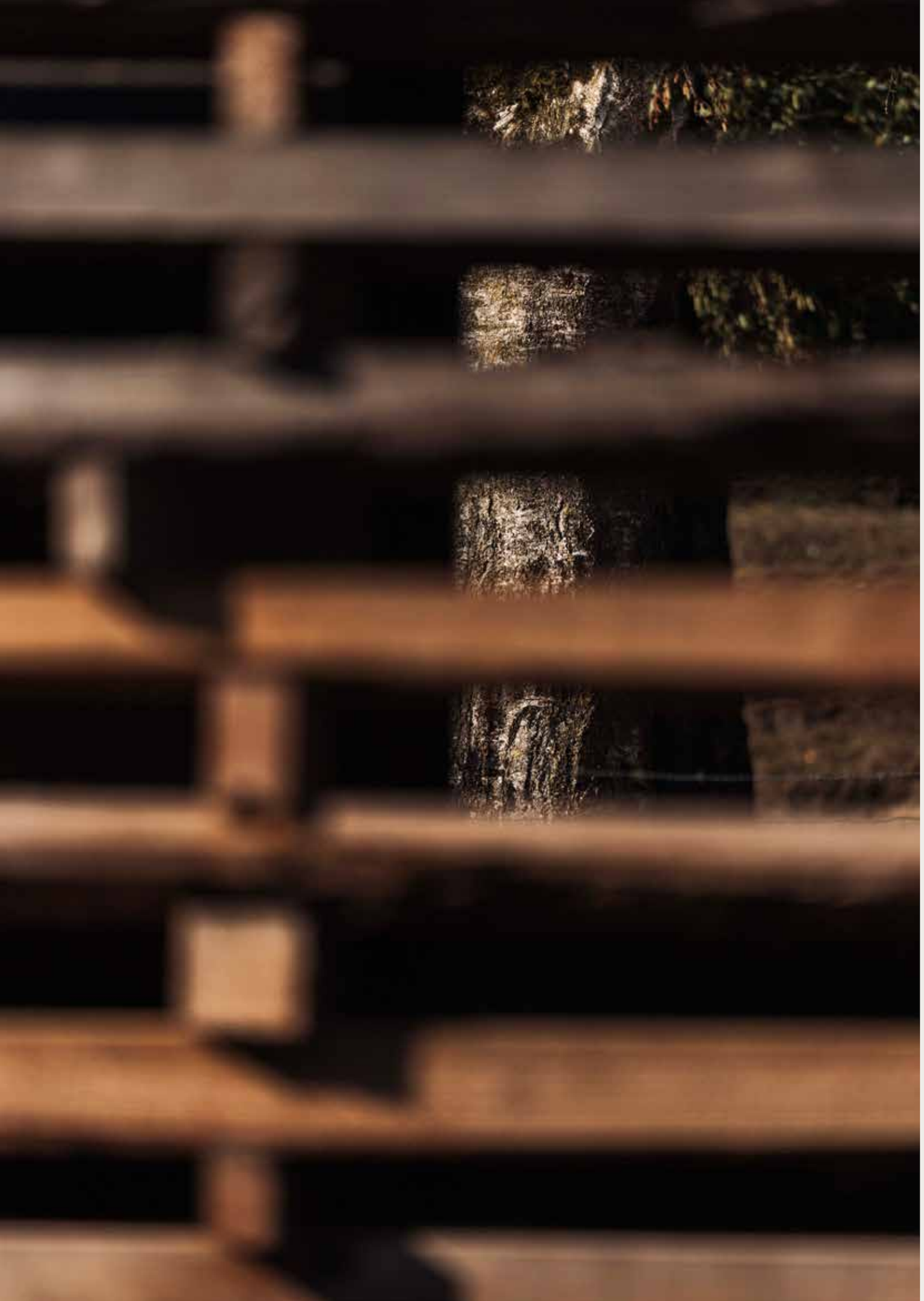

NOBEL
FLOORING
HONOURING WOOD SINCE 1890





HONOURING WOOD SINCE 1890

NOBEL
FLOORING

A story about who we are, before what we make.
Handcrafted woodwork, created with respect for the tree, since 1890.

