

Naturally No 1



A complete system.
A complete range of
wood care products.
Pre-treatment.
Basic finishing.
Cleaning. Maintaining.

WOCA is at the pinnacle of surface treatment and welcomes you to a world of natural aesthetic advancement.



Naturally
No1
Recommended by professionals

We are passionate people.

Passionate about our origins and our heritage. Passionate about our products and our customers. Throughout our history we have always stayed true to our ethos of authenticity, integrity and attitude. Our mission is still to do the best work of our lives for the world's most beautiful, long lasting building material. We will continue to do our best. That's why we're No1.

We exist to share our passion. From the beginning we have been associated with floor and furniture manufacturers, which share our values and attitudes, professional floor fitters, who live and breathe for their craftsmanship. Customers with the same approach to quality as ourselves. It is no surprise we continue to search out new and interesting products to bring innovative ideas to our iconic surface treatment and maintenance system.

Excellent quality.

Complete system.
Long lasting results.
Easy and simple to use from start to finish.
Made by passionate people.

That's why we're No1.

Wood is not supposed to be surface finished; it should be strengthened and protected from inside.

The natural choice.

This is WOCA's ethos and our continuing attitude on how to ensure wood work a long life, durability and a beautiful natural look.

Basically there are two ways of treating and finishing wood in general. The natural way or the "superficial" way!

WOCA believes in the natural way. The philosophy is that wood in itself is a unique and a natural material, which possesses a number of natural inner properties that are needed to ensure long lasting durability. These qualities/properties "only" need to be strengthened and stimulated, so the wood stays in the same condition as the day it was installed. This is done by maintaining and rejuvenating the wood with natural penetrating oil that hardens deep inside the wood and provides new life and energy. Well maintained wood keeps its natural ambience and beautiful appearance. Wood is a natural product with naturally built in resistance.

On the contrary, the superficial approach is about protecting the wood from wear and tear. This is done by coating the surface with some kind of synthetic film building finish. In reality, this finish is sealing the pores of the wood and turns the natural living wood into an artificial material with no life. The result is that the surface is only protected in the short term and the living properties of the wood are weakened.

The natural way requires a bit more attention to ongoing after care than the superficial method, but the advantage is that the lifetime of the wood is radically extended. In other words: what is invested in maintenance and care is regained in no extra costs compared with the surface finished wood being renovated, sanded and repaired or worst case replaced completely.

The bottom line is the question of philosophy: "Do we want to enjoy the real quality of one of the world's most beautiful, long lasting natural building materials on a daily basis? - Or do we prefer to change the wood surface into a more anonymous artificial material just to save some time on after care and maintenance on the short term?"

We at WOCA Denmark have made up our minds.



Comparison of surface systems. For solid and engineered wood flooring.

The pure natural finish with all the advantages

- The natural appearance of the wood is enhanced
- Easy maintenance
- Good water and liquids resistance
- The floor gets more and more beautiful as time goes

How well does the surface look?

Time

- Regular cleaning with Natural Soap and treatment occasionally with oil Refresher
- Treatment with Wood Cleaner and Maintenance Oil/Paste

From wrecks to No1. - this is our story.



Our brand was born in the late 1960s, when Ib Møller, inspired by his ancestors' use of driftwood from the many wrecks along the coastline near Skagen, approached his wife with an idea. His first venture was stairs and flooring planks made from wood. Later on, furniture became part of the range.

Lye, soap and different oil products were developed for the basic treatment, care and maintenance of wood, with the philosophy that wood in itself is a unique raw material, which possesses a number of natural inner qualities needed to ensure long lasting durability. These qualities only need to be strengthened and stimulated, so the wood stays in the same condition as the day it was installed. This is done by maintaining and rejuvenating the wood with natural penetrating oil that hardens deep inside the wood and provides new life and energy.

Today, the WOCA brand is synonymous with a complete system for the preparation, finishing and maintenance of both interior and exterior wood. Excellent quality. Easy and simple to use. Made by passionate people. That's why we're No1.

