



THESENSE

In times of great changes, be **bold**.

TheSence | Retrieving our history



We are Morfloor. We are dedicated to providing super-luxurious wooden flooring. We specialize in crafting exclusive parquets tailored for individuals and unique projects. Our design and production team engages in creating distinctive parquets for each project, whether residential or commercial. Whether you prioritize the form, texture, detail, or finish, Morfloor delivers your bespoke parquet solution.

Morfloor's wooden flooring is a solution tailored for the challenges faced by designers and the discerning tastes they encounter. We believe that in the realm of production, selection is the essence of luxury. Our interpretation of luxury goods is as follows.

Not for everyone!

Wood is a product of nature, and each parquet tile carries its unique identity. The TheSense series of wooden flooring have been meticulously crafted with utmost loyalty to this identity. TheSense is a collection within the Morfloor's selective parquet family. The selection of woods for this series is done in a way that the overall design of the project's flooring becomes a unified poetic narrative. Natural tiles, distinctive and harmonious. Here, knots, grain patterns, and color motifs of the used woods are individually highlighted. The sense of wood and nature is presented in its truest form in TheSense, just as the name of this series implies.

Undoubtedly, this parquet is not for general tastes. TheSense embodies the concept of premium and high-quality products. Understanding TheSense requires a high level of discernment. Morfloor selects its products, and it acknowledges its audience as individuals with a refined taste. Not for everyone!



A variety of woods, spanning from the distant East to the farthest reaches of West African jungles.
A winding path each has traversed for the sake of becoming “wood.”



Their destinies converge in a common fate. Simply put, they all become parquet.
We appreciate their worth and assign each one to its specific project.
These are the representatives of their future projects.

A world of a thousand patterns, born from the cut or caress of each wood,
undoubtedly reaching perfection with the hands of the master artisans of Morfloor.
These woods are on a quest for its own project.



A person wearing a blue apron over a grey long-sleeved shirt is standing in a workshop. Their hands are resting on a large wooden table covered with various samples of wooden flooring. The background is filled with stacks of wood, creating a sense of a well-stocked workshop. The lighting is warm and focused on the person's hands and the wood samples.

We don't just manufacture
wooden flooring,
We move through the matter.



Dark Walnut; In the Depths

This is the visage of Mirza Talib. Mirza owns a walnut orchard and spends his days with the ancient wood of these walnut trees. We purchase his wood and craft parquets. Exceptional, robust, and rare wood. The wood of Iranian black walnuts.

This wood, much like Mirza's life, endures. Each wrinkle in the darkened contours of its face tells a story of a life lived – be it through hardship or joy. What difference does it make to him? He has truly lived, sipped the nectar of life, and savored it. What matters is that Mirza's cut wood carries a life force. His pure breath flows through the veins of his black walnut. A truly unique wood in the world. A masterpiece of divine artistry, untouched by any chemical colors or combinations.

Mirza Talib hails from Boyer Ahmad. In honor of him, we have named our black walnut family Boyer paying homage to his legacy and the black walnut family.



Yaghoub Gerduyi

At first glance, Yaghoub Gerduyi may seem like just another wood broker—a man whose deals with hundreds of local farmers fuel the economy of the villages at the foot of Mount Alvand. But beneath this simple exterior lies a more complex personality and a deeper philosophy of life. With every wood transaction, Yaghoub seems to forge an even stronger connection to the trees and the land. He is not just an economic middleman; he is a bridge between nature and industry.

For Yaghoub, wood is far more than just a commodity. He sees trees as living beings, with roots that delve deeper into the earth and branches that stretch far beyond the sky. This perspective sets him apart from many others. Yaghoub is selective in his deals; he only buys mature, high-quality wood and only from those who are committed to planting new saplings to replace the trees that are cut.

It may sound unbelievable, but for years this respected broker has meticulously selected the finest light walnut wood for us. His passion for his work gives him a deeper understanding of wood than many large supply companies could ever hope to have. To us, Yaghoub Gerduyi is not just a supplier; he is valued because he loves what he does. It is this love and respect for nature that has made him one of Morfloor's most trusted and respected business partners.



Echoes of Nature in Every Hue

Qahraman is one of those rare individuals who doesn't just work with wood, but breathes life into the very soul of nature. He works at Morfloor, where the stubborn, knot-filled oak planks await the touch of his skilled hands, ready to be transformed into something far more than mere wood. Qahraman is no ordinary wood colorist; each time he contemplates a color, it's as though he's revisiting the stories buried deep in the earth and the roots of ancient trees.

When Qahraman holds a piece of wood, it's as if he's uncovering hidden secrets within its grain and knots. With his keen eye, he examines every detail, saying, "Every piece of wood has its own story. I bring that story to life with color." He draws his colors from nature itself—hues that bring wood to life, as if each color carries the tale of wind, soil, and sunlight.

At Morfloor, Qahraman approaches the coloring of oak parquet with such care and precision, as if he's preparing to work on a canvas. Layer by layer, he applies the color to the wood with the delicate touch of an artist, engraving a new story into each grain. "Oak is tough," he says, "but if you choose the right color, it softens, it yields." With years of experience behind his hands, he brings color to wood in such a way that each plank seems to be reborn, as though nature itself has been revived.

