

# Typically Swedish





# We are “Swedish by Nature”. You too?

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2 3



A close-up photograph of a dark-stained wooden surface, likely a floor or wall, showing a prominent, wavy wood grain pattern. The lighting is soft, highlighting the natural texture and knots of the wood. A thin white horizontal line is positioned above the title.

# Floors to die for

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*Whether a product like our three-layer parquet was produced with diligent and loving craftsmanship is revealed by the details. Elaborate development, the systematic selection of raw materials, precision processing, and a perfect finish clearly show that Berg & Berg flooring is created to last a lifetime.*



# Embraced by Nature

A photograph of a family walking away from the camera on a gravel path that curves through a forest. In the foreground, a young boy in a striped sweater and jeans is walking. Behind him are a woman in a dark jacket and blue jeans, and an older woman in a bright pink jacket. The path is surrounded by tall grass and trees, with a warm, golden light from the setting or rising sun in the background.

*Such is our world in Sweden: mountains, lakes, shorelines, thousands of islands, and enormous forests provide plenty of inspiration for innovative products. We Swedes have always had brilliant ideas. They range from the invention of the match to the safety belt or three-layer parquet. But in spite of all their inventiveness, the people of Sweden have kept their feet firmly on the ground and we have plenty of that. Statistically each resident has an area of 50,000 m<sup>2</sup> available to themselves.*



# Preferably for Always

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*Berg & Berg parquet has numerous tangible advantages. Thanks to the use of slow-growing Nordic wood, it is clearly superior to other 3-layer parquet with a conventional structure. The premium middle layer of slow grown North Swedish pine is of crucial importance for the high dimensional stability of Berg & Berg parquet. Quality is in the details and the control of all processing stages at our own plant in Sweden.*



**Oak lively ♣**

XXL wide plank, brushed,  
nature oiled

A misty forest landscape with tall evergreen trees and a dense fog layer. The scene is captured in a warm, golden light, likely from the low sun, creating a serene and atmospheric mood. The fog is thick and white, partially obscuring the trees and creating a sense of depth and mystery. The trees are dark green and stand prominently against the lighter fog. The overall composition is vertical, with the trees reaching towards the top of the frame.

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# The world of Berg & Berg

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*Sweden is defined by intact nature in general and plenty of forest in particular. Which is precisely the foundation for the world of Berg & Berg. Our wood is growing in forests of Södra in the south of Sweden, where expansive mixed forests with large stands of oak, beech, ash, and silver maple are found. From forest management, harvesting, and sawing in our own sawmills to the finished parquet, we have control of all stages in the production process. This is unique in the world and probably only the case with Berg & Berg.*





**Oak XS white**

On edge design, white oiled



### Oak Eriksberg white

XXL wide plank, brushed,  
white oiled

# Surfaces in depth



## Oiled Surfaces

Oxygen-curing plant-based oils have been proven to protect wood for centuries. Our new Oil N°8 not only treats superficially but is polished deeply into the fibres of the wood. As a result, oiled Berg & Berg floors retain their wonderful warmth and charm and are extremely durable. The Oil N°8 factory finish is ready to use after a simple wet cleaning with Faxe Wooden Floor Soap or Faxe Active Care.

## natureplus

Berg & Berg is the market leader for ecological parquet. In order to live up to this claim we undergo regular, comprehensive audits by natureplus – the quality seal for environmentally compatible, healthy living products in Europe. Detailed test results are available upon request. [www.natureplus.org](http://www.natureplus.org)

## The Benefits of oiled Berg & Berg Wooden Flooring

- The oil penetrates deeply, so the delightful feeling of the wood is retained.
- The floor's natural moisture equalization is uninhibited and promotes a healthy indoor climate.
- Oiled Berg & Berg floors are antistatic.
- The oxygen-curing oil hardens the wood inside and out, impregnating it and offering effective protection against dirt and moisture.
- Oiled Berg & Berg floors are durable and easy to maintain.
- The maintenance with Faxe Wooden Floor Soap or Faxe Active Care ensures uninterrupted and renewed protection.
- Our floors are easy to repair and renovate – even partially.