A natural part of the world's most beautiful buildings.

That's why we're No1.

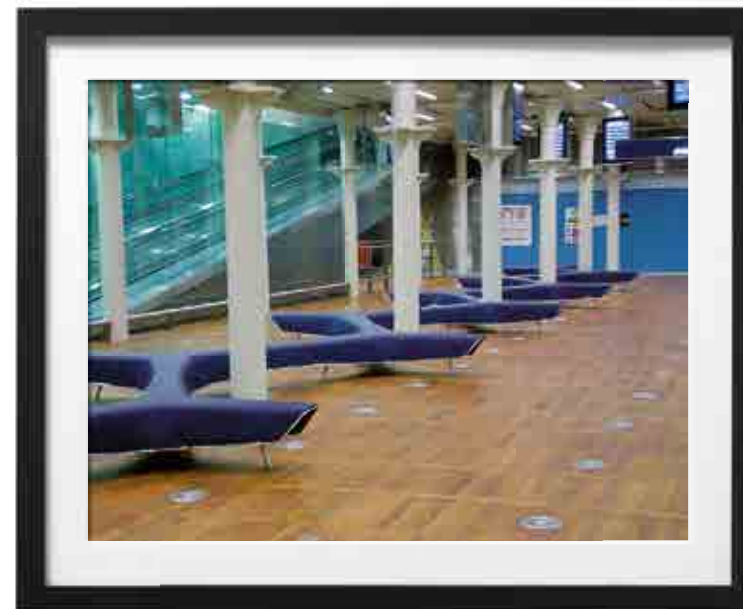
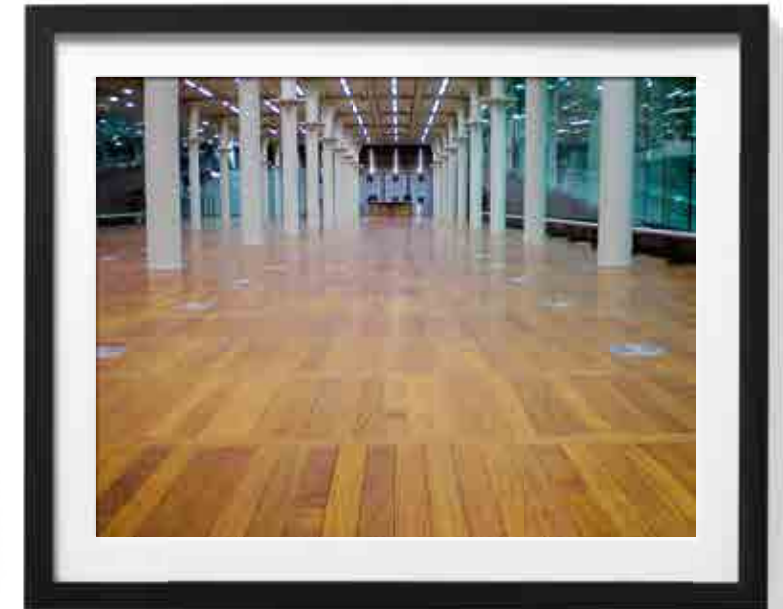
For more than four decades, we have been a natural part of the world's most beautiful buildings and architectural masterpieces. From St. Pancras Railway Station to Christie's Auction Hall in London, from Copenhagen Airport to the Presidential Palace in Slovenia. We believe our surface treatment and maintenance system can help protect the visions set out by the builders and architects.



Photo: George Rex

CASE STUDY

ST. PANCRAS RAILWAY STATION, EUROSTAR, UK



Opened in 1868 and highly praised for its architecture, St. Pancras Railway Station is a major railway station in central London. In around 2007, the building was renovated, extended, and reopened with a new, high security terminal area for Eurostar trains to continental Europe. The whole station is known as St. Pancras International.