Qahraman continues his work at Morfloor, day after day, alongside the oak planks that he lovingly brings back to life. Every piece of Touch parquet that passes through his hands becomes more than

Each piece tells a story,
curated for luxury.



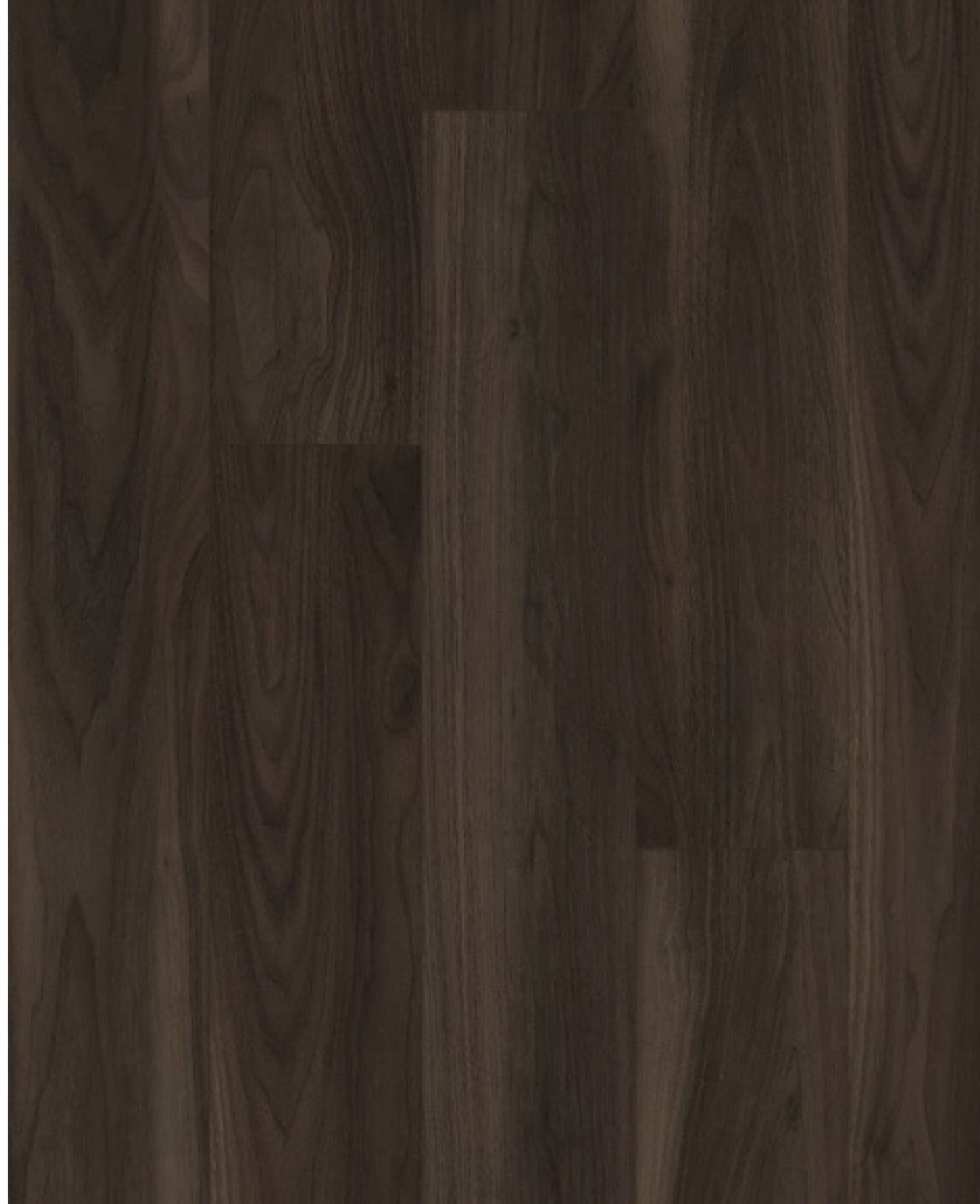
BOYER

The Aesthetic of Shadows

There is a certain elegance that comes only with darkness. In the world of design, light may be what first catches the eye, but it is in the shadows where the soul of a space is truly found. The Boyer collection, with its rich, dark tones, offers this elegance—the kind that whispers rather than shouts, the kind that demands attention not through its brightness but through its depth.

Dark parquet floors, like those of the Boyer family, transform a room into a canvas of contrasts. Where light meets dark, where soft textures are set against the deep wood grain, something extraordinary happens. The Boyer collection is not just about creating a floor—it is about creating a mood, a presence in a room that cannot be ignored.

When designers choose Boyer, they are choosing more than just a material. They are selecting an experience, a statement piece that anchors the entire design. The deep, almost mystical quality of the dark wood creates an atmosphere of sophistication, of elegance that transcends time. Whether used in minimalist modern spaces or in grand, traditional interiors, Boyer holds the power to transform.