### Oak Värmland

XXL wide plank, brushed, smoked, oiled



No. 0209-0311-018-1  
selected oiled products

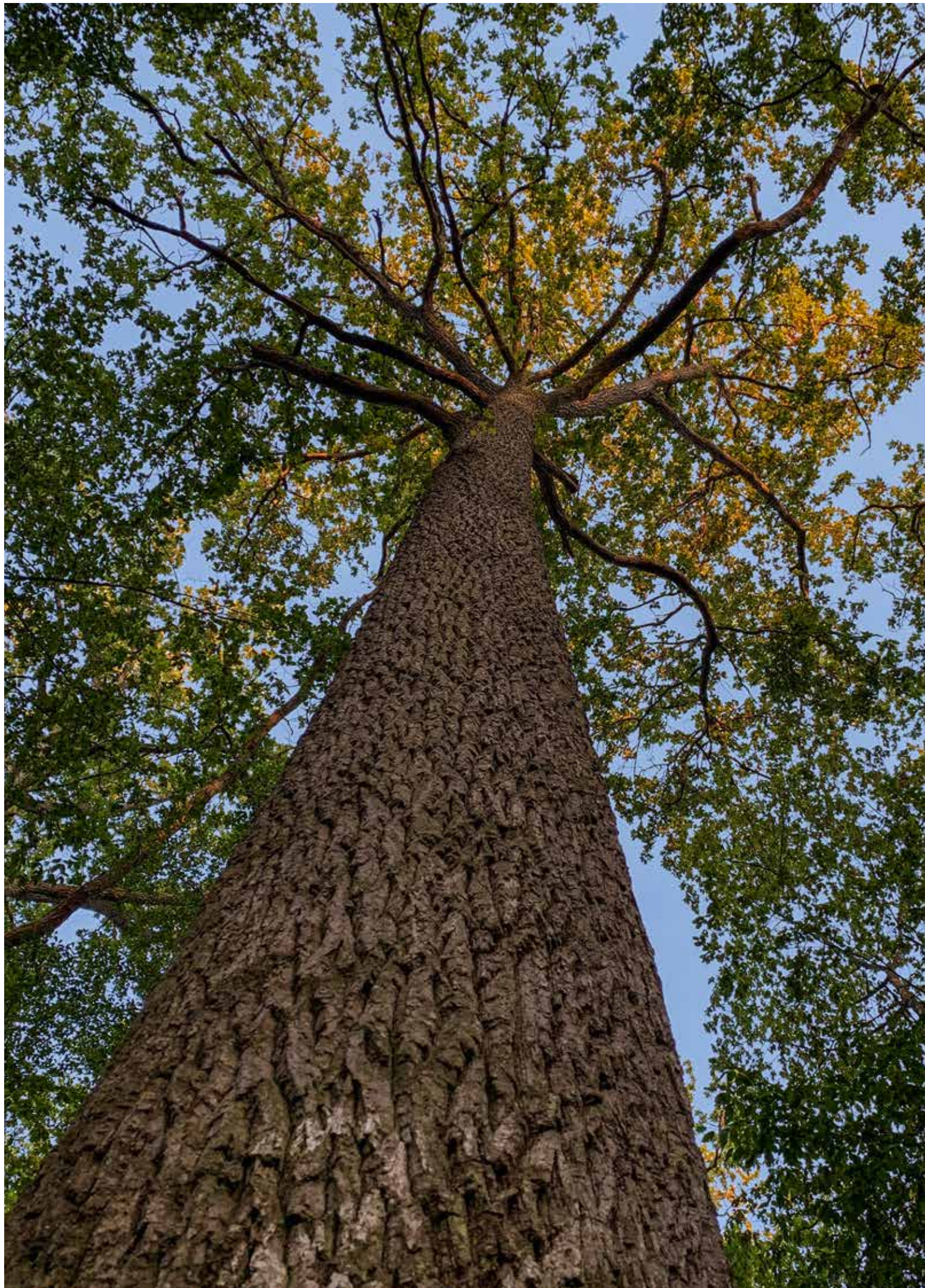
## FSC®

Our wood comes from Södra woodlots in southern Sweden, most of which are already FSC®-certified.

Just as maintaining ecological diversity is a key factor, sustainability is also as important and a matter of principle for us. We never harvest more wood than will grow again in the same time. This philosophy made us the market leader for ecological parquet (Co30473).