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HERITAGE

A LEGACY IN WOOD

Some legacies are passed down through words, others through gestures: in the way hands engage with a material, and in the ability to see and recognise what remains hidden to others.
The story of Nobel Flooring began in 1890, when the first generation of the Schrauwen family crafted wooden cases for grandfather clocks. What began as a refined craft evolved over five generations into an ever-deepening understanding of wood: where it comes from, how it behaves and how it can be shaped, protected and brought to life within an interior.
Today, Johan Schrauwen continues that story as the sixth generation. Not by simply repeating what came before him, but by carrying forward the knowledge of his predecessors and giving it a new future. Because a legacy remains alive only when it continues to evolve.

HONOURING THE TREE

Across generations, techniques and possibilities changed. What endured was a profound respect for the material itself. For Nobel Flooring, the story begins neither in the workshop nor in an interior. It begins in the forest, with a tree given the time and space to grow, taking shape over many years in response to its surroundings, the seasons and the light. Every ring, branch and irregularity leaves a trace.
When the tree is eventually felled, that life does not disappear. The wood retains its history, provided it is treated with knowledge and care.
The purpose of craftsmanship is therefore not to impose a character upon the wood, but to reveal what the tree has already created.
To honour the tree by choosing with care, understanding what each trunk may become and allowing as little as possible to go to waste.

To give the wood a place where it may live on for generations to come.

READING TREES

Johan was involved in the family business from an early age. His father's workshop was not separate from everyday life; it was his natural playground. At the age of three, he had his first "workplace accident", long before he could have known that wood would one day become his life's work.
That instinctive connection remains just as strong today. Johan is most at home walking through a forest, among trees he wants to touch, observe and understand. Yet he finds that same sense of belonging in the workshop, at the moment a trunk is opened and reveals its interior for the first time.
What appeared familiar from the outside may conceal an unexpected world of lines, tonal shifts and markings within. These are the moments that leave Johan in wonder, not only because of the wood's beauty, but because he can already envision what it might become: how the trunk should be cut, which sections belong together and where its character may be given the space to unfold.
It is also why Nobel Flooring's exceptionally long and wide planks remain closest to his heart. They preserve the uninterrupted grain of the trunk as fully as possible. A plank becomes more than a component of a floor or wall; it becomes a continuation of what once began in the forest.

WHERE WOOD AND PEOPLE MEET

Where Johan reads trees as others read books, Petra reads people. Her own love of natural materials began long before Nobel Flooring became part of their shared story.
While still a student, she founded a company importing natural stone into Belgium.

Materials shaped by nature itself, which can never be fully controlled or exactly replicated, were already deeply rooted in her way of seeing.

Their meeting brought together two kindred beliefs: that natural materials possess a life of their own, and that their beauty is most fully revealed when handled with knowledge, care and respect.
Johan begins with the material. He sees technical possibilities, reads proportions and searches for what does not yet exist. Petra begins with the person. She listens to what a client is trying to create, even when the idea cannot yet be fully expressed in words.
Nobel Flooring takes shape between these two movements: between wood and people, technical knowledge and imagination, what the tree has already created and what an interior might yet become.

A MATERIAL THAT LIVES ON

The true challenge lies not only in shaping wood, but in discovering the architectural meaning it can acquire within a space.
How can wood bring calm to a room, establish direction or connect different architectural elements? Sometimes the answer is found in a floor that remains almost silent. Sometimes it lies in planks that emphasise the full length of a room, or in a pattern, staircase, wall or bespoke detail whose craftsmanship reveals itself only to those who truly look.

The fulfilment is always found in the same moment: when material, space and people come together, and the result is not merely beautiful, but feels inevitably right.
Many materials are extracted, shaped and used. Wood, however, has lived first. It needed time, absorbed light, stored carbon and adapted to its surroundings year after year. When treated with respect, that life can continue in another form: in spaces where people live, work, meet one another and create memories.

The legacy of wood therefore belongs not only to the Schrauwen family, but to all of us. And every new purpose begins with the responsibility to carry that life forward with dignity.





