Step Up To Better

www.benthamplank.com

Bentham Plank

2025 Catalogue

Designed for the West Coast Lifestyle

Proudly Rooted in Milpitas, CA

About Bentham Plank

Rooted in the Bay Area: 13 Years of Trust and Growth, We Have Been In Your Shoes

For over 13 years, we have proudly served the Bay Area, evolving alongside our customers and forming deep, lasting relationships. Being local means more than geography—it's about understanding the unique preferences of West Coast homeowners and businesses. Our commitment to customer satisfaction extends beyond providing premium products; it's about offering tailored solutions, fostering trust, and building partnerships that last. Every new collection we curate is inspired by insights gained from our community, ensuring that our designs truly meet the needs and styles of our customers.



Customer Centric Philosophy



A Trusted Voice in the Flooring Community

As proud members of the National Wood Flooring Association (NWFA), we actively participate in shaping the industry. Our membership reflects our commitment to quality and professionalism, reinforced by regular check-ins and participation in key events. This connection not only enhances our expertise but also ensures that our customers receive products that meet the highest standards of craftsmanship and sustainability.

The Power of Collaboration: Tailored for the West Coast

Our close relationship with our manufacturers allows us to refine product strategies tailored to the preferences of West Coast customers. Through thoughtful collaboration, we've sourced premium materials and negotiated prices that strike the perfect balance between quality and affordability. Each collection is designed to suit the specific needs of our diverse customer base, from first-time homebuyers to families and forever-home seekers.





Craftsmanship Redefined: Precision in Every Plank



Our new collections represent the pinnacle of craftsmanship, refined by years of experience and innovation. Drawing inspiration from our best-selling products, we collaborated closely with our manufacturers to ensure each plank exceeds expectations. By utilizing advanced coating and reactive staining techniques, we've achieved superior durability and a rich, natural finish that enhances the wood's character. Reactive staining highlights the grain and texture, creating depth and warmth that bring floors to life. These collections reflect the perfect blend of tradition and technology, ensuring beauty and functionality for years to come.

