

BJELIN



Woodura Herringbone 3.0

Herringbone floors made for real life

”

To lead the future, you must take risks and challenge the industry with new ways of thinking. We have revolutionized the way people install and use floors through the first mechanical locking system, and after years of strong focus and high development costs, we are introducing the next generation of floors.”

Darko Pervan,
Founder of Bjelin



For the *love* of floors.

Floors are not just functional but add character and create a certain atmosphere. We have designed several ranges of Scandinavian-inspired flooring products using the best materials. We value timeless elegance, combining innovation with craftsmanship to transform a space. With our long history of flooring and access to top-quality wood, we aim to create inspiring and smart environments that last for generations. Whether you're seeking a warm and inviting feeling, an authentic wood look, or a light and modern touch, our diverse range will inspire your interior design dreams. Our flooring colors are influenced by nature, from the lush, dark forests to the light midnight sun, creating a contemporary yet classic variety. Apart from ensuring aesthetic beauty, we have also utilized our background in flooring technology, incorporating high-tech features to make our floors easy to install, extremely durable, and more sustainable.

→ us.bjelin.com

Built to last. Designed to impress.

Our Woodura Herringbone 3.0 floors combine elegance with strength through patented Woodura® technology, compressing and hardening wood to make it three times stronger and easier to maintain. By using thinner surface layers, we produce up to ten times more flooring from the same timber, reducing waste and cost. A moisture-resistant wood core, fused with a powder mix and veneer, ensures exceptional durability, stability and longevity.

3x
MORE DURABLE

10x
MORE RESOURCE
EFFICIENT

100%
REAL WOOD

24h
WATER-
PROOF



Product build-up

1. Surface treatment
2. Wood veneer
3. Wood-based powder layer
4. Välinge Compositex™ core
5. Wood-based powder layer
6. Wood backing veneer layer



woodura™
PATENTED SURFACE TECHNOLOGY



Don't panic!
It's only water.



Pick your perfect herringbone size.

Size matters — at least when it comes to herringbone. Our upgraded Woodura Herringbone 3.0 is available in two refined formats, each offering a distinct aesthetic while sharing the same strength, durability and waterproof 5G Dry® joint.

Modern – bold, elegant and contemporary. The larger 21.5×3.5 in panels create a spacious, luxurious feel with fewer pattern repeats – perfect for open-plan interiors and modern architecture.

Classic – timeless, detailed and balanced. The traditional 13.4×2.7 in format brings rhythm and refinement to any room, echoing the craftsmanship of heritage parquet floors.

Two looks. One technology. Endless possibilities.

What’s your favorite color?

Do you desire a cosy vibe or a sleek style? We have the color to match your mood. Our Woodura Herringbone 3.0 collection is available in four gorgeous shades, each with its own unique personality and charm.



Powder White
light and airy



Misty White
versatile and modern



Natural
authentic and timeless



Terra Brown
warm and inviting

A clean look.

Floor grading highlights natural wood features like knots, color variations and grain. Our Woodura Herringbone 3.0 in a Select grading offers a clean, harmonious look with subtle variations and minimal knots. The result is a refined, elegant floor — perfect for modern, contemporary spaces.



Select

WOODURA HERRINGBONE 3.0

Classic *herringbone* format

Classic – with its traditional 13.4×2.7in format, this classic design introduces warmth, rhythm and balance to any interior. The detailed pattern recalls the artistry of heritage engineered floors, offering a timeless look that feels both familiar and refined.

Please note that natural variations in color and pattern occur in real wood flooring, and the actual appearance may differ from images.