In Selection, We Find Luxury

Luxury, in its truest sense, is about choice. At Boyer, we carefully select the darkest, most distinctive walnut from among thousands of variations in color and texture. This process of selection is what defines our commitment to creating something unique for each project. The richness of Boyer's walnut isn't an accident of nature—it's the result of an intentional, thoughtful choice, tailored to meet the demands of the most discerning clients.

In design, luxury is not just about rarity—it's about making the right choice. We don't settle for what nature offers; we choose the finest elements, ensuring that only the most exceptional pieces of dark walnut are used. Every grain, every shade in the Boyer collection has been handpicked to represent the best, enhancing the beauty of each space it inhabits. For those who seek something beyond the ordinary, Boyer stands as a testament to the power of selection. It's not just about offering wood; it's about offering the finest walnut, chosen with care and precision, for those who understand the true value of tailored design.

B R A V E

The Aesthetic of Contrast

In the world of interior design, contrast is often where the most powerful statements are made. The Brave collection, with its striking black veins running through creamy oak, offers a bold and sophisticated element that turns any floor into a visual masterpiece. The unique contrast between light and dark draws the eye, inviting admiration for the raw beauty of the wood's natural patterns.

The chevron and chessboard layouts are carefully designed to highlight the black veins, positioning them in ways that enhance the room's overall aesthetic. In chevron, the dark lines of the wood meet each other, creating a harmonious rhythm that echoes throughout the space. Meanwhile, in the chessboard layout, the veins are strategically placed to bring out the full richness of the oak's color, forming a balanced yet dynamic surface.

This interplay of light and dark, order and nature's spontaneity, allows Brave to transform any room into a space where elegance meets natural beauty. The bold lines of the wood do more than decorate—they tell a story of strength and character, offering a unique focal point for interiors that demand both luxury and authenticity.







Choosing Distinction, Crafting Luxury

The true essence of luxury lies in the power of choice. At Brave, the process of selection is at the heart of what we do. Each piece of black-grain oak is carefully chosen from thousands of oak trees, selected specifically for its unique combination of light and dark tones. These bold grains are not just an accident of nature—they are the result of a meticulous selection process, designed to bring the highest level of refinement to every project.

In a world where luxury is often defined by rarity, the oak in Brave stands out for its distinctiveness. Our approach to luxury is not simply about presenting wood, but about choosing the right wood. Every grain, every line in the Brave collection is a reflection of our commitment to providing something exceptional. The contrast between the creamy hues and dark veins creates a design that is both striking and elegant, tailored to meet the demands of those who seek the finest.

For us, true luxury is not found in mass production or artificial perfection. It is in the careful selection of materials that tell a story, materials that have been chosen for their uniqueness and character. Brave is the embodiment of this philosophy—luxury defined by selection, where every piece is chosen with the client's vision in mind.

MAZO

Simplicity at Its Finest

The Mazo collection is the pure embodiment of minimalism in the world of parquet. The straight-grained oak in this family is sourced from carefully controlled forests in the Caspi-an region, where each piece of wood is selected with precision from specific areas. Unlike conventional oak, Mazo's wood features perfectly straight, uninterrupted grains—making it the ideal choice for minimalist spaces where simplicity is key.

Mazo is all about simplicity. The grain is so clean and pure that, without the skilled hands of craftsmen, it might even appear artificial. But the subtle craftsmanship, from the surface finishes to the precision of the edges, ensures that the wood's natural identity is preserved at its highest level. Every element of Mazo is designed to highlight the beauty of minimal-ism in its most natural form.

Each plank of Mazo speaks to those who appreciate the elegance of simplicity. Mazo is entirely modern, entirely wooden, and entirely minimalistic. It reflects a deep respect for simplicity and the quiet beauty that lies at the heart of minimalist design.







Luxury in Every Grain

What sets Mazo apart is not only its simplicity and straight grains but also the precision in its selection process. Each plank of oak in this collection is carefully chosen to ensure the straight, uninterrupted grain is showcased in its most beautiful form. The selection of straight-grained wood isn't just about the trees themselves; it's about the technique used in cutting and harvesting these pieces—a craft that only skilled artisans can perfect.

In the world of design, luxury is defined by simplicity and thoughtful choices. Every piece of Mazo oak is handpicked from hundreds of others, with attention paid to the smallest details. This careful selection doesn't just highlight the wood's natural beauty; it infuses the space with a unique sense of quality and sophistication.

For us, luxury lies in simplicity—in the careful selection of materials that tell a story of natural beauty. Mazo, with its minimalist design and refined selection process, embodies true luxury—where every piece of wood is chosen with care to represent the very best.

HIRKANI

More Than Just a Frame

Choosing the Hirkani collection is reserved for projects where the floor itself plays a defining role in the overall design. This oak, with its distinctive flakey grain, is more than just a backdrop for decorative objects—it takes center stage, shaping the character of the entire space. Whether laid out in herringbone patterns or simple linear designs, Hirkani commands attention, its presence undeniable.

In spaces where Hirkani is used, the floor becomes an integral part of the architecture, not merely a surface. The architect's perspective on the flooring will have a profound impact on how the space is experienced. Hirkani, with its bold and natural texture, offers a design element that interacts directly with its surroundings, creating harmony between the floor and the objects placed upon it.

