



German Standard

Wooden flooring at its best

Engineered Wooden Flooring



Welcome to German Standard's engineered and solid wooden flooring catalog!

Inside you will find the most exclusive variety of REAL wood flooring in Thailand. The wood in our flooring is sourced from all around the world, including such locations as the Appalachians in the American Northeast, the Siberian Taiga and Russian Far East, the wilderness in Africa, rain forests of Southeast Asia and South America.

Please don't hesitate to contact a member of the German Standard team if you need any assistance or have any questions about our products. We look forward to helping make the hardwood floor of your dreams become a reality.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Armin Michel". The signature is fluid and cursive, with a large initial 'A' and a long, sweeping underline.

Armin Michel
President

Contents

Introduction	01
Company Profile	03
CRS: Reforestation and Carbon Reduction Program	04
Engineered vs Solid Hardwood	05
The Oak Collection	06
The Tropical Collection	19
The American Collection	23
Project References	26

Company Profile

German Standard was founded in 1993 in Bangkok, and has grown to become the largest importer of engineered and solid hardwood flooring in Thailand. We are distributors, retailers, installers and full service providers of the finest wooden flooring products in Asia. We focus on 8 product groups:



- Engineered/Multilayer and Solid Hardwood Flooring
- External/Outdoor Timber Decking
- Wooden Doors and Fittings
- Luxury Italian Kitchens
- Laminate Flooring
- Floor Accessories
- Maintenance Products

The company maintains a strong presence across major urban centers in the Greater Bangkok area of Thailand. German Standard operates its own showrooms, while maintaining retail outlets in most Boonthavorn, Home-Works, and Thai Watsadu locations in/around Thailand. With more than 25 years of experience and hundreds of major projects behind us, we have set our sights firmly on the future, with the goal of evolving into a truly world class company and perfecting our offerings in the wooden flooring industry. We particularly focus on catering towards the truly discerning customers who appreciate our exclusive choice of products, attention to detail and service capabilities second to none.

CSR: Reforestation and Carbon Reduction Programs



As a wooden flooring company, we realize that wood sustainability is a very important factor in our business. As a result, with utmost effort, we try to ensure that our sources will provide us the resources on a sustainable basis.

Externally we work with suppliers in the USA which enforce selective cuttings, allowing only trees that have more than 60 inches or 152.40 cm in diameter for commercial use. At the same time, we only source lumber from countries that grow more wood than what is harvested annually.

Internally, we have initiated reforestation programs in the Prachinburi and Loei provinces of Thailand. The effort is not only to ensure our business sustainability, but also to save and improve the environment as trees help reduce carbon dioxide and global warming.

Engineered Hardwood vs. Solid Hardwood

German Standard is proud to offer a wide range of hardwood flooring products including both local species and best-of-class wood species from around the world. Both engineered and solid planks and are available in a range of different species, colors and styles. From a purely aesthetic perspective, the two types of flooring are indistinguishable when installed properly.

Engineered Hardwood is crafted with state-of-the-art engineering processes and possess both the natural beauty and feeling of solid hardwood as well as the strength and stability that the modern technology brings. It is highly popular in the west, and is gaining popularity in Asia as owners can feel, touch and smell the natural wood while getting its superior stability, making it ideal for tropical climates. There are many varieties of engineered hardwood including American Oak and Walnut, Indonesian Merbau, African Sapele and Burmese Teak to name a few.



Solid Hardwood is the most traditional style of wooden flooring. Human civilization has used solid lumber ever since the hunting and gathering era. In the middle ages,



solid lumber was one of the most important raw materials in European castles. In Thailand, solid teak lumber is a major component of King Chulalongkorn's Vimanmek Mansion, the worlds largest teakwood mansion. Solid hardwood is not always the most suitable choice in tropical climates due to humidity-related expansion. Also its availability can be limited due to tropical hardwood reserves becoming scarce. We recommend consulting with German Standard professionals to discuss which type is best for your situation.

Have questions about German Standard wooden flooring?