HOW A LEGACY COMES TO LIFE

WOODSTOCK FOREST HOUSE

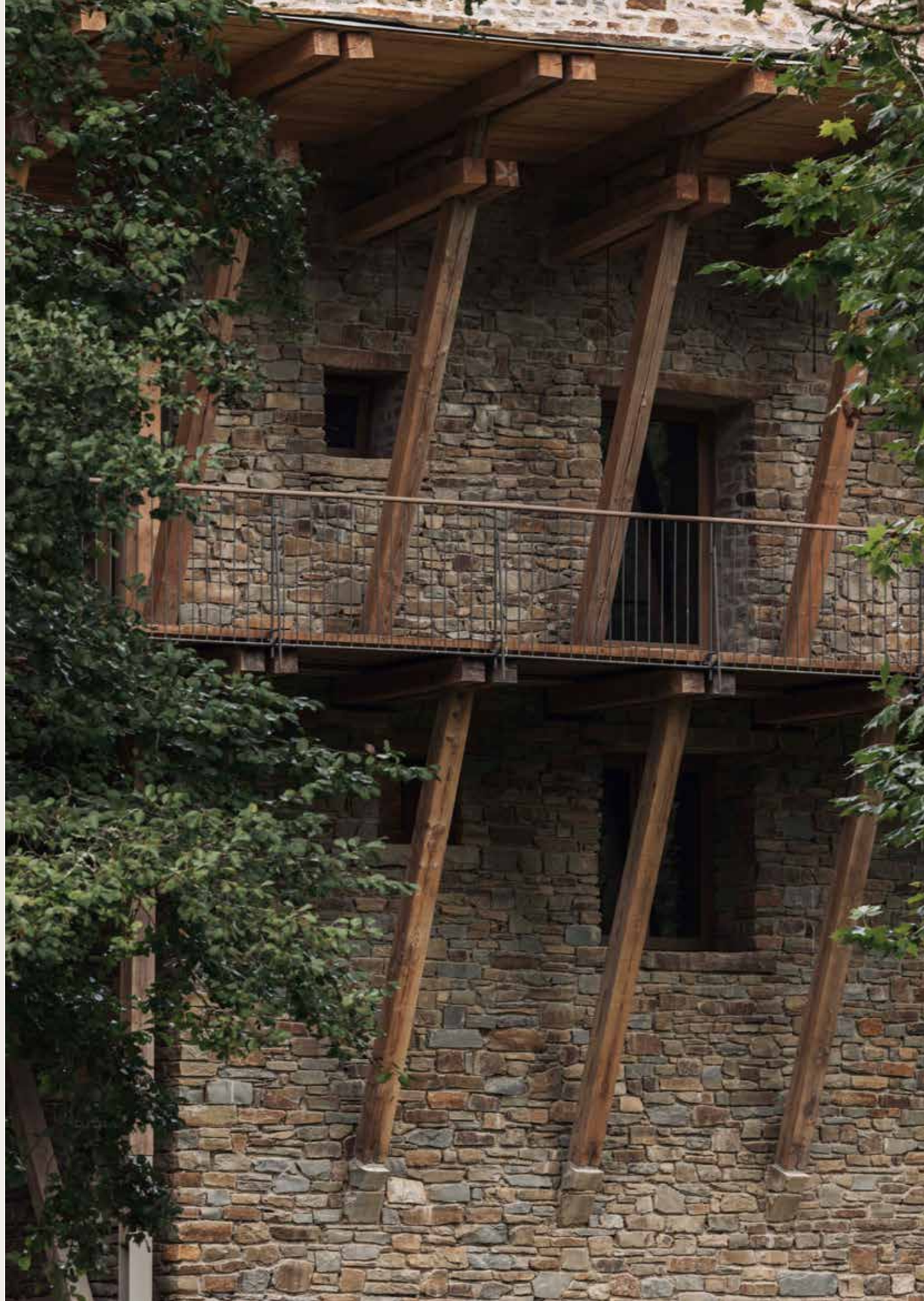
A legacy only remains meaningful when inherited knowledge is allowed to respond to new places and new ideas. At Woodstock Forest House, that became possible through a close reading of the landscape, its materials and building traditions—bringing architectural insight, local craftsmanship and generations of material knowledge together.