This wood does not blend into the background; it stands out, asserting its natural beauty. The decision to use Hirkani is a choice to highlight the floor as a key design feature—one that enhances the atmosphere of any project, making it far more than just a foundation for other elements.







As Dynamic as an Iranian Carpet

The Hirkani parquet is dynamic and ever-changing, revealing different visual effects depending on the angle and intensity of light. The flakes and patterns on the surface of this oak respond to their environment in a way similar to the “nap” of a Persian carpet, offering a range of appearances depending on the lighting. This dynamic quality means that in each project, Hirkani not only complements but also transforms the surrounding space, taking on a unique character based on the architect’s vision.

What makes Hirkani truly luxurious is not just its rarity and quality, but its ability to adapt and enhance the design of any room. Every plank is carefully selected to ensure that its inherent beauty and variability are showcased in the best way possible. This is wood that interacts with its surroundings, bringing a sense of authenticity and elegance to every project.

For us, luxury lies in creating a unique experience with every piece of wood. Hirkani reaches its full potential through the careful design of the architect, elevating the space beyond mere aesthetics into something truly special. It doesn’t just fill the room—it transforms it, responding to the light, design, and atmosphere in ways that make the space come alive.

ALVAND

Light and Luxurious

Walnut wood, with its seductive grain patterns, is one of the most luxurious woods in the world. Its naturally dark tone, without the need for any additional coloring or finish, imparts a unique and sophisticated feel to projects. However, many design styles, such as Bohemian or Mediterranean spaces, cannot accommodate this level of depth in color. In these projects, the demand for a lighter walnut arises—a wood that still carries the elegance and quality of walnut but with a brighter tone.

Alvand, with its lighter shade, is the perfect response to this need. This collection of light walnut not only retains the rich beauty and allure of walnut wood but also introduces warmth and brightness to spaces. Alvand is ideal for projects that seek the luxury and refinement of walnut but require a lighter touch to create a sense of openness and natural light reflection.

These woods, with their natural strength and beauty, bring a sense of life to any space without overwhelming the design with dark tones. Alvand is the perfect choice for architects who want to combine the richness of walnut with the lightness needed for modern, airy interiors. This light walnut collection brings the best of both worlds—preserving the authenticity and quality of walnut while offering a fresh and modern aesthetic that enhances the atmosphere of any room.







Mastering the Brightness of Walnut

In Alvand, finding the perfect light walnut is both a challenge and an art. Among the rich, dark tones of walnut, we search for the rare, bright shades that bring an unparalleled sense of lightness and exclusivity to any project. Each piece of walnut wood must undergo multiple cuts, carefully refining the selection until only the finest, lightest sections remain. This is the same level of meticulousness and concern that defines the Alvand collection. Alvand is made from carefully chosen light-colored, non-streaked walnut, embodying the inherent luxury of this rare wood. Such walnut is not common—it is found far from ordinary markets, reserved for those who understand its true value. For us, luxury is defined by rarity and selection. Alvand is a celebration of this philosophy, where each piece speaks to the discerning eye and brings both light and refinement to the spaces it inhabits. What is luxury, if not this?