ARCHITECT:

Chapman Taylor, Lancashire, Great Britain

FLOOR CONTRACT:

Floor contractor:
Atkinson & Kirby Ltd., Lancashire, Great Britain

Floor installer:

Loughton Contracts plc, London, Great Britain

FLOOR:

6,000 square metre jatoba solid wood floor

WOODCARE DENMARK SURFACE TREATMENT:

Basic finishing:

WOCA High Solid Master Oil, Natural

Maintenance:

WOCA Maintenance Oil and WOCA Oil Refresher

Cleaning:

WOCA Master Soap

CASE STUDY

TRIP TRAP COPENHAGEN, LANGELINIE

The Trip Trap store together with its showroom on the first floor of the old post office on Langelinie underwent extensive refurbishment in 2011. In partnership with the architects, WoodCare Denmark has developed a new Pre-Colour that provides a fresh and engaging look with a surface treatment of the traditional parquet ash floor. Both the floor and stairs have been treated with WOCA Pre-Colour and WOCA Diamond Oil.

ARCHITECT:

Rikke Frost, Århus & Design Circus, Aarhus, Denmark

FLOOR CONTRACT:

Floor contractor and floor layer:
Havnens Snedkeri, Hadsund, Denmark
HH Gulvrådgivning, Hadsund, Denmark

Floor manufacturer:

Timberman, 200 m² ash parquet planks

WOODCARE DENMARK SURFACE TREATMENT:

Pre-treatment:

WOCA Pre-Colour, Grey

Basic finishing:

WOCA Diamond Oil, Natural

Care and maintenance:

WOCA Maintenance Paste

Cleaning:

WOCA Oil Refresher



CASE STUDY

DOLDER GRAND, ZÜRICH, SWITZERLAND

Leading London architects Foster and Partners have combined the Dolder Grand's historic main building with the innovations of modern architecture. Interior architects United Designers, also from London, have shaped new living spaces. Lavish building and restoration work.



ARCHITECT:
Foster and Partners Ltd., London, Great Britain

INTERIOR:
United Designers Ltd., London, Great Britain

FLOOR:
Fumed oak, natural oiled

WOODCARE DENMARK SURFACE TREATMENT SOLD VIA TT PROTECTUM
(Swiss WOCA importer):

Basic finishing:
WOCA High Solid Master Oil, Natural

Maintenance:
WOCA Maintenance Paste, Natural

Cleaning:
WOCA Master Soap, Natural and WOCA Oil Refresher, Natural

CASE STUDY

VIBORG TOWN HALL, VIBORG, DENMARK



With an impressive 19,400 m² and a modern, sculptural architecture the new town hall in Viborg is characterised by quality, harmony and comfort - both inside and out. The 10,800 m² wooden floor area consists of 18 million small wood pieces in oak. The surface is treated with 1,200 litres of WOCA High Solid Master Oil to bring out the natural glow and colour of the wood, which naturally binds the beautiful floor and the open, bright office landscape together.

ARCHITECT:

Henning Larsen Architects, Copenhagen, Denmark

FLOOR CONTRACT:

HH Gulvrådgivning, Hadsund, Denmark

WOODCARE DENMARK SURFACE TREATMENT:

Basic finishing:

WOCA High Solid Master Oil, Natural

Cleaning:

WOCA Natural Soap, Natural

CASE STUDY

ARTISAN, BOSNIA

Artisan specialises in the manual production of high quality furniture made from solid wood. Located in Bosnia, the factory emerged from the traditional woodworking shop Čostović, which conveyed all its love towards wood. Collaboration with regional and global designers is a priority and the company takes pride in turning their visions into unique craftsmanship. Our natural WOCA industry oils are used to give the furniture a luxurious finishing touch.