Call Us: +66 (0)2 632 6888



the
OAK
collection



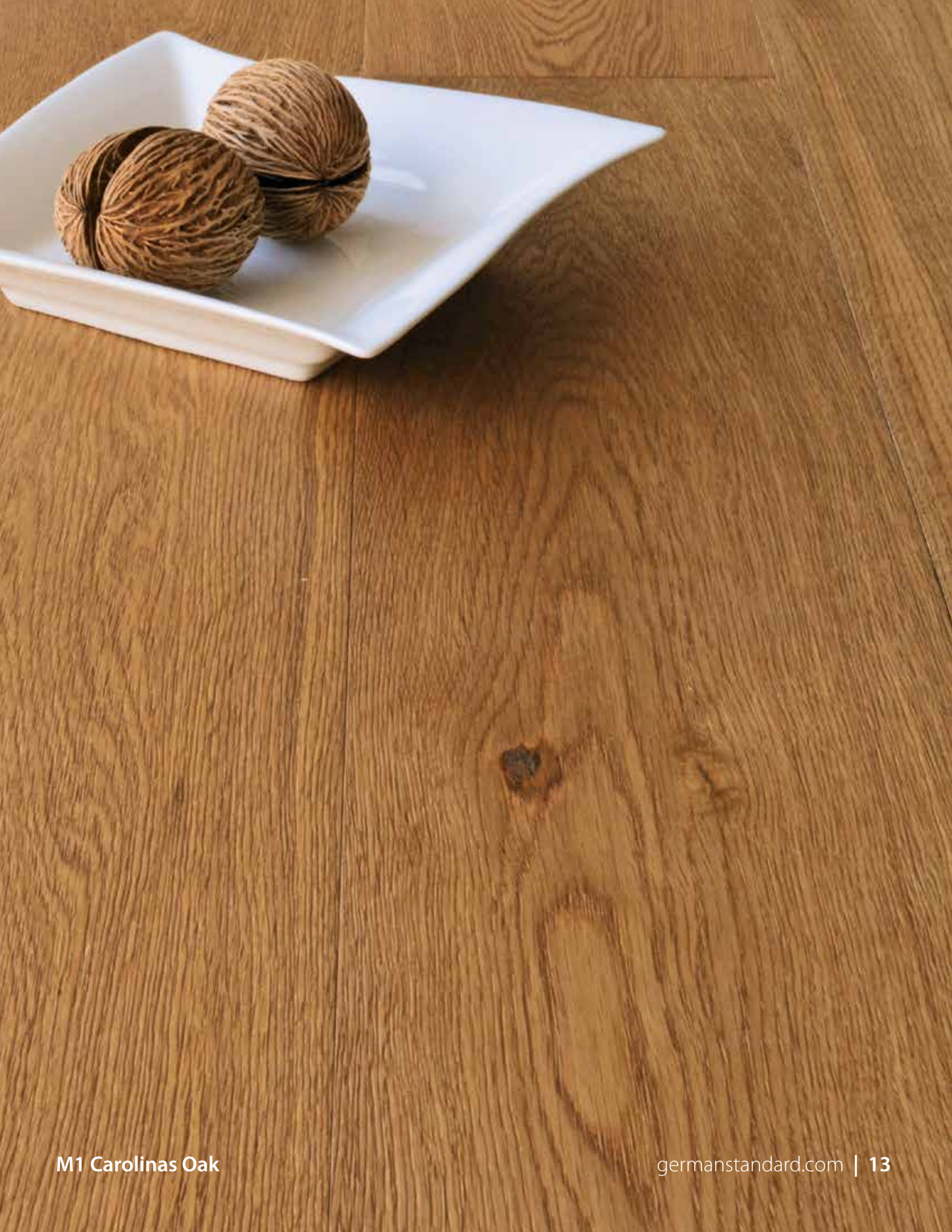














M1 Vermont Oak





the **OAK** collection

Super MAX Edition

length
3000

width
300

thickness
20/4 - 20/6

MAX Edition

length
2200

width
244

thickness
21/6

M1 Edition

length
1900

width
190

thickness
15/4

M3 Edition

length
910

width
125

thickness
14/3

Super MAX Edition

MAX Edition

M1 Edition

M3 Edition

CAROLINAS
OAK

VERSAILLES
OAK

ALASKA
OAK

BOSTON
OAK

EIFFEL
OAK

EIFFEL
OAK

SIBERIAN
OAK

NEW YORK
OAK

PENNSYLVANIA
OAK

HAMBURG
OAK

APPALACHIAN
OAK

GEORGIA
OAK

VERMONT
OAK

CAROLINAS
OAK

MICHIGAN
OAK

ATLANTA
OAK

GEORGIA
OAK

INDIANA
OAK

CAROLINAS
OAK

CAPE TOWN
OAK

INDIANA
OAK

OHIO
OAK

FLORIDA
OAK

SOUTH AFRICAN
OAK



the
TROPICAL
collection





the **TROPICAL** collection

MAX Edition

length
2200

width
244

thickness
21/6

BOTSWANA
SAPELE

M1 Edition

length
1900

width
190

thickness
15/4

RAJADAMRI
TEAK

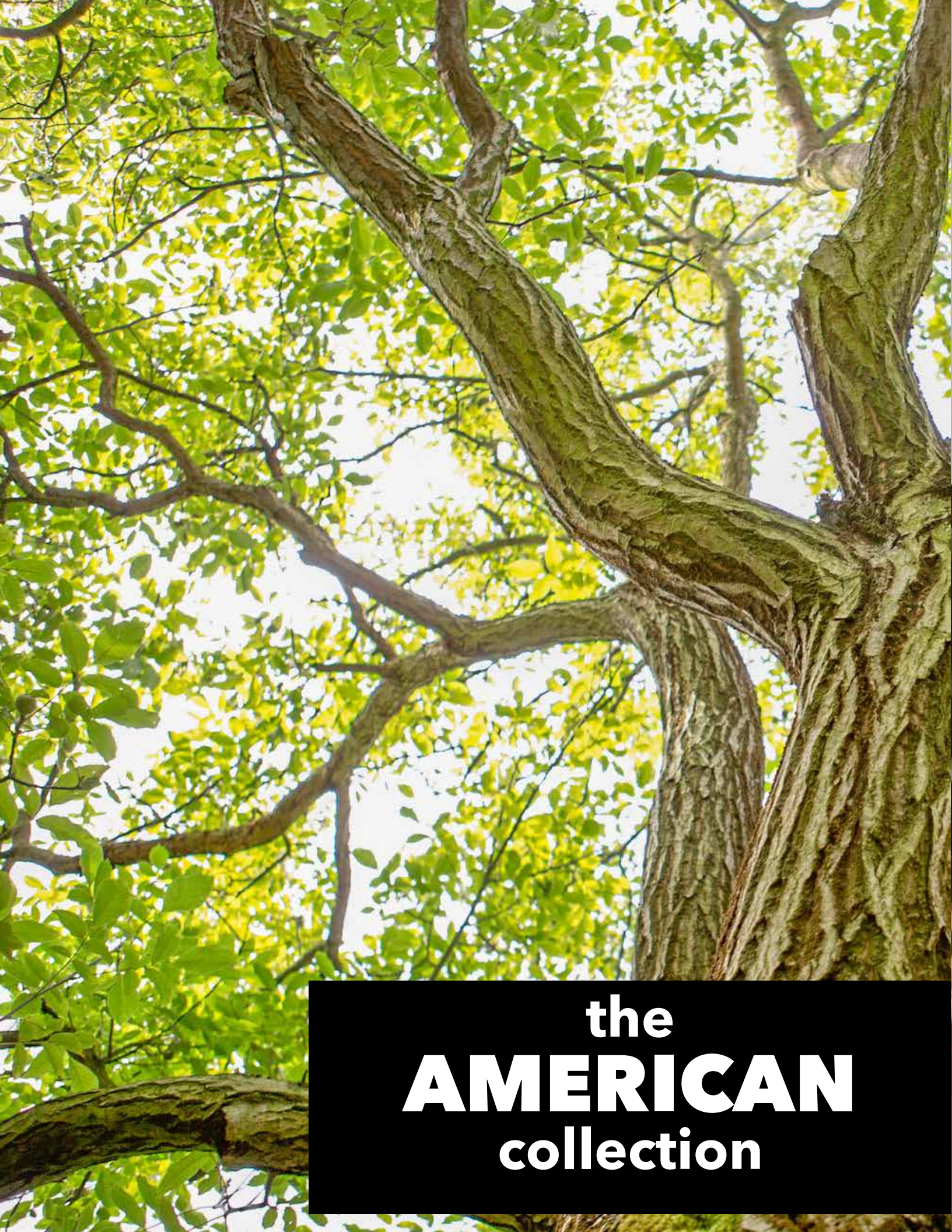
SUKHOTHAI
TEAK

M3 Edition

length
910

thickness
14/3

MANDALAY
TEAK



the
AMERICAN
collection



the **AMERICAN** collection

M1 Edition

length
1900

width
190

thickness
15/4

NEW YORK
WALNUT

MISSOURI
WALNUT

M3 Edition

length
910

width
125

thickness
14/3

FRANKFURT
WALNUT