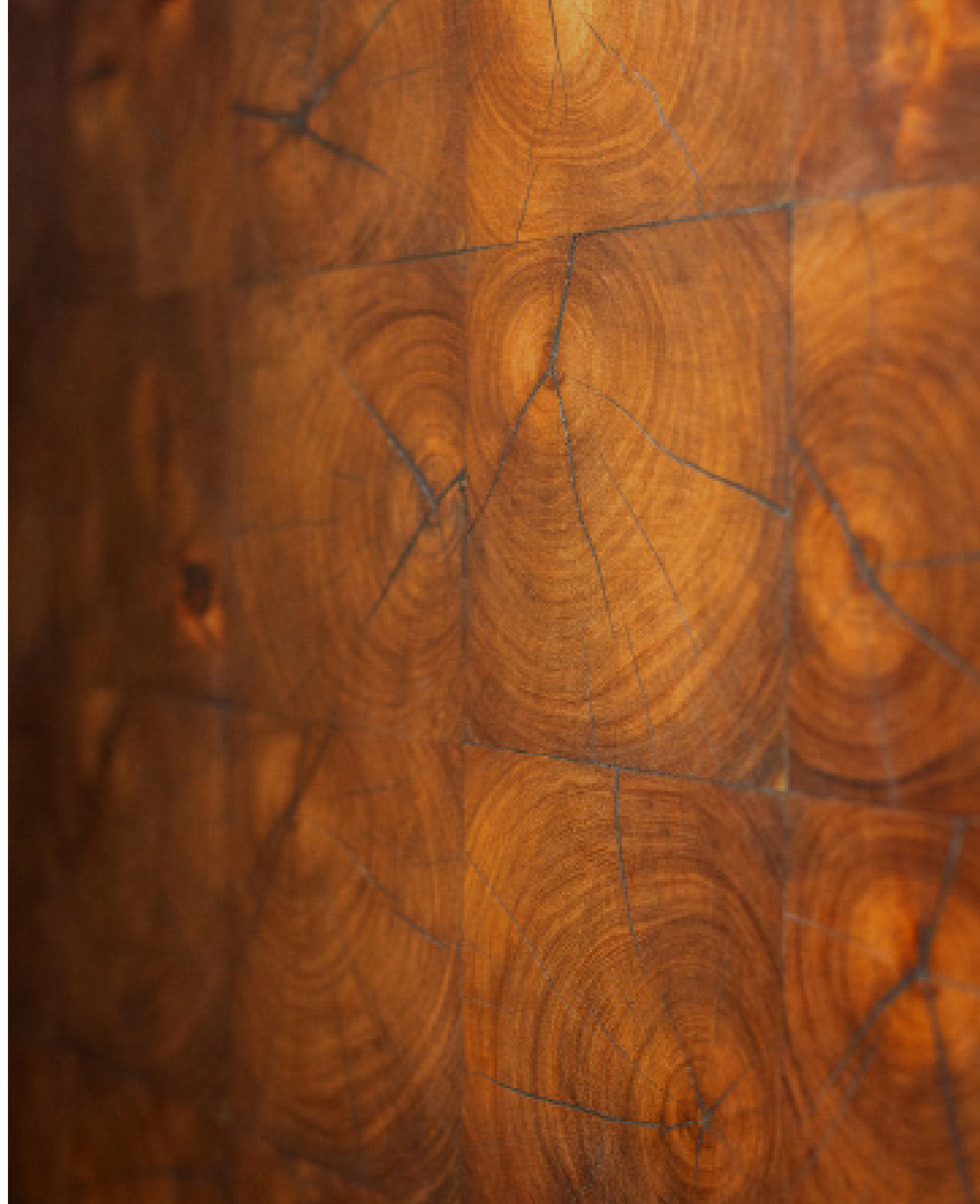
KOHER

Unconventional Design with Extraordinary Wood

Koher represents a unique architectural approach, using wood with exceptional characteristics. The tiles in this collection, while similar in their overall appearance, are strikingly different in their details, giving depth and visual richness to any space. The rustic textures of each tile bring a sense of vitality, making the natural, untamed beauty of the wood palpable in every piece.

Unlike standard wood grades, the natural cracks and fractures of Koher's wild wood are not flaws but integral elements in the design. These imperfections add a sense of authenticity and natural character to the space, creating an atmosphere that cannot be achieved with conventional wood.

What truly sets Koher apart is its circular grain pattern. These end-grain cuts, showcasing the tree's annual rings in a spiral formation, evoke the passage of time and the life of the tree itself. The circular grain gives the space a dynamic flow, with each angle revealing a different perspective. Combined with the wood's natural toughness, this design element lends Koher an architectural personality that brings a fresh, evolving aesthetic to any environment.







Nature's Exclusive Treasure

Koher, with its natural hardness and beauty, is rare not only in Iran but across the globe. These trees, growing wild in desert landscapes, with non-linear, unpredictable patterns, present a significant challenge in the production process. Mesquite wood, or Koher, is one of the hardest and rarest woods in the world due to these harsh conditions.

Processing Koher wood is a meticulous task, made difficult by its rugged and unpredictable growth. Each piece must be carefully selected from thousands, ensuring that only the finest wood is used. Koher's non-cultivated, desert origins make it nearly impossible to harvest commercially, adding to its exclusivity and making it ideal only for the most unique and exceptional design projects.

The end-grain cuts and circular grain patterns of Koher are features that are seldom found globally. These distinctive qualities bring a natural sense of luxury and exclusivity to any space. Each plank of Koher wood reflects a complex, challenging production process that only skilled artisans can master.

In the world of luxury, rarity and precise selection are what define true distinction. For us, luxury lies in this careful process—wood that, due to its scarcity and the difficulty in crafting it, becomes a symbol of quality and elegance in the finest designs.