The larch used for the floor came from the forest surrounding the house. At Nobel Flooring, the wood was read in the same way it has been for six generations: by looking beyond what it was and considering what it might become.
The trunks were carefully selected and transformed into planks reaching up to seven metres in length. Their varying widths follow the natural proportions of the trees, while a lightly brushed surface and bespoke soap finish preserve the quiet character of the material.
Yet this project was never the work of one maker alone. The wood passed from the forest to the atelier and from one pair of hands to the next. WØTI continued the material language through the bespoke interior, allowing floor, furniture and architecture to become part of one coherent whole.

KNOWLEDGE PASSED ON

Woodstock Forest House brings together different forms of knowledge: the experimental insight of the architect, the familiarity of local craftspeople with materials from their surroundings, and the understanding that develops through generations of working with wood.
Its strength lies in the way those forms of knowledge meet. Not as separate contributions added one after another, but as a continuous exchange in which every decision responds to what came before it.
This is how a legacy comes to life. Not by repeating the past, but by allowing inherited knowledge to enter into conversation with a place, an idea and the hands of others—and, through that collaboration, to take on a new form.

Architecture I BC architects & studies
Bespoke interior I WØTI
Wood flooring I Nobel Flooring









FROM FOREST TO LIVING







BELGIAN CRAFTSMANSHIP FROM START TO FINISH

Every wooden interior begins long before the first plank is laid. It begins with the selection of the tree, with an understanding of where it grew and with the ability to recognise what may already lie hidden within its grain.
At the Nobel Flooring production site in Hoogstraten, as many stages of that journey as possible are brought together under one roof.
Selected. Dried. Sawn. Aged. Coloured. Crafted. Installed.
Keeping these steps close allows each decision to respond to the one that came before it. The way the wood is sawn influences how it will behave. Time spent drying and ageing reveals its character. Colour and finish are developed not as a separate surface treatment, but in relation to the material, the architecture and the atmosphere an interior requires.
In Hoogstraten, European oak is therefore not simply processed. Its history is read, its character revealed and its future carefully prepared.

ONE CONTINUOUS PROCESS

Some trunks become exceptionally long and wide planks, preserving as much as possible of the tree's uninterrupted grain. Others find their place in patterns, staircases, wall or ceiling cladding and bespoke architectural details.
Because these elements are developed within the same process, the same wood, colour and finish can continue throughout an interior. A floor no longer ends where a staircase begins; materials and surfaces connect, allowing separate elements to become part of one architectural language.
That continuity also depends on the final stage. Craftsmanship does not end when the wood leaves the workshop. Installation is carried out by Nobel Flooring's own team, whose understanding of the material allows what was conceived and prepared in Hoogstraten to be completed with the same care on site.
From the first reading of the wood to the moment it becomes part of daily life, every stage carries the knowledge of the previous one forward.

From forest to living.



FLOORING

THE RIGHT FLOOR FOR THE RIGHT PLACE

Every environment calls for a different response.
A floor in a private home is lived on differently from one in a restaurant, hotel or public space. The architecture may ask for calm and continuity, or for a pattern that brings rhythm and direction. Light may require a pale, quiet tone, while another interior only finds its depth through darker wood. What belongs naturally in one place may feel imposed in another.
Choosing the right floor therefore begins not with a product, but with understanding the space: its proportions, its purpose, the way people will move through it and the atmosphere it is meant to hold.

PROPORTION, RHYTHM AND LIGHT

Exceptionally long and wide planks allow the grain of the tree to remain almost uninterrupted. With fewer visual breaks, they bring calm and spaciousness to an interior, allowing the architecture to breathe.
Parquet patterns create a different movement. Herringbone, chevron and bespoke layouts influence how a room is perceived, guiding the eye and bringing rhythm to its proportions. The pattern is never a decorative decision alone; its scale and direction must belong to the architecture around it.
Colour and finish add another layer. They determine how light moves across the wood, how its texture is revealed and how the floor will age through daily use. In spaces that are lived in intensely, protection and ease of maintenance become as important as warmth and character. The right finish finds a balance between both.