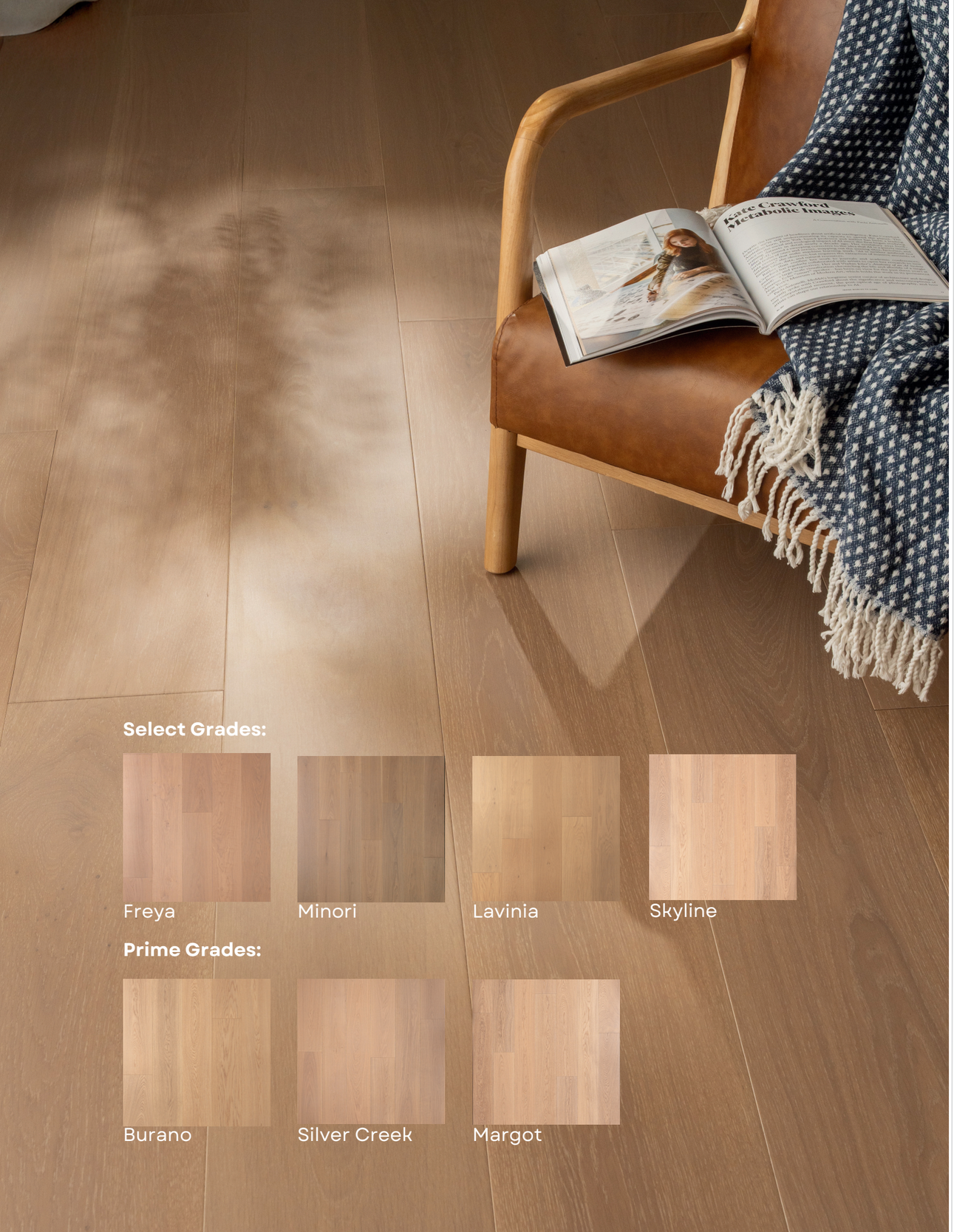


The Luxe Series:

Lumea Collection

Crafted for the most discerning customers, the Lumea Collection offers a premium selection of White Oak AB prime grade and ABC grade flooring. Designed for high-net-worth homeowners and curated with clean, elegant aesthetics, this collection perfectly complements modern design homes in the Bay Area and across the West Coast. With exclusive options available on demand, the Luxe Series is also ideal for interior designers looking to create extraordinary spaces for luxury homes.





Product Specification

Material:

Species >
European White Oak

Grade >
Prime/Select

Core & Back >
Multilayer Pure Birch Plywood

Edges >
Micro-beveled

Craftmanship:

Finish >
UV Lacquer

Coloring >
Traditional Stain

Treatment>
Smooth

Installation>
Glue down, Nail + Glue

Profling >
Tongue & Groove, beveled on long sides, micro-beveled on short sides

Adhesive >
Made with a formaldehyde-free adhesive (EPI); Product contains No Added Formaldehyde (NAF, NAUF); CARB ATCM Phase II Complaint (,0.05ppm formaldehyde)

Dimensions:

Length >
Random length up to 86-3/5' R/L

Thickness>
3/4"

Plank Width >
9-1/2"

Country of Origin>
Malaysia

Wear Layer Thickness >
4 mm



The Luxe Series:

Varnett Collection



Crafted for the most discerning customers, the Varnett Collection offers a natural selection of White Oak ABCD flooring but with clean aesthetics. Designed for design-centered homeowners and curated with clean, elegant aesthetics, this collection perfectly complements modern design homes in the Bay Area and across the West Coast. With exclusive options available on demand, the Luxe Series is also ideal for interior designers looking to create extraordinary spaces for luxury homes.