The mark of  
responsible forestry



*The Oak logs for Berg & Berg engineered flooring come from Swedish forests. Trees grow more slowly here, stand less densely, and grow multiple, and above all, healthy branches. Due to the barren grounds and long winters, the wood is more dense, and particularly hard. The climate and growing conditions contribute to the beautiful colouring and the expressive character of our floors.*



**Christian Jöhncke, CEO Berg & Berg**

„To us the environment is top priority. Our philosophy is to take responsibility for the entire production process, with our name we stand for 100 % domestic production.“



# From the seedling into your living room

1

The tree is planted.



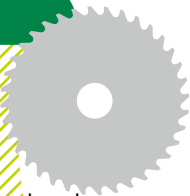
2

The forest is thinned out.



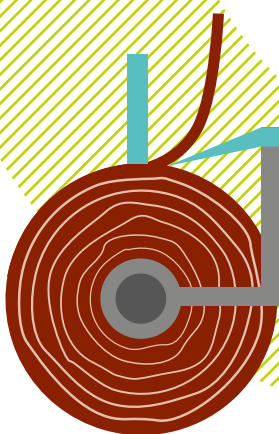
3

The mature trees are harvested and processed at the sawmill into sawn timber for surfaces and core layers.



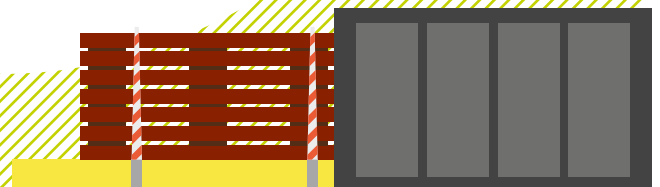
4

The logs for the back layers are rotary peeled.



6

The sawn timber is cut to size and sorted according to the different flooring grades.



5

The sawn timber is stacked and carefully kiln dried. The heat for the drying chambers comes from wood scraps.

8

The five-layer “sandwich construction” is cut along the centre into two 3 strip parquet boards. The boards are carefully sanded multiple times.

7

The separate layers (surface layer, core, back-layer) are glued and then pressed into a five layer “sandwich construction”.

9

The patented Svedloc Plus profile is then milled into the four edges.

10

The boards are taken to the finishing lines where they are brushed if necessary, and oiled or lacquered.

11

After all this, quality checks are carried out and the boards are packaged in packs of six.

12

The packs are taken to the central warehouse, ready to be dispatched to customers.

Berg & Berg

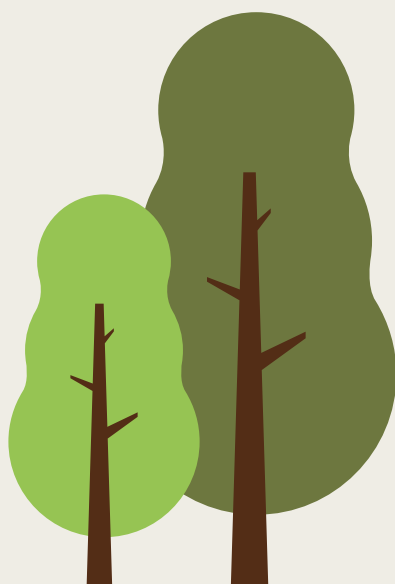


# The forest is growing

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*All hardwood logs for Berg & Berg are supplied from Södra, an economic association in which over 50,000 forest owners have come together to cultivate their own forests and market the timber.  
All wood species Berg & Berg uses are growing in Sweden's forests.*

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+40,000,000

Swedish forests are growing at a rate of 120 million m<sup>3</sup> a year, of which only 80 million m<sup>3</sup> are harvested. This represents an annual net growth of 40 million m<sup>3</sup>.



A photograph of a modern interior space. In the foreground, a dark wood floor with a visible grain pattern is shown. To the left, a large glass door with a dark frame is partially open, revealing a living room in the background. The living room has white walls, a television on a white stand, and two dark leather chairs with metal frames. A floor lamp with a curved arm is visible in the background. The floor in the background is a lighter wood. The overall atmosphere is clean and contemporary.

### **Oak Västerbotton**

XXL wide plank, brushed,  
smoked, nature oiled



**Oak calm** ♣

XXL wide plank, nature oiled



**Oak lively ♠**

XXL wide plank,  
raw timber effect



# Erik Hjärtfors and the “green plan”

26 27

Erik Hjärtfors owns 31 hectares of forest in southern Sweden. When the founder of Lövsjö Loghouse Company and his family became owners of the forest in the year of 2000, they saw it less as a financial investment and more as an affair of the heart. He wanted to take responsibility for a piece of forest, because forests are his life. Erik is not the only one who thinks like this; many of the other 55,000 forest owners linked to the Södra association think likewise.