MADE TO BELONG

At Nobel Flooring, these choices are approached as parts of one architectural question. Plank or pattern, pale or deeply charred, understated or expressive: each floor is selected, crafted and finished in relation to the place it will become part of.
Some interiors ask for a floor that immediately defines the space. Others need one that remains almost silent—a quiet foundation beneath everything that happens above it.
The right floor does not compete with its surroundings, nor does it simply disappear into them. It gives proportion to a room, supports the way it is used and allows material, light and architecture to come together naturally.
Because a floor is never merely something beneath our feet. It is where an interior begins.







WOOD, UNDERSTOOD

BECAUSE TIME CHANGES WOOD

Understanding wood goes further than knowing how it should be selected, dried, sawn, coloured and crafted. It also means anticipating what will happen after it leaves the workshop, finds its place within an interior and becomes part of everyday life.
Because time changes wood.
Light, air, moisture and touch leave their traces, as do the people who walk across it, live beside it and use it every day. Colour deepens or softens. Surfaces acquire a patina. What was once newly made gradually becomes inseparable from the life unfolding around it.
These changes are not imperfections to be prevented. They are part of the material's continuing story.

GUIDING WHAT WILL FOLLOW

Knowing how wood may evolve requires more than technical knowledge. It calls for the kind of understanding that develops through years of observing how different pieces of timber respond to their environment, to a particular finish and to the intensity with which they are used.
Through specialised ageing techniques and carefully developed finishes, Nobel Flooring does not attempt to stop that evolution, but to guide it. The aim is to protect the wood without closing it off, allowing its natural character to remain visible and its surface to grow more personal with time.
A family home, a restaurant and a quiet private retreat will each place different demands on the material. Durability, tactility and ease of maintenance must therefore be considered alongside colour, atmosphere and architecture. The answer is never found in finish alone, but in how material, place and use relate to one another.

NOT CONTROL, BUT UNDERSTANDING

Wood is a living material. It responds, shifts and continues to reveal itself long after the work in the atelier has ended.
True craftsmanship does not lie in forcing every plank to behave in exactly the same way, nor in concealing all traces of time. It lies in recognising what the material needs, anticipating how it will live and creating the conditions in which its character can endure.

Not control, but understanding.



photography by Cafeine





photography by Cafeine

Maison Colette

Oak flooring developed for the rhythm and intensity of a gastronomic interior.

Interior design I Grain Designoffice
In collaboration with Hout Luyten
Wood flooring I Nobel Flooring
Photography I Cafeine



BEYOND FLOORING

A PERSONAL VISION, SHAPED IN WOOD

One wood. One colour. One continuous language.
An interior becomes truly coherent when its wooden elements are not considered separately. Flooring, staircases, wall and ceiling cladding, integrated doors and bespoke details can all emerge from the same material vision.
Developed in our own workshop and colour laboratory, each application shares the same wood, colour and finish. Not to add more wood, but to create an interior in which every element naturally belongs.





photography by Cafeine

WALL & CEILING CLADDING



photography by Cafeine

ARCHITECTURE DOES NOT END AT THE FLOOR

When wood continues across walls and ceilings, it brings depth, warmth and unity to a space. Surfaces no longer feel like separate elements, but become part of one continuous architectural language, quietly connecting floor, interior and architecture.

INTEGRATED DOORS

DESIGNED TO DISAPPEAR INTO THE ARCHITECTURE

Integrated doors allow material, lines and proportions to continue uninterrupted. Concealed within a wooden wall or composed as part of a larger surface, the door becomes part of the architecture rather than an element added to it.



photography by Cafeine



photography by Cafeine

WHERE CRAFTSMANSHIP FOLLOWS EVERY STEP

A staircase is more than a connection between floors. When developed as an extension of the flooring and surrounding architecture, it carries the same material language through different levels, creating a transition that feels natural, balanced and complete.

SEAMLESSLY INTEGRATED



photography by Stephanie Mathias

CRAFTSMANSHIP, FOUND IN THE CONNECTIONS

The smallest details often determine whether an interior is truly experienced as one. Flush skirting boards, integrated ventilation, bespoke transitions and carefully resolved edges allow materials and surfaces to meet without interruption.
Because true craftsmanship is often found in what goes unnoticed.