Woodura Herringbone BODEN 3.0 Classic
Powder White



Woodura Herringbone BODEN 3.0 Classic
Powder White





Woodura Herringbone SIGTUNA 3.0 Classic
Misty White



Woodura Herringbone STOCKHOLM 3.0 Classic
Natural



Woodura Herringbone SANDVIKEN 3.0 Classic
Terra Brown



WOODURA HERRINGBONE 3.0

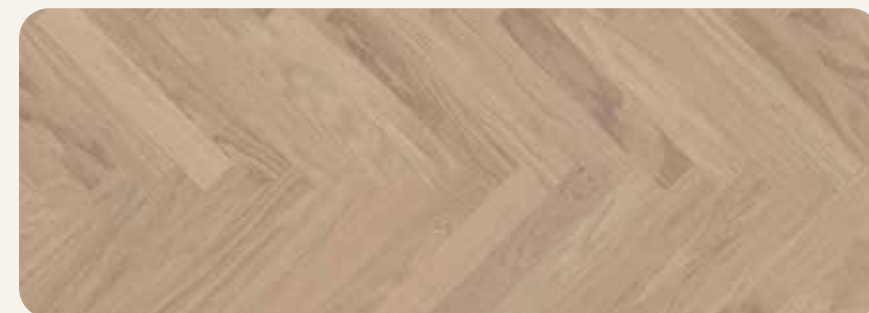
Modern *herringbone* format

Modern – bold and elegant, the larger 21.5×3.5in panels create a sense of space and luxury with fewer pattern repeats. Their refined scale is perfectly suited to open-plan interiors and modern architectural settings.

Woodura Herringbone BODEN 3.0 Modern
Powder White



Woodura Herringbone BODEN 3.0 Modern
Powder White





Woodura Herringbone SIGTUNA 3.0 Modern
Misty White



Woodura Herringbone STOCKHOLM 3.0 Modern
Natural



Woodura Herringbone SANDVIKEN 3.0 Modern
Terra Brown



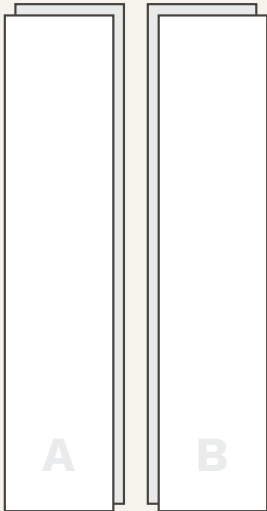
Surface treatment

Our Woodura Herringbone 3.0 comes with a pro matte surface treatment, giving it outstanding durability for both busy homes and high-traffic commercial spaces. The matte finish highlights the natural beauty of the wood while making the floor easy to clean and resistant to stains — a perfect mix of style and strength.