**Mr. Hjärtfors, most people your age buy cars, flats or houses. You have bought a forest. Why?**

Forests have always been part of my life. I studied forestry and I spend a large part of my leisure time in the forest. This started when I was a child and has continued right up to the present day. It's the same for a lot of Swedish people. We feel close to nature and make every effort to live in harmony with it.

**Please tell us about your own forest.**

My forest is in the Province of Småland in southern Sweden – not far from a place called Vetlanda. The ground there is very stony and barren. Half of the trees are pine, 30 % are spruce and 20 % are birch. As the ground is so barren there are very few other species. The few oak trees for instance I do not harvest at all.

**So that means you cultivate your forest?**

Yes, every year I harvest mature trees from about 3 % of my land. Sustainable forestry is very close to my heart. I was interested in it even when I was a student. The 150 trees that I fell are about 80 to 90 years old – a whole human lifetime. One year later I replace them by planting 1,000 seedlings which I get from the Södra nursery.

**What does it mean to you to be a member of Södra?**

Södra is a strong organization, where I can be among like-minded people. That is very important to me as we have here something we call the “green plan”. This lists the criteria for forest management with which we must all comply.

**What sort of thing does this involve?**

Well, for instance, we are not allowed to remove more trees from the forest than will grow to replace them. Södra calculates the appropriate number to be harvested. Apart from that we keep an eye on the rivers and the preservation of biodiversity. And we inform the public of how important a healthy forest is for all of us. The Swedish “Allemansrätt”, which some of you may know from holidays in Sweden, helps us with that. It generally upholds the right of everyone to enjoy the natural world and its fruits, irrespective of ownership. This means that

no-one needs the permission of the owner to exercise the common right to enjoy the environment.

**What does Södra make from the trees you have harvested?**

Although I am a committed member of Södra I do actually process my timber at my own company, Lövsjö Loghouse, where I manufacture log cabins. This is something else which Södra

supports: start-up companies which process and finish timber in Sweden. One more reason for me to feel at home here.



Left: Erik Hjärtfors in his forest.

Right: One of the 1,000 seedlings which Erik plants every year and what they will become.





# Jan Söderberg – good things grow slowly

Jan Söderberg is the export manager of Berg & Berg. What's more: he founded the company with Ulf Palmberg in 1996. What does the Berg & Berg brand mean today to this father of three?

## **Mr. Söderberg, when did you first become interested in wood?**

As a Swede, you come into contact with forests and wood from childhood. I grew up with them and, after studying engineering, worked first of all for a door manufacturer and then in my own moulding production. As soon as I got an opportunity to help develop parquet production, I was fired with enthusiasm. With parquet, more than with almost any other timber product, you can see the beauty of the raw material in every single board. That fascinated me.

## **From forest to floor, so to speak?**

Yes, in 1996 the opportunity arose to take over an existing factory which had earlier been manufacturing doors. I sought out the best technician to be found in Sweden: Ulf Palmberg. And he became my partner in this project. Together with my German friend, Stephan von Schreitter, we redeveloped the factory from scratch. The name Berg & Berg came about, by the way, from the end of Ulf's name and mine; so in 1996, Palmberg and Söderberg became Berg & Berg.

## **What does the brand of Berg & Berg stand for?**

We manufacture beautiful wooden flooring in high end quality at fair and affordable prices. I still enjoy making such products and receiving customer recognition for doing so.

Customers can expect not only that our products will look beautiful but that they will also be top quality. Our main markets, which are in Sweden, Germany, Switzerland and Austria, are among the most discerning in the world and have some of the most challenging climatic conditions.

Berg & Berg parquet fulfills their requirements: best technical quality, flawless biology for living and reasonable prices.

## **And the raw material, wood?**

Very important, of course. We do our best only to use timber which comes from the forests of our owners. The advantages are shorter transport routes and the high quality of Swedish timber. The trees grow more slowly here in the North and so are denser and harder, which is a distinct advantage for a wooden floor. The trees here are less closely packed and so are able to put out more branches in the lower trunk section.

This gives our floors their particularly distinctive look.