artisan.ba

CASE STUDY

BILL AND MELINDA GATES FOUNDATION, USA

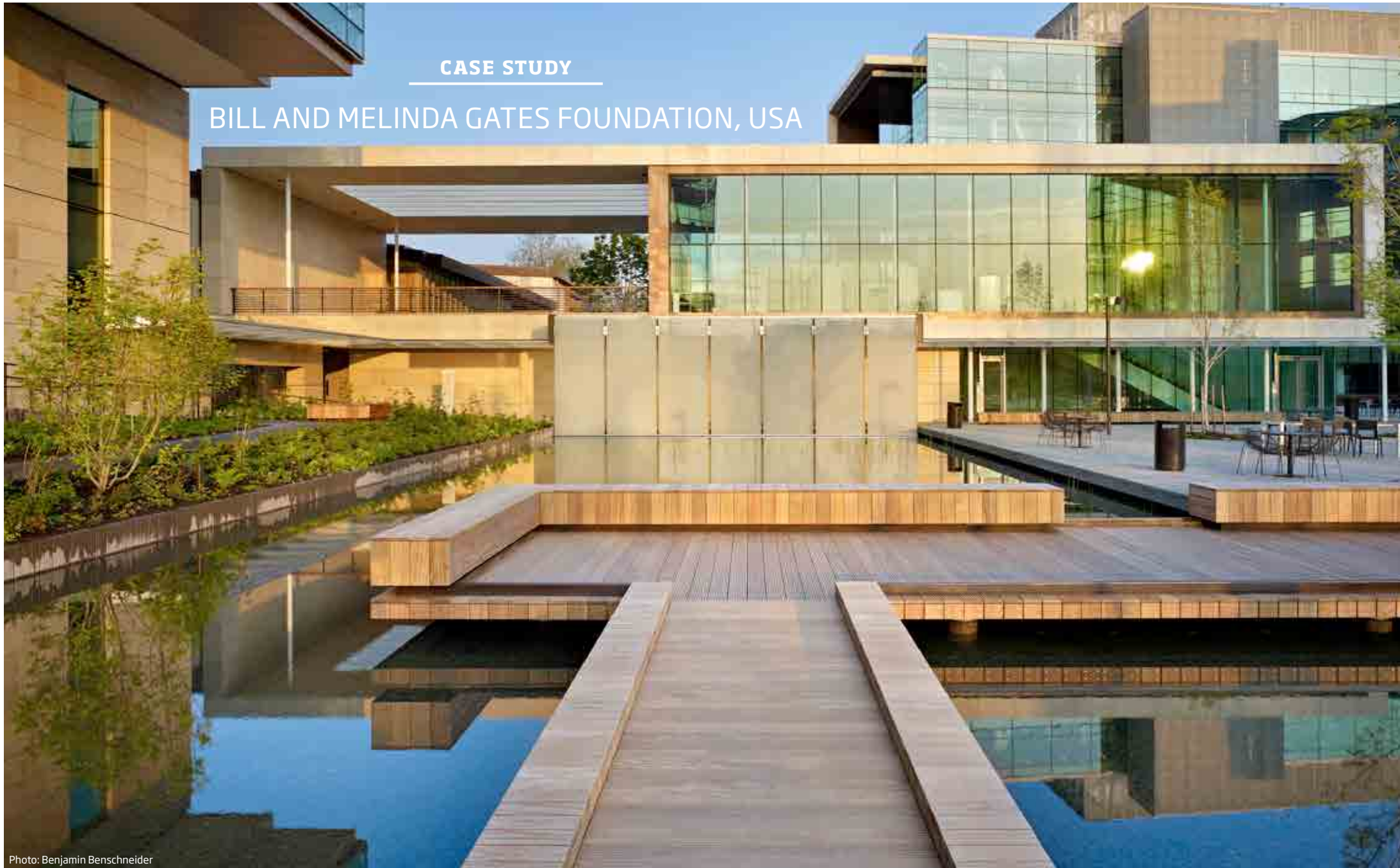


Photo: Benjamin Benschneider



Photo: Benjamin Benschneider

Built at a cost of \$500 million, the headquarters for the Bill & Melinda Gates Foundation comprises two office buildings, a reception area and a visitor's centre. Features of the interior include glass, steel and expansive daylight. About 42,000 square feet (3,900 m²) of beautiful end-grain alder wood flooring has been installed and finished with WOCA Master Oil and WOCA High Solid Master Oil. Specially developed WOCA aftercare products are used for regular cleaning and maintenance.