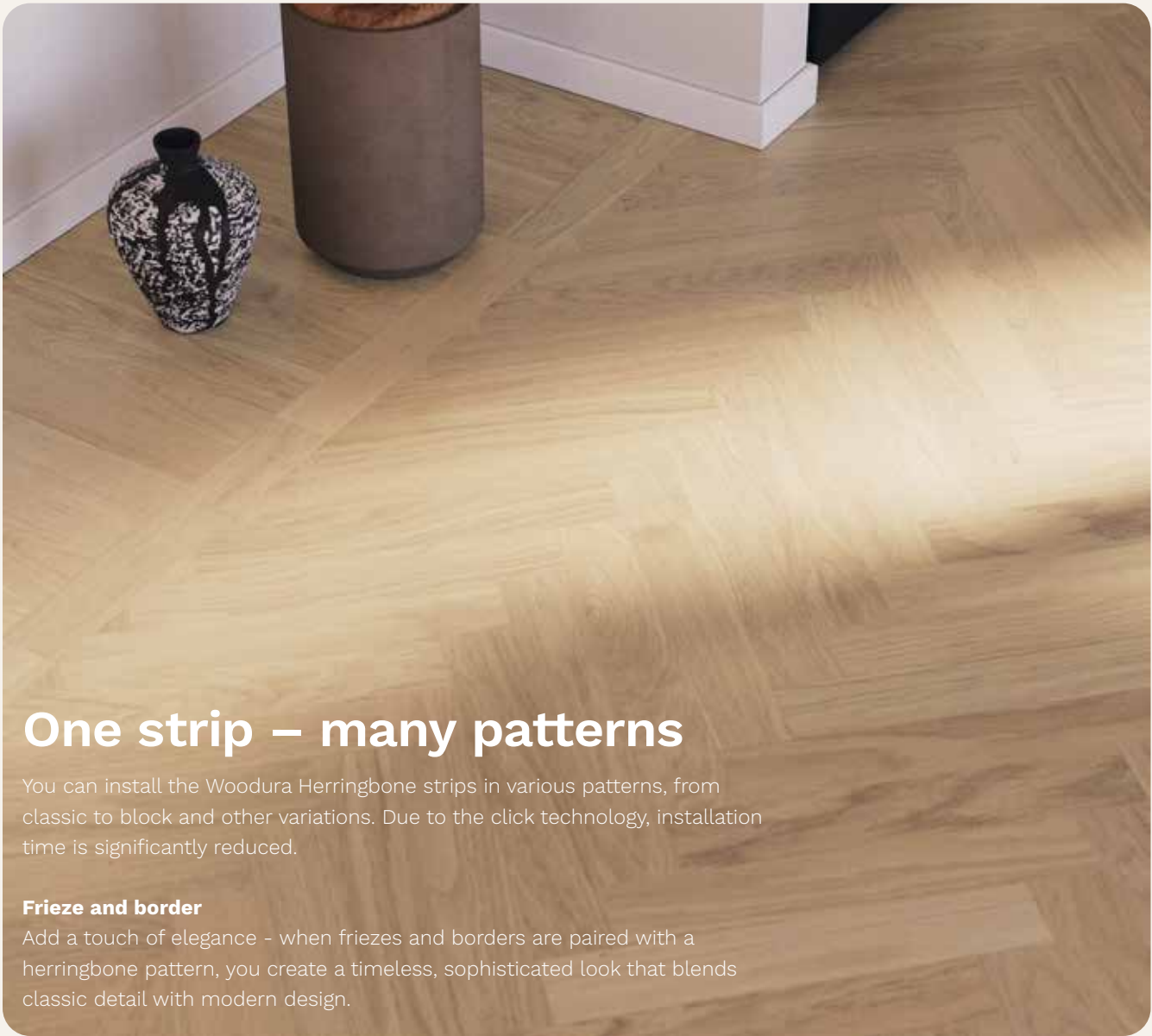


	CLASSIC	MODERN
Finish	pro matte (remove lacquer)	Pro matt lacquer
Grading	Select	Select
Width	2.7 in	3.5 in
Length	13.4 in	21.5 in
Thickness	11mm	11mm
Construction	Välinge Compisitek™ Core with a 0.6mm wood veneer top layer	
Locking system	5G Dry®	5G Dry®
Sq. m. per box	5.9 sqft	11.73 sqft
Hardness	10 HB Brinell	10 HB Brinell
Weight per box	14.1 lbs	26.5 lbs
Strips in each box	24	22

Underfloor heating: Our flooring is compatible with underfloor heating, provided the system delivers efficient, even heat distribution across the entire surface. The floor temperature must never exceed 27 °C (80 °F), including areas above pipes to radiators or beneath carpets.



A & B strips
This product comes in two types of strips, A and B, each clearly labelled on the back. Both A and B strips are required.



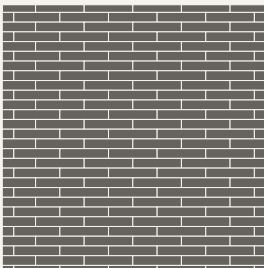
One strip – many patterns

You can install the Woodura Herringbone strips in various patterns, from classic to block and other variations. Due to the click technology, installation time is significantly reduced.

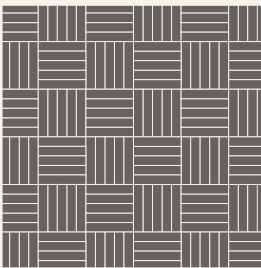
Frieze and border
Add a touch of elegance - when friezes and borders are paired with a herringbone pattern, you create a timeless, sophisticated look that blends classic detail with modern design.



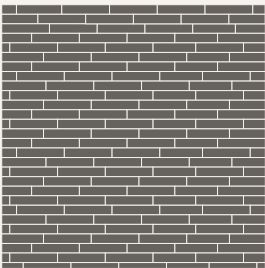
Single herringbone pattern



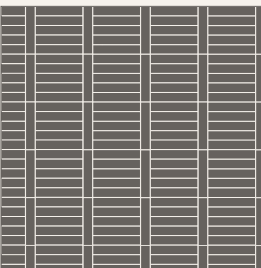
Brick pattern



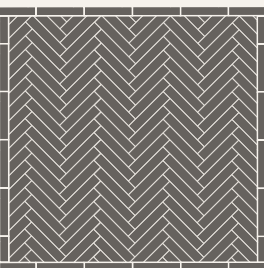
Square basket weave



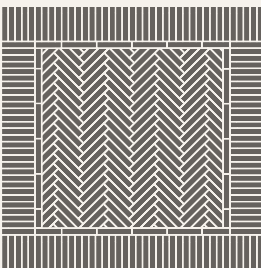
Floating pattern



Ladder pattern



Herringbone with border



Herringbone with border and frieze

Herringbone with a click.

Traditionally, herringbone flooring has been tricky to install. With the leakproof 5G Dry click technology, the panels simply click into place – no glue, no nails, no gaps. Designed for floating installation, it reduces doming and creaking. Easy peasy!