Natural Grade

Rosalind

Francisco

Photos Coming Soon
Ophelia

Golden Beach

Aveline (Saw-cut Finish)

Seren (Saw-cut Finish)

Cosima (Saw-cut Finish)

Product Specification

Material:

Species >
European White Oak

Grade >
Natural

Core & Back >
Multilayer Pure Birch Plywood

Edges >
Micro-beveled

Craftmanship:

Finish >
UV Lacquer

Coloring >
Traditional Stain

Treatment>
Smooth/ Saw Cut

Installation>
Glue down, Nail + Glue, Floating

Profling >
Tongue & Groove, beveled on long sides, micro-beveled on short sides

Adhesive >
Made with a formaldehyde-free adhesive (EPI); Product contains No Added Formaldehyde (NAF, NAUF); CARB ATCM Phase II Complaint (,0.05ppm formaldehyde)

Dimensions:

Length >
Random length up to 86 3/5' R/L

Thickness>
3/4"

Plank Width >
10-1/4"

Country of Origin>
Malaysia

Wear Layer Thickness >
4 mm



A New Standard in Finishing:

Smooth, Clean, and True to the Grain

In response to the Bay Area's growing preference for cleaner and more refined interiors, we've upgraded our surface craftsmanship – not just for style, but for precision.

Our new finish features a smooth texture that eliminates wire-brushed accents, creating a more modern, matte appearance. Yet, it still honors the natural wood grain, offering warmth and organic movement without distraction.

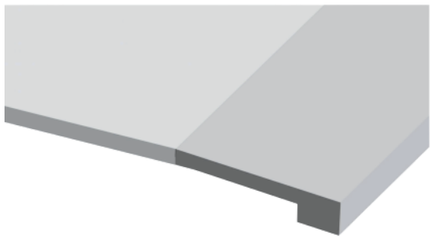
To achieve this, we worked closely with our factory partners, conducting multiple rounds of surface testing and feedback. After the initial wood selection, every plank goes through an extra layer of visual grading, filtering out boards with knots and inconsistent grain. Only the cleanest, most consistent surfaces are used.

A perfectly balanced finish that reflects the natural character of wood, while meeting today's demand for a calm, elevated aesthetic.