ARCHITECT:

NBBJ

GENERAL CONTRACTOR:

Sellen Construction

LUMBER SUPPLIER:

Cascade Hardwood LLC

FLOORING MANUFACTURER:

Oregon Lumber

FINISH MANUFACTURER:

WoodCare Denmark

FLOORING INSTALLER:

Western Flooring & Hardwood

WOODCARE DENMARK SURFACE TREATMENT:

Priming:

WOCA Master Colour Oil

Basic finishing:

WOCA High Solid Master Oil

Maintenance:

WOCA Cleaning Oil



Photo: Benjamin Benschneider



The best and strongest from start to finish.

That's why we're No1.

Decades of accumulated technical expertise have enabled us to produce the best and strongest system of wood care products for the basic finishing and maintenance of wood products for the retail and industrial markets. Excellent quality. Easy and simple to use from start to finish. Long lasting results. That's why we're No1.

Read more about our unique
system of wood care products
- and its many applications.





Outdoor

We offer high-quality products that protect, preserve and enhance the beauty of exterior wood whilst stimulating the wood and ensuring long-lasting durability.



Flooring

With the specially developed WOCA flooring products, wood floors are kept beautiful and well protected. We offer an extensive range of products for pre-treatment, basic finishing and maintenance for different types of flooring finishes and different species of wood.



Indoor

Our range of products for interior woodwork is developed with the emphasis on nourishing and protecting the natural qualities to help make the wood look beautiful for many years.



Pre-treatment

Prior to the actual finishing, weather-beaten wood must be cleaned carefully to remove dirt, grease and green growth completely.



Basic treatment

A proper finish prolongs the durability of exterior wood considerably as well as protecting the wood from outdoor influences, such as sunlight, rain, humidity and fluctuating temperatures.



Maintenance

Exterior wood will remain beautiful for years with the right maintenance. Our simplified aftercare is easy and effective to use.



Pre-treatment

The overall purpose of pre-treating wood floors is to create beautiful effects and contemporary designs. All pre-treatments are finished with one of the WOCA basic treatment products.



Basic treatment

Our floor finishing products are based on natural oils and soaps, which strengthen and stimulate the natural qualities of the wood.




Maintenance

Regular maintenance is vital in order to keep the wood floors in a strong and beautiful condition for a long time. Well-kept surfaces also result in fast and easy cleaning and maintenance.

Naturally No.1

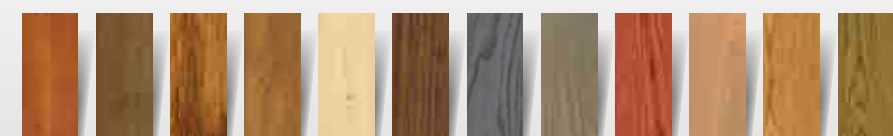
As a result of decades of research and development combined with more than 40 years of experience, WoodCare Denmark is committed to producing and supplying long term, durable finishing systems. The aim of our range of high-quality WOCA products is to make the entire working process more straightforward, while creating a more effective and satisfying result.



WOCA Exterior Oil, colour range

Exterior Paint, colour range

WOCA Colour Oil, colour range



We are for the environment and sustainable quality.

At WOCA we take great pride in our "green credentials" producing environmentally friendly, ecological products for over 40 years. Our treatment and maintenance products are used on wood - indoors and outdoors - and they are all very kind on the environment as a result of many years of experience. WOCA's ethos is fully focused around nature, from the way our penetrating oils are designed to protect and enhance the natural properties of wood - to the impact that the manufacturing process and products could have on the environment. These factors are keys to any decisions that we make within the business with a view to creating a safe and sustainable future for everyone.