“We wanted to do something different with The Park Chidlom. Hemaraj Land and Development hadn’t ventured into the residential market before, so we wanted to make our mark. We were not impressed by what was on offer in Bangkok at the time, especially in the city centre. There was nothing that we considered to be genuine luxury. In some ways that made our job easier — we were able to set the standard for the best residential condominium in the capital. In fact, we were the first such project with prices above 100,000 baht per square metre. It’s hard to believe now given the prices in Bangkok, but we led the way and our unit prices have almost tripled on resell too.

Obviously, the architecture of The Park Chidlom is the first thing you notice — it pays homage to the Art Deco era and had a very different look to anything else that was available in Bangkok at the time. The residence also has superlative facilities — meeting spaces, gyms, one of Bangkok’s largest residential swimming pools, tennis courts and more.

However, when it comes to luxury living, the interiors are as important as anything you see from the outside, if not more. Again, we wanted to do things differently with this residence. Most condominiums and family villas in Bangkok at the time either used teak, ceramic tiles or marble flooring. That simply didn’t have the right look or feel for what we were after. Throughout the entire project my guiding principle for whether something worked or not was whether it helped create a residence in which I myself would want to live. Nothing I had seen met that requirement for flooring.”

**- David Nardone
President / CEO
Hemaraj Land & Development PLC**



THE SUKHOTHAI RESIDENCES

THE PARK CHIDLOM

THE ADDRESS CHIDLOM

185 RAJADAMRI - BKK

THE ADDRESS ASOKE

TELA

ISARA

LAGUNA HOLIDAY CLUB PHUKET



Florida Oak
Sukhothai Residence

"Fortunately, I met Armin from German Standard at a business event. We got talking and he explained what his company did. I was immediately taken with his straightforward approach to business. I asked him to come and present some suitable products for The Park Chidlom. Both my team and I were very impressed. German Standard presented us with a level of quality we had not seen on the Thai market and the design and range of flooring were on a different level. Armin and his team continued to impress us with their service throughout the design and installation process. They did everything they said they would and ensured each job was finished to the highest possible standard.

As for the aftercare service, German Standard has helped with any issues we've had, but to be honest there haven't been many. The floors look as good now as they did when they were installed. As for whether I would recommend German Standard? Certainly. If you're after quality flooring and high levels of service then you must call Armin and his team."

