

Member Profile: Wonderful Floor

Patron ATFA member and Industry Ambassador, St Peters Enterprises Pty Limited (a trading name of Wonderful Floor) began over 20 years ago with Wanda Wu on the tools as a sole trading flooring contractor installing hardwood timber and bamboo floors in both domestic and commercial projects.

Wanda then developed the business into a flooring product manufacture, import/export and distribution enterprise which now supplies and distributes flooring products to 400 retailers nationally.

Wonderful Floor (the name says it all!) operates five warehouses with one in each state capital: Sydney, Melbourne, Brisbane, Adelaide and Perth. Each state has at least one sales manager looking after customers in their region and developing market share for the company's broad range of flooring products.

"With over 200 years' combined timber flooring industry experience in the Wonderful Floor sales team, we are proud of the service we bring to our clients all over Australia and Asia," says Wanda.

The company employs a small but enthusiastic team of 15 staff to work with retail distributors.

Wonderful Floor's product range includes prefinished Australian and imported solid tongue and groove strip flooring, prefinished engineered hardwood flooring and imported premium quality solid bamboo flooring, timber-look laminates and floating floor products.

"You would be smiling too if you were standing next to such beauty!"

Cameron Luke, Lagler Australia

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“The environmental credentials of our flooring products are important to our customers,” says Wanda. “Our products are sourced from sustainably-managed forests and are made from renewable resources.”

There is also an export side to the business with St Peters Enterprises handling the export of hardwood flooring to overseas clients.

The team at Wonderful Floor has recently supplied precoated hardwood timber flooring for some high profile projects including the Australian Embassy in Beijing, 55 residential units in Randwick, Sydney and the Defence Department offices in South Australia.

“Australian species are very popular with our customers,” says Wanda. “They are very hardy, provide a wide range of colours and give architects and designers some scope for interior design that is natural and sustainable.” *f*

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Pictured below, Wanda and his team with ATFA’s Technical Manager, Dave Hayward. From left to right Joe Wen, Tristan de Hann (New South Wales), David Hayward (ATFA), John Akins (Tasmania), Wanda Wu, Erik Bui, Tony Colosimo (Victoria), Marc Burville (South Australia), Dennis Stuhmcke (Queensland), Des Kilpatrick and Jason Kilpatrick. (Western Australia).





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