TOUCH

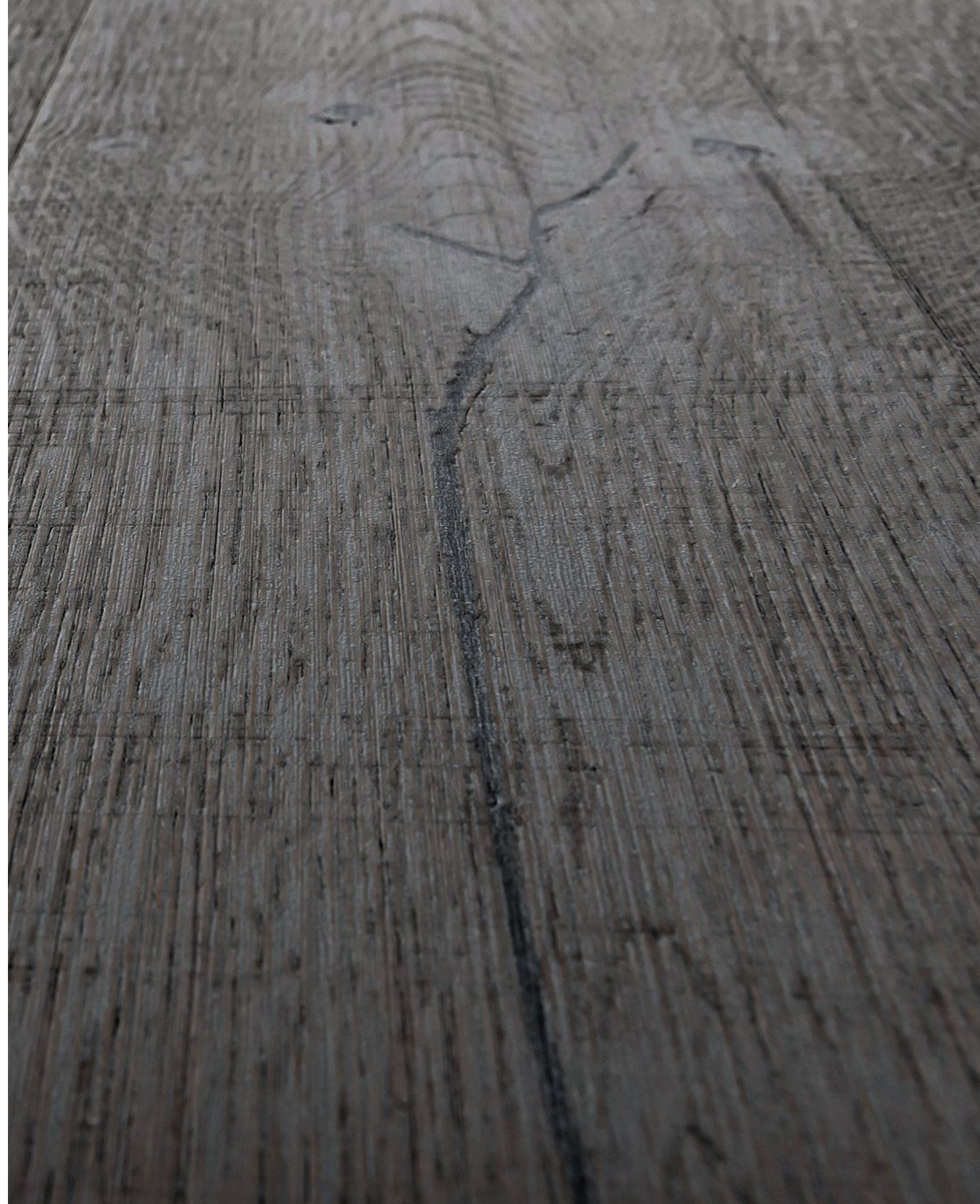
The Harmony of Color and Natural Knots

The oak wood in the Touch collection, with its prominent natural knots, provides a unique canvas for the application of rich, distinctive colors. These knots, formed over years of growth in nature, come to life through colors inspired by the natural world. Each knot, like nature's signature on the wood, combines with the deep, vibrant hues to enhance the wood's beauty and authenticity.

In Touch, the colors are not meant to mask the wood but to highlight its natural features. Every color is chosen to complement the grain and knots of the oak, creating a deeper visual texture. This harmony between color and wood elevates the aesthetic of each piece, giving it a fresh, modern yet natural feel.

Architects often seek colors that not only beautify a space but also seamlessly integrate with other design elements like furniture and décor. The Touch collection offers the versatility to achieve this harmony by pairing rich, natural colors with the knots of the wood. This unique combination brings a sense of modern design and natural elegance to any interior.

Each plank in the Touch collection becomes the focal point of the design—where the harmony of natural knots and distinctive colors shapes the identity of the space. The collection is ideal for projects that aim to blend authenticity, modernity, and nature in interior design.





When Luxury Goes Beyond Specifications

In the world of wood, technical specifications often reject knots as imperfections. But in Touch, knots are not seen as flaws—they are a testament to the authenticity and beauty of the wood. Unlike standard practices that favor flawless wood, every plank in the Touch collection is carefully selected for its natural knots. These knots, each telling its own story of the tree's life, add depth and character to any space.

The colors in Touch are fully custom, chosen specifically for each plank based on the unique placement and shape of the knots. These custom colors do more than enhance the wood's natural beauty—they make the knots the focal point of the design, transforming them into a defining feature of luxury.

In Touch, luxury is no longer about perfection but about embracing and highlighting the knots that would normally be rejected. It's a choice that goes beyond traditional specs, bringing a sense of authenticity and refinement to every piece of wood used in the space.