- David Nardone



Florida Oak
Sukhothai Residence



Georgia Oak
Residential



South African Oak
Residential



**Carolinas Oak
Mall**



**Carolinas Oak
Mall**



South African Oak
Residential



South African Oak
Residential



Siberian Oak
Office



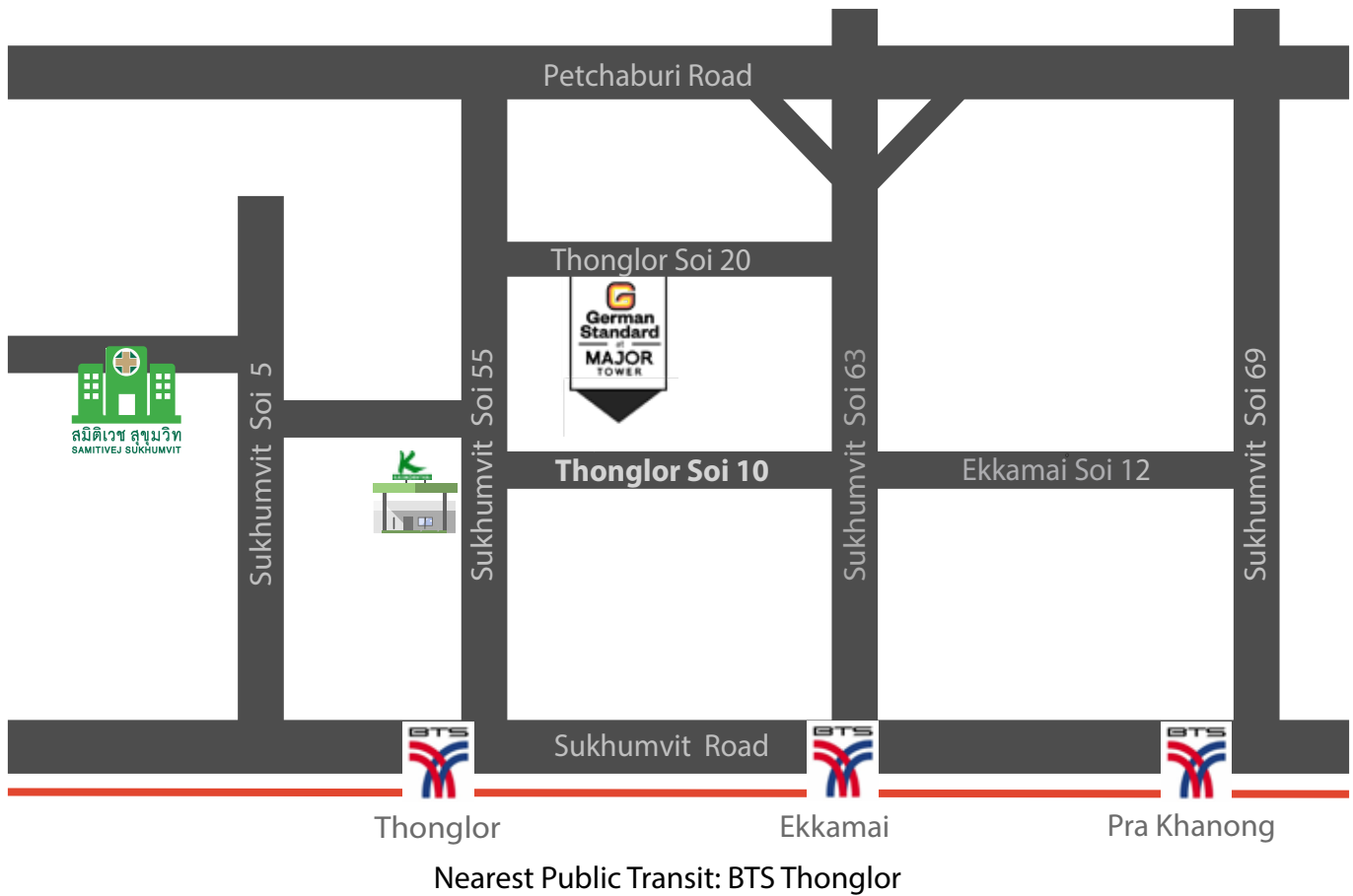
Rajadamri Teak
Residential



Carolinas Oak
Office



Deck Flooring
Residential



German Standard (Thonglor Showroom)
 Major Tower Thonglor 2nd Floor, Shop #7-8
 Thonglor Soi 10
 Wattana, Bangkok 10110

German Standard (Head Office)
 Wall Street Tower 33/95-96 19th Floor
 Surawong Road
 Bang Rak, Bangkok 10500

Boonthavorn Ratchada 3rd Floor
 999 Moo 9 Klongkum Beungkum Bangkok 10240

Boonthavorn Kaset-Nawamin 2nd Floor
 243 Dindaeng Bangkok 10400

Boonthavorn Bangna 2nd Floor
 15/2 Moo 14 Bangna-Trad Road
 Bangplee Samutprakan 10540



+66 (0)2 632 6888
 sales@germanstandard.com
 facebook.com/GermanStandardParquet
 instagram.com/german_standard
 www.germanstandard.com