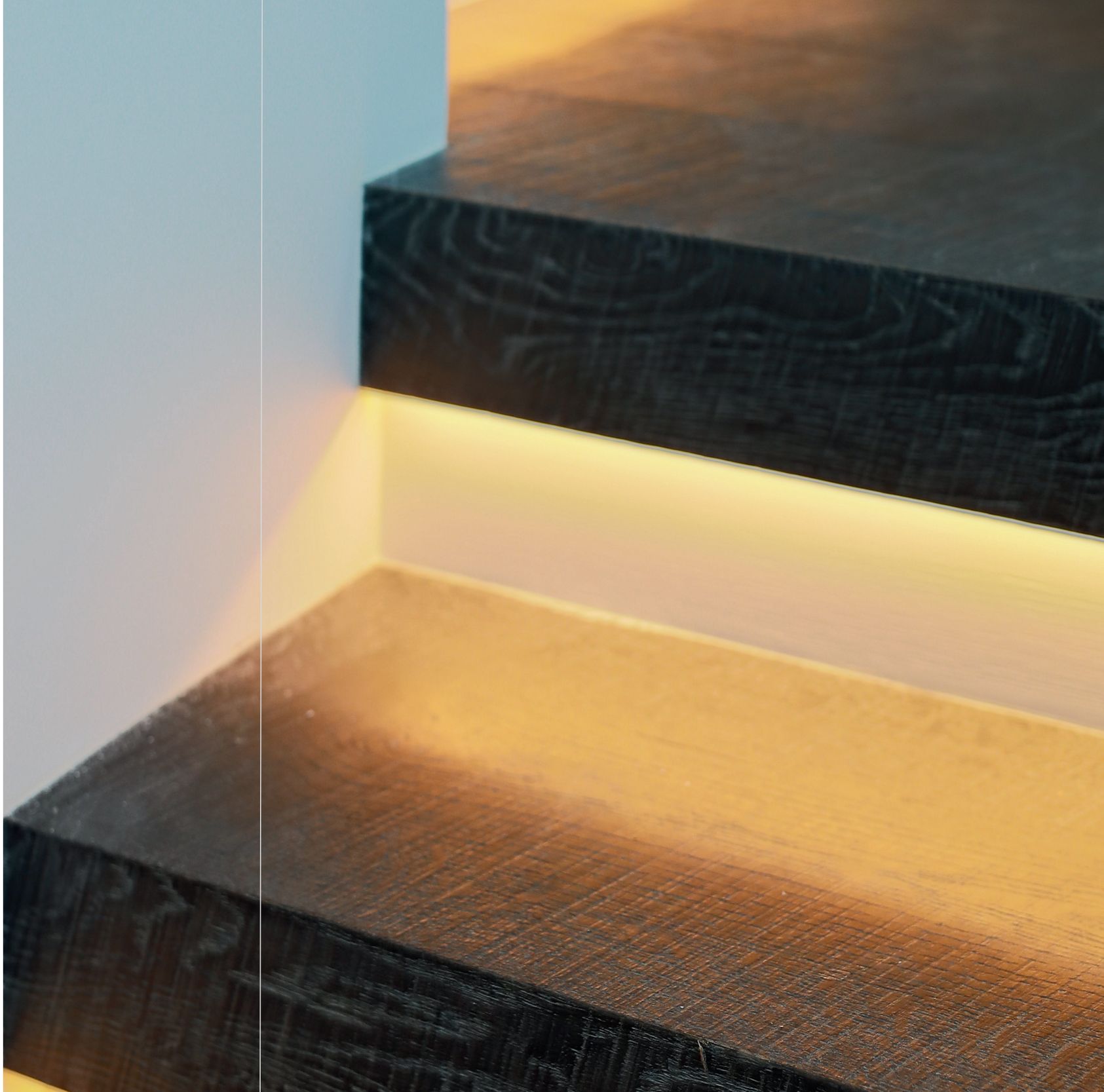
Customized Stair Accessories

Stair Nosing

Bentham Plank offers a wide range of colors and styles of stair nosing that perfectly match our flooring, making staircases not only functional but also a standout design feature in your home







Distributor Benefits

Bentham Plank Floors Merchandising

We understand the importance of impactful in-store displays, which is why we provide our distributors with premium floor merchandising solutions at no cost. This includes high-quality display racks and samples of all our flooring collections, designed to showcase the beauty, texture, and versatility of our products. Our complimentary displays not only enhance the visual appeal of your showroom but also help customers make informed decisions, driving sales and customer satisfaction. Partner with us to elevate your in-store experience with expertly crafted merchandising tools.



Sample Display Rack



Front



Back

Sample Identifier





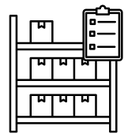
We understand what you are going through:

California's independent flooring dealers are facing serious pressure:
Shrinking margins from supplier competition and mass-market LVP
Installer and sales staff shortages
Big-box retailers dominating marketing budgets
Constant vendor coordination draining your time

You Shouldn't Have to Compete Alone

Beyond Flooring

Our Commitment to our distributors: **We offer the whole package**



Curated access to competitive margin products beyond flooring



CRM portal for quoting, inventory & tracking



Complementary marketing support (social, signage, VR visualizers)



Customer lead referrals



Sales & installer training



Strategic business coaching

New in 2025 — Cabinet Product Line Expansion

As home renovation trends move toward integrated solutions, many of our dealer partners are looking to expand into adjacent high-demand categories like cabinetry.

Why Cabinets?