5G Dry – not just a click

The 5G Dry locking system, developed by our sister company Välinge Innovation, makes it easier than ever to click floor panels together without nails or glue. This floor is invented for a floating installation, which minimizes the issues of doming, creaking and gaps between the panels.

Reduced project time

The 5G Dry floor locking system is well-known for providing the easiest, fastest and most reliable installation. This means you can install the panels yourself or minimize the time required by an installer.

Underfloor heating

These floors are suitable for underfloor heating. The surface temperature of the floor must never exceed 80 F. Ensure you follow the installation guidelines and recommendations.

Installation area

The installation is flexible, covering large areas up to 6,700sqft (82ft in either direction) before requiring a transition.

Shaping the future of sustainable flooring.

Using breakthrough technology to create real wood floors with minimal environmental impact.

Bjelin was founded in 2016 by Darko Pervan – the Swedish-Croatian inventor behind the world's first mechanical floor locking system and the founder of Välinge Innovation. From the very beginning, Bjelin was driven by a clear vision: to create flooring that is high-quality, innovative and truly sustainable.

Innovation in action

As our sister company Välinge Innovation developed new technologies, we integrated them into our flooring products – ensuring we always stay ahead of the curve. Technology drives innovation and inspires us to challenge norms, improve experiences and design greener flooring for the future.

One impactful innovation is our glue-free click flooring system, which not only simplifies installation but also eliminates the need for adhesives. This makes the process cleaner, faster and more environmentally friendly. It also allows for easy disassembly and reinstallation, significantly prolonging the life of the floor and reducing waste over time.

Grounded in responsibility

Sustainability is not an afterthought – it's a core principle. We believe that great design should never come at the expense of the planet. That's why we've built a self-sufficient production model, where we

control the entire process – from raw material to finished floor. This allows us to reduce waste, optimize resources and maintain the highest standards of quality and environmental responsibility.

Our strong connection to Croatia gives us access to responsibly sourced FSC®-certified European oak from Spačva – Europe's largest continuous oak forest. This region is renowned for its beautiful Slavonian oak, and generations of skilled craftsmen have worked here, once shaping wine barrels – now crafting Bjelin floors.

Doing more with less

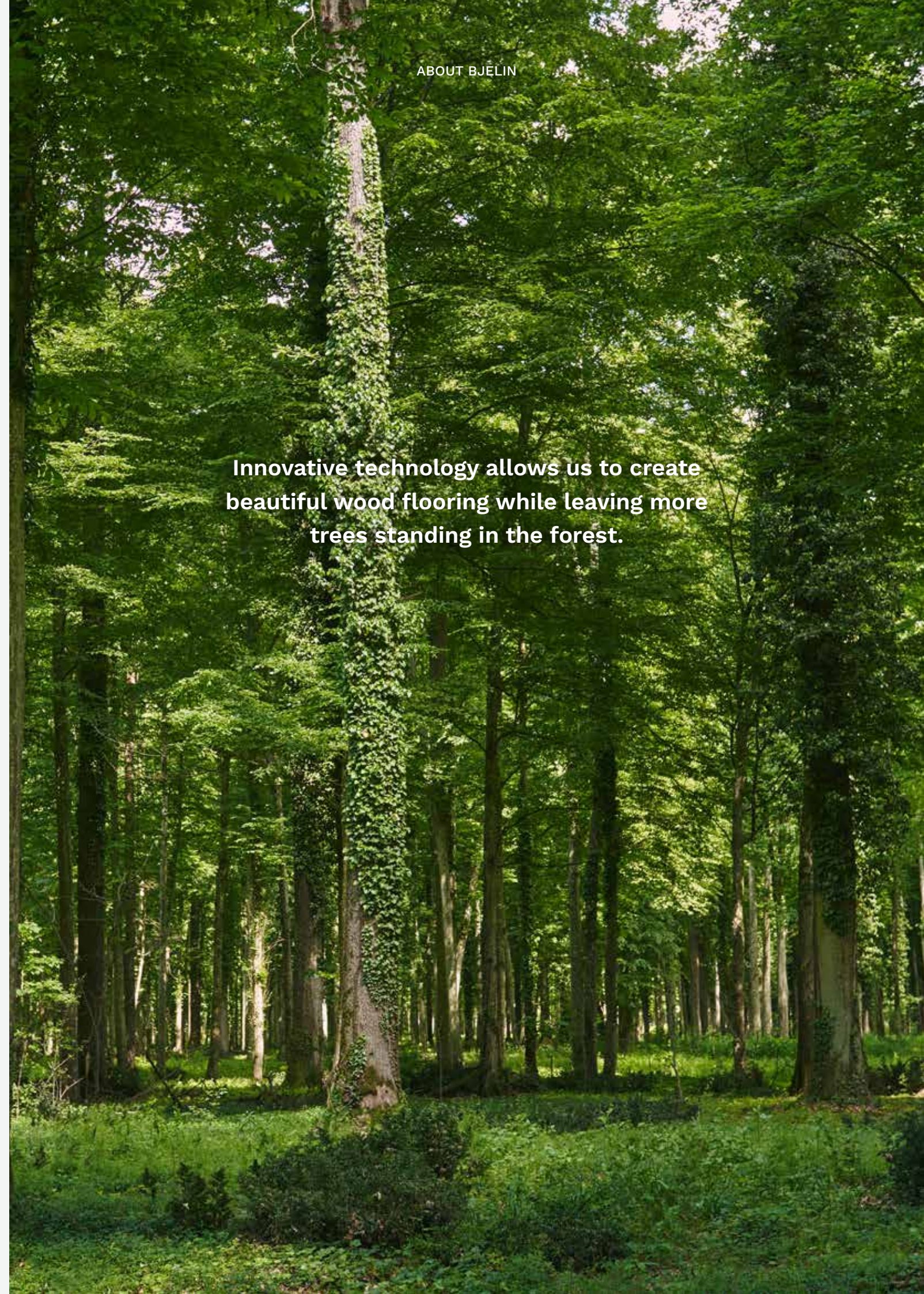
We recognize that the world's forests can't keep up with demand, especially with slow-growing species like oak. That's why Välinge Innovation developed Woodura technology – a revolutionary method that allows us to create real wood floors using up to ten times less wood, while making use of the entire log. The result? Woodura flooring that is stronger, more durable and far more sustainable.