## **The look is, of course, important for a floor. But what about its technical properties?**

Those are at least as important but we take that for granted.

We use a core layer of solid, slowly grown pine with vertical annual rings: an important reason for the superior dimensional stability of our floors. HDF or chipboard would certainly be cheaper but it would not meet our high quality requirements.

Added to this is our Svedloc Plus profile: a Berg & Berg patented system, which combines the advantages of a tongue and groove joint with those of a click profile system. Easy to install – both for the professional fitter and the inexperienced amateur.

**That sounds like a well thought-out product. Is it worth all the**

## **effort and expense?**

Oh, yes. And I'm not talking about revenue. I'm talking about the naturalness and environmental friendliness of our products. And about the opportunity to bring such an original and durable material of this kind into your home. Digitalised laminate or PVC floors might look deceptively genuine, but they don't come anywhere near the stories that original Berg & Berg floors can tell.



# GASTEIG NATURWAREN



# Heinz Nikolaus: highly recommended

If, for a start, you had managed to find the courtyard in the Munich suburb of Haidhausen and then gone inside the retail outlet through its high wooden door, you would quickly have noticed that nothing is normal (in the best sense of the word). A visit to Gasteig Naturwaren.

**Mr. Nikolaus, how is it that you are selling Berg & Berg parquet flooring in this idyllic setting in the middle of not too affordable neighbourhood of Munich?**

When I first started out here in 1982 the neighbourhood was quite different. It was a classic working-class district similar to those in other towns, with affordable rents. In the meantime everything has changed around us but we have remained true to ourselves.

**There was no mention of Berg & Berg in 1982. What did you start with?**

Wood had always fascinated me even when I worked as a qualified electrician. I started to work as a joiner, restoring furniture. Things then moved on with beds and natural colours which my brother had recommended. Then came carpets and flooring in coconut, wool and sisal. And at some point parquet was added.

**Why Berg & Berg?**

I didn't know of Berg & Berg at that time. But I had a visit from a very determined salesman. Another recommendation, if you like. And then I began to take an interest in their products.

**What do you like about Berg & Berg floors?**

In our opinion wooden floors have to be solid. The first multi-layered wooden floors were out of the question for us because of the high proportion of glue in the product. It was never like that with Berg & Berg. We're talking about products which are very ecologically sustainable and which are all a delight to look at.

**Do you have any personal favourites?**

The surface must always be oiled and not lacquered. I really do like to feel the wood under my feet. The brushed floors are very beautiful but personally I prefer the finely-sanded finish.

**Who are your customers?**

Some of our customers live nearby, in old buildings which have been stylishly renovated. Or else in high-end newbuilds. They all tend to be customers with an ecological conscience, though.

A typical living area would be 150 to 250 m<sup>2</sup>. We get most of our new customers as a result of recommendations.

**That doesn't really sound like a do-it-yourself clientèle, does it?**

We are in demand there. I employ three floor-fitting teams who are always kept busy. And Andreas Marotzke. He used to be self-employed, working with a parquet and flooring installer in Berlin but he had to give it up. Fortunately for me! I couldn't have found anyone better anywhere. Andreas knows everything about fitting parquet. Much more than I do.



**What do you both think of Svedloc Plus?**

Our floor fitters are very happy with it; particularly in inaccessible places. So all-in-all: very highly recommended!

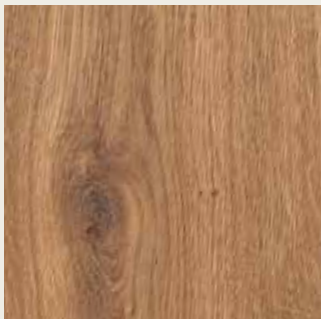
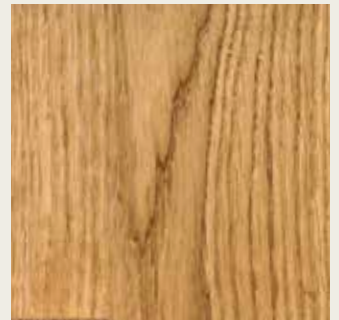
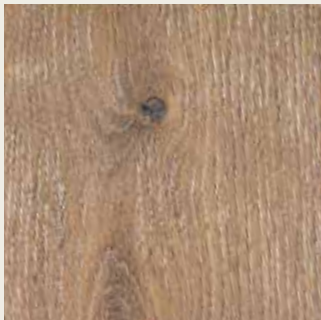
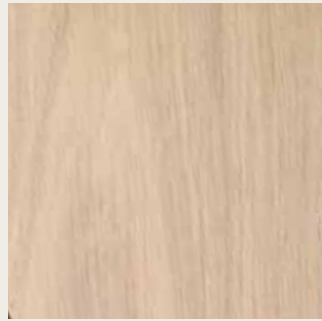
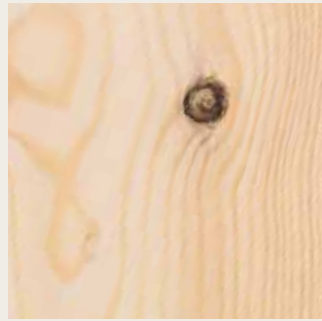