That's why we're



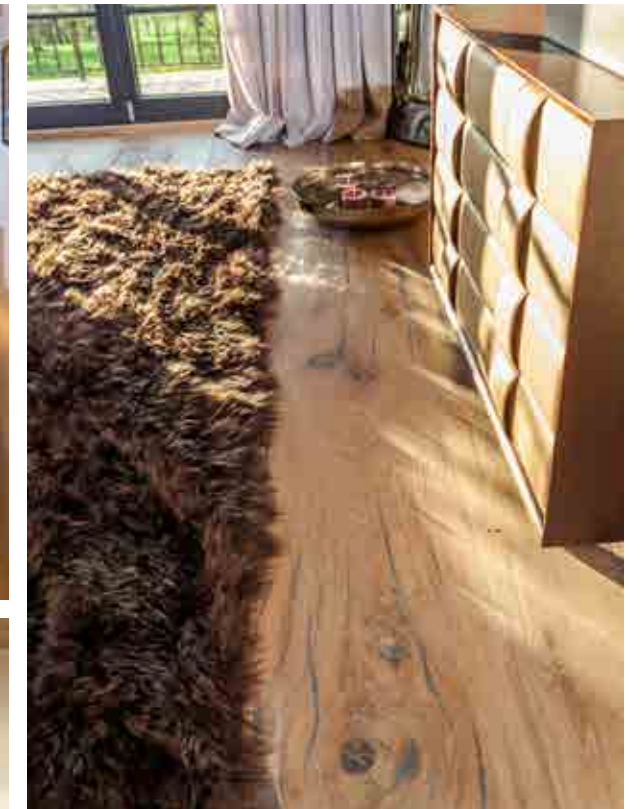
Our products are tested and certified by the "Institut für Baubiologie Rosenheim GmbH, Germany". This institute analyses all types of building materials used in construction of houses and they only certify and give their approval to products, which meet the strict criteria of the institute.

Furthermore, all WOCA products are approved in accordance with the German DIN 53 160 norm and the European EN 71-3 norm for use in living environment. Moreover, all WOCA products meet the VOC and Reach regulations.





CASE STUDY
PRIVATE RESIDENCE, GERMANY



FLOOR INSTALLER:

Old Oak GmbH, Rosenheim, Germany

FLOOR:

Old oak

WOODCARE DENMARK SURFACE TREATMENT:

Basic finishing:

WOCA Neutral Oil

Maintenance:

WOCA Neutral Oil Care

Cleaning:

WOCA Natural Soap

A private residence located in Söllhuben in Oberbayern has undergone extensive renovation. One of the new exclusive details is the 115 m² vintage wood flooring made of old oak - a dazzling choice with the aim of creating a unique and charming atmosphere. The stunning floor, characterised by the ravages of time, has been finished with WOCA Neutral Oil and WOCA Neutral Oil Care in order to achieve a unique, warm looking allure and colouring.

CASE STUDY

RESIDENCE IN FLAT ROCK, NC, USA

This beautiful residence is located in Flat Rock, North Carolina. In order to supplement the rustic style, the antique, reclaimed oak floor has been treated with WOCA Colour Oil with a mix of 40% Brazil Brown and 60% Natural to achieve a lighter colour. The oil enhances the natural appearance and glow of the wood - a style that goes hand in hand with the spectacular landscape. Floor and WOCA finish by Whole Log Lumber Co. in Asheville, NC, USA.