At Bjelin, we're committed to continuous improvement – in how we design, how we produce, and how we care for the environment. We'll keep pushing boundaries, developing new products and finding better ways to build the future of flooring – for our customers, for our communities, and for the planet.

Innovative technology allows us to create beautiful wood flooring while leaving more trees standing in the forest.



The mark of
responsible forestry
FSC® C140725





COMMERCIAL

COMMERCIAL

Flooring that takes care of business.

Our Woodura Herringbone 3.0 is a real wood floor that's ingrained with true innovation. Our flooring collections ignite creativity for designers and architects, enhancing commercial spaces aesthetically and functionally. We understand the role that exceptional flooring plays in a project and believe that our dedication to quality, innovation, and ease of collaboration makes us the ideal partner.

Utilizing our craftsmanship and quality raw materials – mixed with ground-breaking innovations and nature-inspired designs – we have created a modern selection of Woodura Herringbone 3.0 in different colors and formats.

Incorporating responsibly sourced FSC-certified wood and pioneering innovative methods to produce more sustainable flooring is vital to us.

Woodura Herringbone 3.0 flooring is empowered by the patented Woodura surface technology from Välinge Innovation. This solution enables us to produce ten times more flooring from the same amount of timber while maintaining the authenticity of 100% real wood floors. We are committed to providing the most innovative products and to being a truly supportive partner, so join us in transforming spaces and exceeding client expectations. Together, we can create inspiring environments that last for generations.

Flooring for commercial use — in a class of its own.

Hardened wood flooring is a new category. Commercial areas have unique requirements, and traditionally it's been a question of form or function — but not anymore. Our Woodura flooring is compromise-free, incorporating everything that's incredible about a real wood floor while providing it with never-before-seen attributes — making our floors the perfect foundation for your business, whether it's an office, shop, hotel or restaurant.

Pioneering the future of flooring.

Bjelin develops, manufactures and sells a broad range of flooring products utilizing ground-breaking technologies by sister company Välinge Innovation, the inventor of the click floor. Production takes place in our state-of-the-art factories in Sweden and Croatia, where we have access to top-quality, FSC-certified wood. With a commitment to innovation, we thrive on challenging the norm, looking for new ways to enhance the customer experience, and finding environmentally friendly ways to create flooring products.

Discover more here →



BJELIN

us.bjelin.com

 [bjelin_us](#)  [Bjelin US](#)  [Bjelin](#)  [Bjelin](#)  [Bjelin](#)