DETAILS MATTER

COLOUR, PERFECTED

INSIDE OUR COLOUR LABORATORY

Colour is never experienced in isolation. It changes with the light, the architecture surrounding it and the natural variations within the wood itself. A tone that feels quiet in one interior may appear warmer, deeper or more pronounced in another.
That is why colour development at Nobel Flooring begins with understanding the space it will become part of.
In our own colour laboratory, finishes are tested, refined and adjusted until material, colour and architecture feel naturally connected. Sometimes the answer can be found within our existing range. At other times, a project requires a particular nuance: a tone developed from an architectural material, an existing interior element or an atmosphere that cannot yet be expressed through a standard colour.

EVERY PROJECT, ITS OWN ATMOSPHERE

Creating a bespoke colour is not about covering the wood or forcing it into complete uniformity. Oak contains natural differences in grain, structure and absorption. The purpose of a carefully developed finish is to bring those variations into harmony while allowing the character of each plank to remain visible.
The right finish must also consider how the wood will be used, how light will move across it and how its colour may evolve over time. It should protect the surface without taking away its tactility, and bring consistency without erasing what makes the material alive.
Once perfected, the same colour can continue beyond the floor into staircases, wall cladding, doors and bespoke details. Separate elements become part of one continuous material language, shaped specifically for the interior they belong to.
Because the right colour does not simply change the appearance of wood. It reveals the atmosphere a space was waiting for.







INSTALLED WITH CARE

CRAFTSMANSHIP DOES NOT END IN THE WORKSHOP

A wooden floor may be carefully selected, dried, crafted and finished, but only during installation does it truly become part of the architecture.
Every space presents its own conditions. Proportions, transitions, adjoining materials and technical details all influence how the wood must be placed. What was prepared in the workshop must therefore be understood again on site—not as a separate product, but as part of a living interior.
At Nobel Flooring, installation remains within the same continuous process. The knowledge developed in Hoogstraten travels with the wood, allowing choices made during production to be carried through with equal precision in the space itself.

OUR TEAM

Our installation team understands how the material was prepared, how it may respond to its surroundings and what the design is meant to achieve. This becomes especially important when floors continue into staircases, wall cladding, integrated doors or bespoke architectural details.
Sometimes care is visible in the alignment of a pattern or the uninterrupted length of a plank. At other times, it is found in a transition, edge or connection that disappears almost entirely once the interior is complete.
These details require more than technical execution. They require communication between workshop, site, architect and client—and the ability to respond when the reality of a space asks for something different from what was anticipated on paper.
Because craftsmanship is not complete when the wood leaves the workshop. It is complete when every element finds its place.


NOBEL

RESPONSIBLE BY NATURE

RESPECT FOR WOOD, LONG BEFORE PRODUCTION

Responsibility begins before a tree reaches the workshop. Wood is not an endlessly replaceable surface, but a natural material that required decades to grow. Its origins, the way forests are managed and the choices made throughout its transformation all determine the responsibility carried by the finished interior.

For Nobel Flooring, honouring the tree therefore means looking beyond its beauty. It means selecting wood with care, working with FSC-certified timber and approaching every trunk with an understanding of the time and natural resources it represents.

CRAFTED TO ENDURE

Responsible use also continues inside the workshop. Every tree contains its own proportions, character and possibilities. Reading those qualities carefully allows the material to be used with purpose, from exceptionally long and wide planks to smaller architectural elements and bespoke details.

Yet responsibility is not defined by origin and production alone. It is also found in what happens afterwards.

A wooden floor or interior element should not be created for a passing moment. When the right material, construction, finish and application come together, wood can accompany a space for generations. It can be maintained, cared for and allowed to develop a patina rather than being replaced as soon as the first traces of life appear.

This is not a separate promise added at the end of the process. It is part of every decision that comes before it: where the wood comes from, how it is understood, how thoughtfully it is used and how long it is given the opportunity to remain.

Because respecting the tree ultimately means making its life continue.

CONTINUE THE STORY

nobelflooring.com

HQ Hoogstraten
Rollekens 6a
BE-2322 Hoogstraten

Conceptstore Knokke
Lippenslaan 257
BE-8300 Knokke

+32 (0)3 314 30 56
info@nobelflooring.com

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