FLOOR CONTRACTS:

Floor contractor:
Whole Log Lumber Co., Asheville, NC, USA

Floor Installer:
Whole Log Lumber Co., Asheville, NC, USA

FLOOR:
Reclaimed oak wood

WOODCARE DENMARK SURFACE TREATMENT

Basic finishing:
WOCA Colour Oil (40% Brazil Brown and 60% Natural)

Maintenance:
This job has yet to require maintenance

Cleaning:
WOCA Natural Soap and WOCA Oil Refresher

CASE STUDY

MARINA FISKENÆS, GRÅSTEN, DENMARK



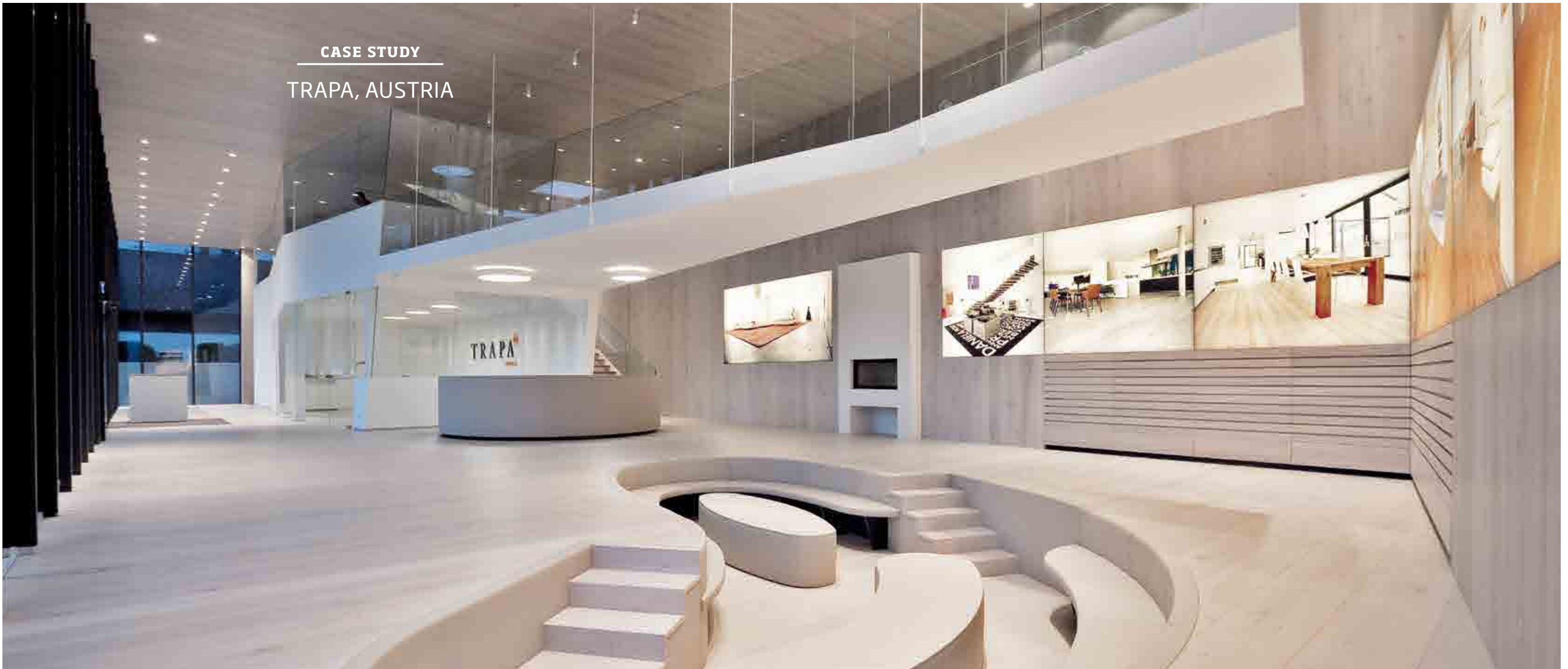
The holiday village, Marina Fiskenæs, is located on a peninsula right next to Flensborg Fjord in the cosy city of Gråsten. The holiday village comprises 148 holiday cottages, 8 luxury apartments, water land, wellness, restaurant etc. and is surrounded by a sandy beach, a peaceful forest and an inlet. The holiday cottages at Marina Fiskenæs are subject to some harsh conditions due to their location. Therefore, the 148 cottages have been treated with WOCA Exterior Paint in different colours to protect their external surfaces. In combination with the architectural design of the holiday cottages, the different colours create a natural and cosy atmosphere.