Left: Heinz Nikolaus and Andreas Marotzke in front of their shop in Haidhausen, Munich  
Above: Fabian Renz, Trainee

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# The Colours of Berg & Berg

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Oak Västerbotten



Oak Lappland Dark



Oak Lappland





**Oak nature**

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**Oak Värmland**

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**Oak Gotland**

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Oak white

Oak raw timber effect

Oak Öland





**Beech nature**

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**Red oak nature**

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**Ash white**

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Norrland's Pine nature



Norrland's Pine white



Norrland's Pine extra white





Oak calm ♣

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Oak lively ♣

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Oak knotty ♡

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Oak colourful ◇

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The fundamental ecological idea which is part of our concept is that all wood contained in a log should be used. This means that we combine the idea of careful handling of this precious raw material with the Swedish desire for natural design and lifestyle ambience.

With most of our products, there is a choice not only between three-strip and wide plank boards but also between up to 4 attractive grades of wood.

The special wood, growing as it does only in Sweden, combined with our production methods which are designed specifically to process it, make us one of the very few manufacturers who can supply premium knotty flooring. This is particularly labour-intensive to produce, in both wide plank and three-strip design.

Our “wild” grades in three-strip flooring are particularly popular. In this product, boards of all grades are mixed to produce a natural, living parquet design floor with a very special aura. And all for an unexpectedly attractive price.



**Wild oak** ◇  
L 3 strip parquet,  
raw timber effect



**Norrländ's Pine**  
XXL wide plank, white oiled



**Norrländ's Pine**  
XXL wide plank, nature oiled



### **Oak XS**

On edge design, smoked,  
finely sanded, white oiled

**Beech XS**

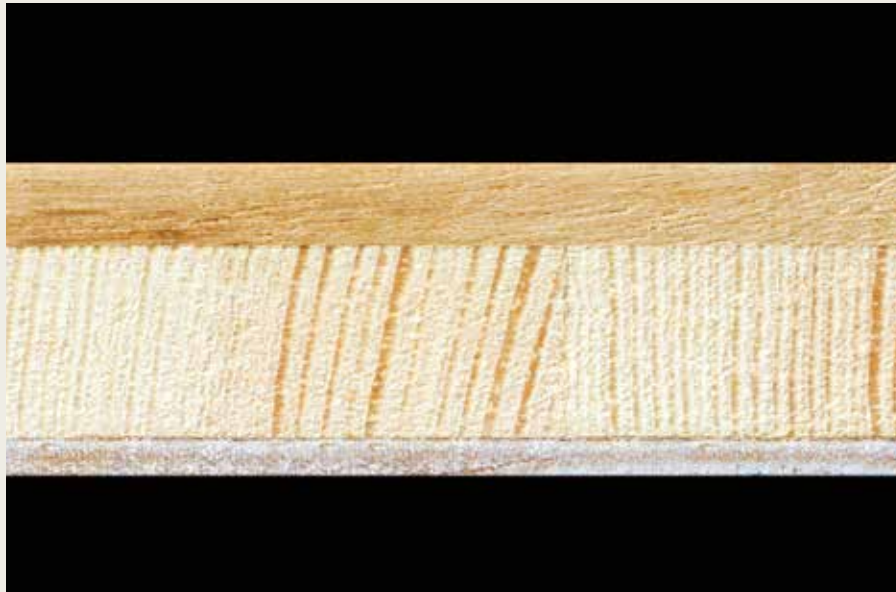
On edge design,  
finely sanded, white oiled

A photograph of a modern interior space, likely a kitchen or living area, featuring a wooden floor, brick walls, and a kitchen area with stainless steel appliances. The room has a rustic yet contemporary feel, with exposed brick and concrete elements. A doorway leads to another room, and a window with a curtain is visible on the right. A track lighting system is mounted on the ceiling.