- Higher ticket sales with longer project timelines
- Increased customer loyalty through bundled product offerings
- Make your store a true renovation hub

What We Provide:

- Curated, fast-moving SKUs designed for showroom display and customer customization
- Visual samples, catalogs, and configuration support
- Joint marketing campaigns and showroom merchandising kits
- Training for sales/design consultation teams



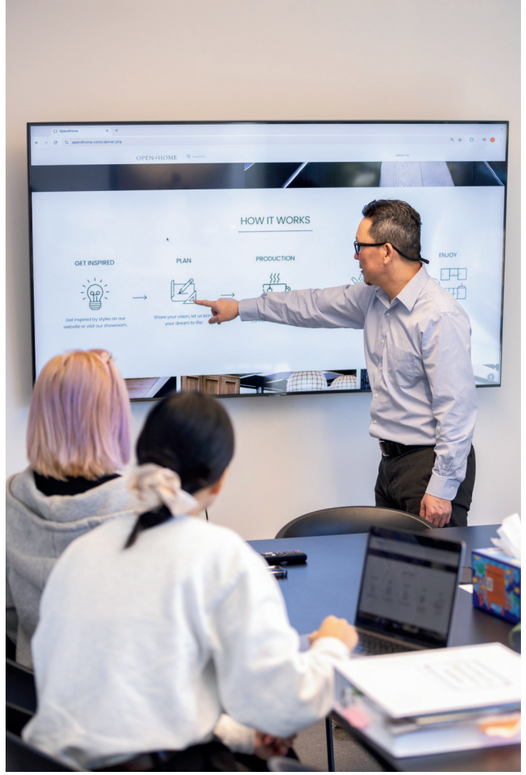
Our Cabinet Lines

American Style Cabinets	**High-end:** Premium hardwood construction with elegant detailing from top-tier American brands
	Value-driven: Trusted, affordable options ideal for broad market appeal and builder projects
European Style Cabinets	**Signature Modern:** Sleek modern designs with soft-close systems and high-end finishes from renowned international manufacturers
	Open4Home In-house brand: Smart, space-saving configurations offering luxury aesthetics at competitive pricing – ideal for urban and contemporary projects

Marketing

We provide essential marketing toolkits to help our distributors effectively promote our products. These toolkits include:

- **Digital Ebook:** A comprehensive guide showcasing our collections, product specifications, and benefits.
- **Graphic Packages:** Professionally designed templates for social media, email campaigns, and in-store signage.
- **Product Fact Sheets:** Ready-to-use PDFs with detailed information on each flooring collection for easy customer reference.
- **Sample Labels and Tags:** Customizable labels for product samples to ensure clear identification and branding.







We are committed to helping our distributors succeed with tailored marketing support available on demand. Our wide range of complimentary services includes:

- **Social Media Content Creation**
- **High-Quality Campaign Filming**
- **Professional Photoshoots**
- **Customized Marketing Materials**
- **Advertising Consultation**
- **Virtual Reality Services***
- **Event Support**

*We have developed our proprietary VR platform to showcase our products, offering an immersive experience for customers to visualize our flooring in real-life spaces. In the future, we plan to provide Apple Vision Pro devices to our distributors, enhancing their ability to present our floors in stunning augmented reality.

Experience Flooring Like Never Before:

Our VR Program for Spotlight Dealers

We've spent over a year developing a powerful new tool designed exclusively for our Spotlight Dealers. Our VR program lets your customers experience large, fully installed floor areas – moving beyond small samples to see the true impact of each color, finish, and texture in a realistic setting.

This immersive experience helps customers visualize their choices, builds confidence in their decisions, and accelerates the sales process for you.

Want to see it in action? Watch the video to explore the program in detail.

Ready to get on board? Contact us today to bring this innovative sales tool to your showroom.



Let's Talk

Whether you're ready to expand your offerings or just exploring what's next, let's start the conversation.

- ✓ **Want to set up a flooring sample rack in your showroom?**
- ✓ **Curious how Open4Home can support your entry into kitchen and bath?**

Give us a call – we'll walk you through the details, provide tailored recommendations, and share how other dealers are scaling with confidence.

Email: brian@benthamplank.com
Phone: (925) 507-7243

Book a Call Today
Discover how Bentham Plank can help you diversify, streamline, and grow.