WOODCARE DENMARK SURFACE TREATMENT:

Basic finishing:
WOCA Exterior Paint in different colours



CASE STUDY
TRAPA, AUSTRIA



Trapa Böden GmbH produces high-end natural wooden floors for clients demanding quality and sophisticated aesthetics. The combination of expertise, know-how and highly specialised surface-treatment methods has placed the company firmly at the forefront when it comes to creating stunning floors. Trapa Böden GmbH is our main importer in Austria and has been a loyal partner for many years. A "WOCA only" philosophy is valued highly by the company, meaning that it solely uses our flooring products to surface treat its wood floors.

TRAPA 
trapa.at BÖDEN

CASE STUDY

SKOVBY FURNITURE, DENMARK



Founded back in 1933, Skovby Møbelfabrik is a Danish family-owned company, world renowned for its unique talent to develop wooden furniture designs, which unite strong aesthetic expression with innovative functionality. The furniture is made from natural materials selected with consideration and respect for nature, the environment and people. Our WOCA industry oils are used for the surface treatment of specific furniture designs.



skovby.dk

CASE STUDY

CHRISTIE'S, AUCTION HALL IN LONDON, UK



Christie's, is the world's leading art business with global auction and private sales. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories. Prices range from \$200 to over \$80 million.

FLOOR CONTRACT:

Floor contractor and installer:
Silvan Floors, Leicestershire, UK

Floor manufacturer:
Bimbo, Sexau, Germany

FLOOR:
1200 square metre
Engineered oak one strip

WOODCARE DENMARK SURFACE TREATMENT:

Basic finishing:
WOCA High Solid Master Oil, Natural
applied with WOCA Patina Disc

Maintenance:
WOCA Maintenance Oil
WOCA Oil Refresher

Cleaning:
WOCA Master Soap





**Global presence.
Local support.**
That's why we're No1.

We take pride in being the first brand within surface treatment of both interior and exterior wood to successfully blend global presence with local support, in order to create the strongest and most efficient sustainable system of the last decades. We proudly manufacture our products in Denmark, shipping to all four corners of the globe. On-time deliveries, while consistently maintaining the same high product quality, is something we always strive for. As a result, today the WOCA logo is recognized worldwide.

We put innovation at the heart of our brand.

That's why we're No1.

Product development. Product optimization. Quality control. Customized solutions. We do it all, as we acknowledge the importance of innovation and flexibility in a highly competitive and ever changing environment. We consistently push the boundaries of innovation to meet customer needs and exceed their expectations. All of our products have been developed in our own laboratory using the latest raw materials available on the market, combined with up-to-date formula in order to guarantee our customers the best quality for all specific application methods.



The Wocademy.

Our aim is to share our passion and the knowledge that we gain in the development of our products.

Passion, commitment and technical excellence form the basis of our professional guidance. Our intensive workshops all year round in all parts of the world are developed and designed to be relevant and forward thinking for the benefit of our many customers. The combination of theory and hands-on practice with finishing procedures and techniques is ideal for customers who wish to improve their skills.



Committed to our products and customers. Not just now, but for a whole lifetime.

That's why we're No1.

We want everyone to achieve the best and most durable results. With our global presence and local support we provide professional help and guidance for all types of projects - even in connection with renovation projects, where our products have not previously been used. It's all about sharing our passion.

We also believe that easy access to educational information will help our customers succeed step-by-step in the application processes. Online tools such as FAQ, as well as QR-codes, showrooms and our Flooring Guide have been implemented to support this core idea.





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