### Oak XS

On edge design,  
finely sanded, nature oiled





Surface layer in  
3.8 mm solid hardwood

Core layer made from  
8.2 mm slow grown,  
dimensionally stable  
North Swedish pine  
with vertical annual  
rings

Back-layer in 2 mm  
spruce



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*Three-layer parquet is certainly more costly to produce. Technically, though, it offers tangible benefits. And in the end, the surface layer clearly shows that you stand on quality.*

## Three-layer parquet

Wood is a natural material which swells or shrinks depending on humidity. This can result in distortion, cracks or open joints, particularly with solid wood products. Three-layer engineered flooring is more expensive to produce but it is technically superior. Berg & Berg parquet is made of three quality layers and so is especially dimensionally stable.

## The core layer

is one key for a quality product. We use only slow-grown North Swedish pine with vertical annual rings. The core layer makes Berg & Berg parquet superior for its dimensional stability.

## The surface

Berg & Berg parquet is delivered from the factory with a finished surface. There is no sanding dust or unpleasant odours during the installation. Ideal for renovation work.

## The thickness of the surface layer

High-quality parquet has a long life span. This is why the surface layer has to be thick enough. Berg & Berg parquet has a surface layer approx. 3.8 mm thick which can be sanded multiple times.

## The length of the strips

In three-strip parquet, the individual board is composed of a number of individual strips. Other manufacturers incorporate short pieces at the end of the boards. Not at Berg & Berg. All the strips are at least 250 mm long; on average even over 400 mm. Even the wide plank boards are particularly long and wide at 195 x 2,390 mm.

## Right angle on the edges of the board

The surface layer on Berg & Berg parquet is always milled at right angles on the edges and not undercut. That's why our parquet can be sanded without creating any unsightly gaps.



# Quick, simple, safe

Svedloc Plus 

## **Svedloc Plus**

is the advanced development of Berg & Berg's proven patented jointing system for three-layer engineered wood flooring. Due to the new setting of the profile the planks can be joined together and installed easily.

Berg & Berg planks with Svedloc Plus are suitable for both floating and glue down installation. Svedloc Plus offers the possibility of applying glue in the groove and therefore provides superior stability when installed floatingly.

## **Svedloc Plus provides the following advantages**

- simple and quick installation
- no creaking sounds
- no open joints
- proven superior stability
- can be walked on directly after installation



Video  
Easy installation

# A little Guide to Species of Wood

### Species of wood

All wood has its own different characteristics. The colour, the structure of the wood and the surface of the parquet floor are a matter of personal choice.

Almost 100 % of our wood comes from Swedish forests where the climate conditions contribute to its outstanding quality and where considerations of ecology and sustainability go without saying.

### The hardness

All the wood species used by Berg & Berg are recommended for use in normal living areas.

### The dimensional stability

This is important when installed over underfloor heating and in regions where there are major changes in climate. The more stable the wood, the less the floor tends to develop open joints.

### The effect of light

Wood is a natural product and its colour is changed by UV light. Light wood becomes darker and dark wood becomes lighter. Colour variations diminish in the course of time. Newly installed parquet often looks rather different than it did in the showroom.



### As versatile as nature

Different woods bring their different characteristics with them. Not to mention the limitless visual appeal which characterises this raw material.

Wood type Origin	Hardness 1-4	Dimensional stability 1-4	Change in UV light 1-4
Oak Sweden	Class 3 very hard	Class 4 excellent	Class 3 very colourstable
Red oak Sweden	Class 3 very hard	Class 4 excellent	Class 3 very colourstable
Ash Sweden	Class 3 very hard	Class 3 very good	Class 3 very colourstable
Beech Sweden	Class 3 very hard	Class 1 slight	Class 2 colourstable
Pine Sweden	Class 1 less hard (softwood)	Class 3 very good	Class 1 becomes significantly darker



Wild oak ◇

L 3 strip parquet, white oiled

**Oak Lapland**

XXL wide plank, brushed,  
smoked, nature oiled



**Wild oak** ◇

L 3 strip parquet, white oiled



**Oak knotty** ♥  
XXL wide plank, white oiled





**XXL wide plank**

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**L 3 strip parquet**

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**XS on edge design**

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# Wide Plank v. Three-Strip or On Edge Design?