WHITE WASHED NATURAL OAK





HONEY NATURAL OAK





LIGHT BROWN NATURAL OAK





DARK BROWN NATURAL OAK





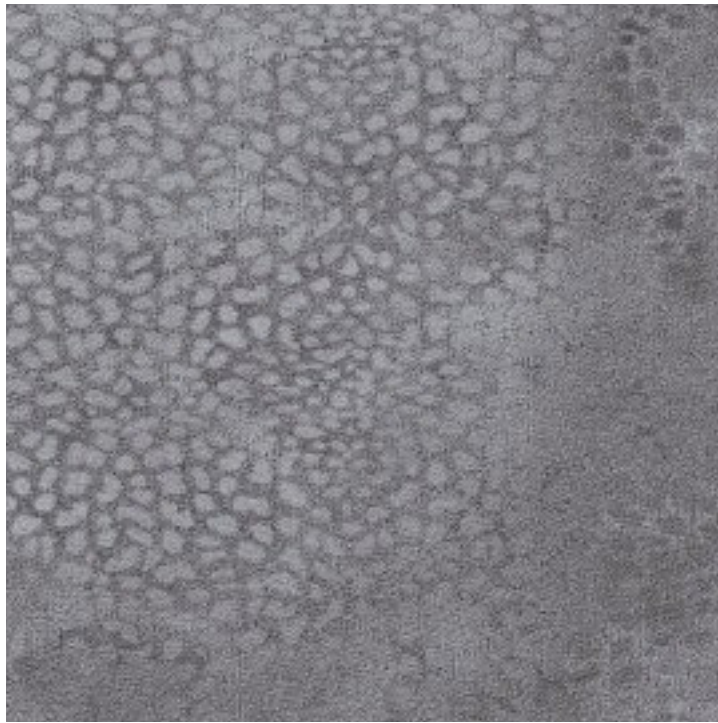
GRAY NATURAL OAK







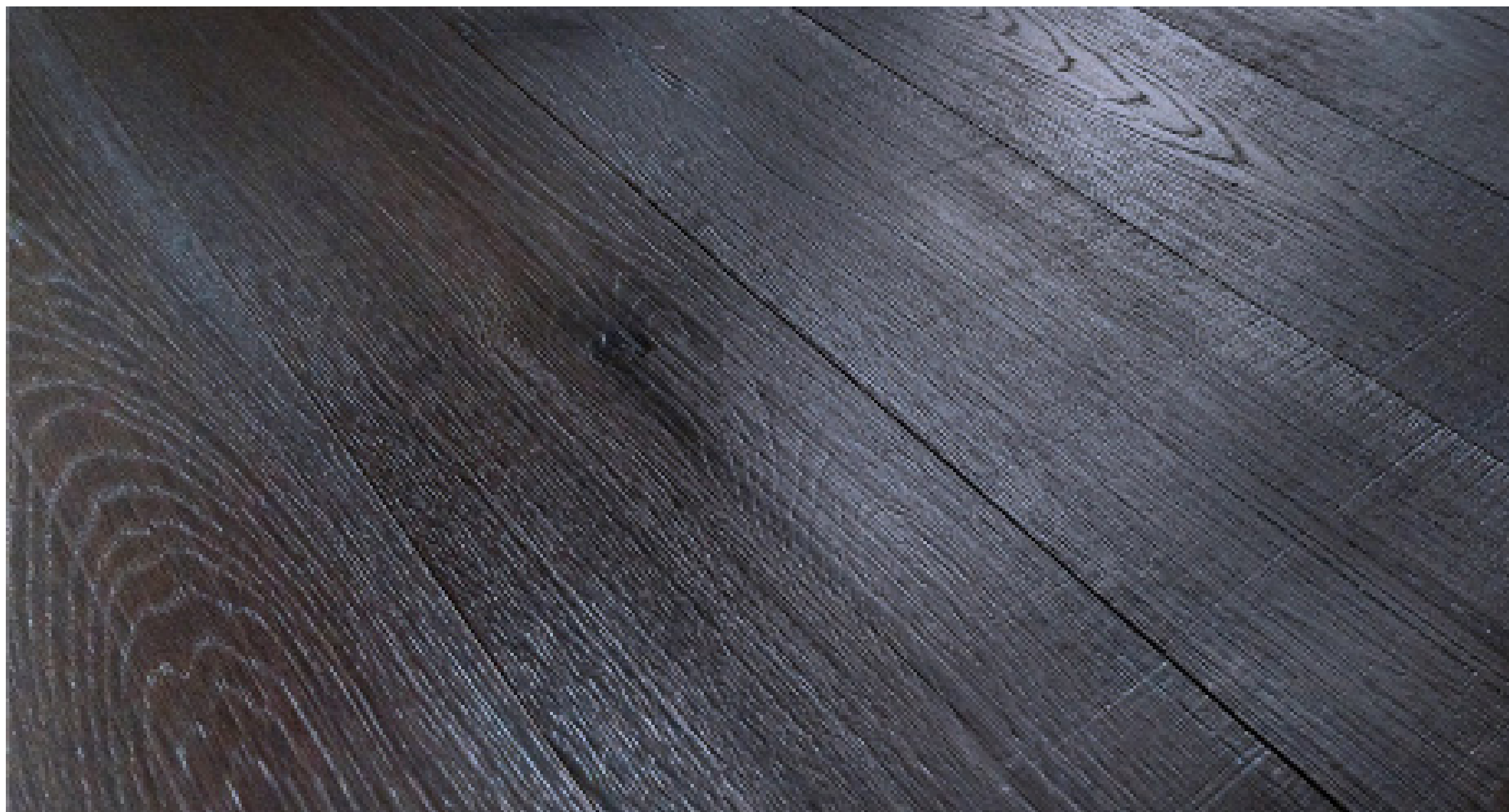
DARK GRAY NATURAL OAK





SMOKY NATURAL OAK









TECHNICAL FEATURES

THESENSE

Boyer

Brave

Mazo

Hirkani

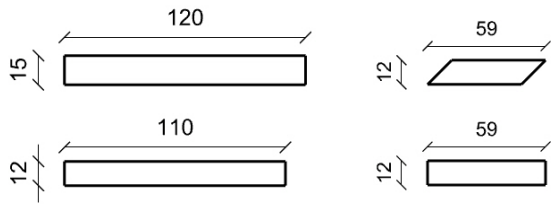
Alvand

Koher

Touch

THESENSE - BOYER

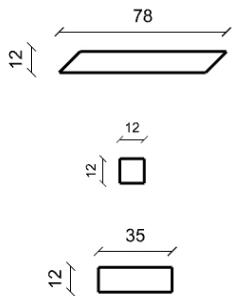
Type :	Engineered Wooden Flooring
Available in :	Dark Walnut
Dimensions :	1200 x 150 mm 1100 x 120 mm 590 x 120 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

THESENSE - BRAVE

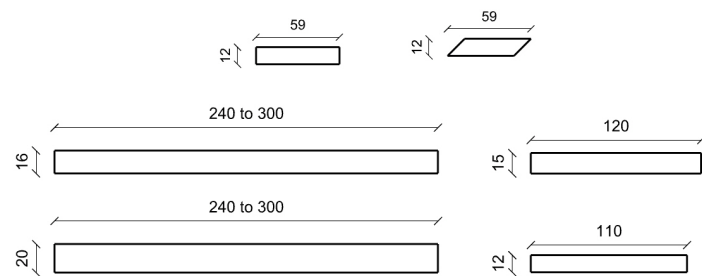
Type :	Engineered Wooden Flooring
Available in :	Rustic Oak
Dimensions :	780 x 120 mm 350 x 120 mm 120 x 120 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

THESENSE - MAZO

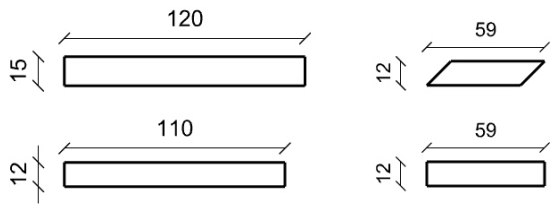
Type :	Engineered Wooden Flooring
Available in :	Straight Grain Oak
Dimensions :	2400 to 3000 x 200/160 mm 1200 x 150 mm 590 x 120 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

THESENSE - HIRKANI

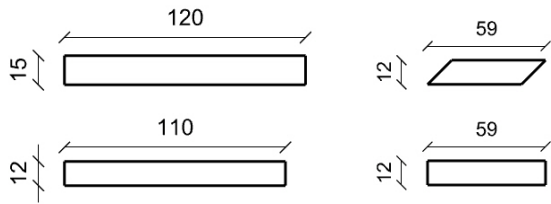
Type :	Engineered Wooden Flooring
Available in :	Scaly Oak
Dimensions :	1200 x 150 mm 1100 x 120 mm 590 x 120 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

THESENSE - ALVAND

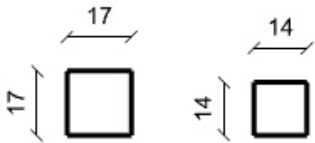
Type :	Engineered Wooden Flooring
Available in :	Light Walnut
Dimensions :	1200 x 150 mm 1100 x 120 mm 590 x 120 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