## Three-strip flooring

is the classic parquet pattern. The individual strips are 66 mm wide and ours are particularly long at 250 to 450 mm. They create an irregular pattern along the boards.

## Tip

Combine wide plank and three-strip on the same floor.

The wide plank boards can be used in larger rooms and the three-strip boards in smaller rooms.

## Wide plank floorings

have a large, continuous surface layer (ours is 195 x 2,390 mm). This requires the use of larger logs, which makes wide plank boards more expensive. The long edges of the Berg & Berg XXL wide plank boards are always chamfered. Every pack may include some shorter boards (800/1,200/1,600 mm) which are recommended to use at the beginning and end of the installed rows.

## Important

When installing wide plank floors, at least 2–3 bundles should be opened at the same time so that the boards can be positioned in a good mix. This is the best way to ensure that the floor has a naturally varied overall look. Boards with a similar structure that come from the same tree should be placed at a distance from each other.

## XS On Edge Design

Oak XS comes as a contemporary interpretation of the traditional “on edge design” parquet. A new look meeting an extraordinary taste. Due to their vibrant surface structure oak XS flooring elements excel by a special durability. After installation it has to be mechanically treated with maintenance oil.





**Oak knotty** ♥

XXL wide plank, brushed,  
nature oiled





**Wild ash white** ◇  
XXL wide plank, white oiled



### **Oak Öland**

XXL wide plank, finely sanded,  
lye treated, extra white oiled

**Oak Värmland R**

XXL wide plank, rustic, brushed,  
smoked, Värmland-shade oiled

# Nature



Oak calm ♣



Oak lively ♣



Oak knotty ♥



Wild oak ◇



Oak Eriksberg — brushed, nature oiled, with black wood-putty.



Wild red oak ◇



Wild beech ◇



Norrland's Pine



Oak calm white ♣



Oak lively white ♠



Oak knotty white ♥



Wild oak white ♦



Oak Eriksberg white — brushed, white oiled, with black wood-putty.



Ash calm white ♣



Wild ash white ♦



Norrland's Pine white



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# White

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Ash Polar — uniform grading, finely sanded, lye treated, extra white, matte lacquered.



Ash Saltholmen — wild grading, finely sanded, lye treated, extra white, matte lacquered.



Oak Saltholmen — wild grading, finely sanded, lye treated, extra white, matte lacquered.



Oak Öland — finely sanded, lye treated, extra white, matte lacquered.



Oak Öland — finely sanded, lye treated, extra white.



Norrland's Pine  
extra white



Oak Lapland — brushed, smoked, nature oiled.



Oak Lapland R — rustic, brushed, smoked, nature oiled.



Oak Eriksberg dark — brushed, smoked, nature oiled, with black wood-putty.



Oak Lapland dark — brushed, intensively smoked.



Oak Dalarna — brushed, dark brown stained, matte lacquered.



Oak Västerbotten — brushed, deep-smoked, nature oiled.

# Grey

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XXL



Oak knotty ♡ – raw timber effect

L



Wild oak ♢ – raw timber effect

XXL



Oak Värmland – brushed, smoked,  
Värmland-shade oiled.

L



XXL



Oak Värmland R – rustic, brushed, smoked,  
Värmland-shade oiled.

XXL



Oak Gotland – brushed, smoked,  
Gotland-shade oiled.

L



XXL

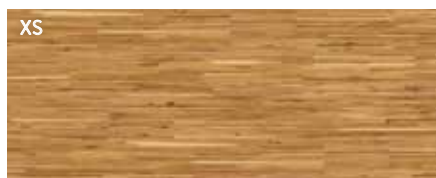


Oak Gotland R – rustic, brushed, smoked,  
Gotland-shade oiled.

XXL



Oak Eriksberg dark – brushed, smoked,  
white oiled, with black wood-putty.



Oak



Oak white



Oak smoked

Oak smoked  
white

Beech



Beech white

The products shown have an oiled surface. We also offer several floors with a matte lacquered surface, which have a slightly different colour compared to the oiled ones.

Please ask your dealer for the products available. If you need product samples, please don't hesitate to ask your dealer.