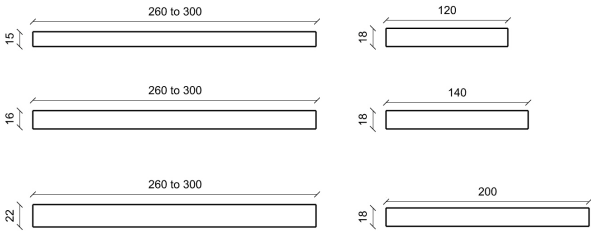
THESENSE - KOHER

Type :	Engineered Wooden Flooring
Available in :	Mesquite
Dimensions :	170 x 170 mm 140 x 140 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

THESENSE - TOUCH

Type :	Engineered Wooden Flooring
Available in :	Oak
Dimensions :	2600 to 3000 x 220/160/150 mm 2000 x 180 mm 1400 x 180 mm 1200 x 180 mm
	
Overall Thickness :	
Top Layer Thickness :	
Backing Layer :	15 mm
Overall Weight up to :	3 mm
Installation :	Baltic Birch Plywood
Recommended Application :	11 kg/m2
Finish :	Glued down
Maintenance :	Residential & Commercial
Installation on floor heating system :	Natural Oil / PU swiffer, Dusting Pad, Vacuum cleaner

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It is recommended for the customer to always contact the company in order to get complete and updated information on the specific features of every product.

The collections Texture and Natural Surfaces are made with “real material” featured by a specific nature and different one from another. The shades of the same color will never be the same because they are hand-crafted. Different elements and lots of the same product will show different colors when compared.

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For technical data sheets of all our products and for installation and care and maintenance information please visit our web site:www.morfloor.ir

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Morffloor Wooden Flooring company