

About Us

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Refined timber surfaces, designed in New Zealand specifically for our diverse climates and lifestyles.

forté

Our business is built on three unshakeable pillars.

They are the foundation of who we are. They influence how we work and how we care for our products, our clients, our people, and the environment.

Family Values

Forté was founded in family, when James Piesse set out to create a business that would serve his eight children and the generations beyond.



Generational Experience

Knowledge, heritage, and experience are passed between generations to guide us and shape our future.



Enduring Quality

We put quality into every aspect of our work; employing the best people, challenging the status quo, listening to our customers, and providing products that will stand the test of time.



OUR STORY

Forté is a New Zealand-owned and family-run business established in 1985.

We provide an exceptional collection of timber flooring, interior panelling and Millboard decking and exterior cladding, designed in New Zealand specifically for our unique environments. Our collections constantly evolve with global and national trends, enabling us to provide refined timber solutions that New Zealanders can enjoy for years to come.

Our commitment to care for our clients, our people, our product, and the environment stems from a deeply ingrained love for timber and a family-centric culture. In the words of our founders, and a sentiment that we continue to carry with us, 'we're small enough to care but large enough to deliver.'

That's our Forté.





Values

The foundation of who we are and how we work with our partners and clients is shaped by our core values.

Bring Your Energy

We share the same passion. Drive and enthusiasm are at the centre of everything we do.

Be Real

We value transparency. Our interactions with clients and each other are genuine and authentic.

Initiative

We encourage ingenuity. We are proactive and challenge each other to adapt and take risks.

Always Care

More than anything, we care. It's ingrained in everything we do, at every step of the journey.

Growth Mindset

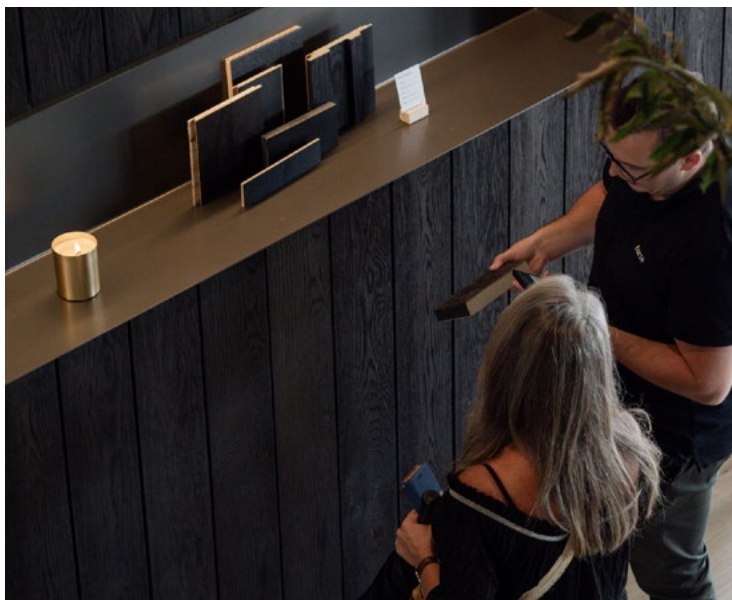
We embrace a growth mindset. We love to learn new things and challenge the status quo.

People

Our personality shines through in the way we connect with our clients.

Our innovation and expertise make working with us memorable. We are remembered for our maturity and ability to listen. We are authentic, genuine and never compromise in everything we do. We're passionate visionaries who are easy to like and easy to trust.

We like to care for people, make them comfortable and hear what they have to say. We are guiding, knowledgeable and get to the point. We respect them and their time, quickly establishing what's needed.



Commitment

Forté. We care.

We are a family business firmly rooted in our beginnings of making quality furniture from native New Zealand timber. We have evolved and matured to become the country's leading supplier of refined timber surfaces. We've got here because of one important trait: we care.

Everything we do is approached with the utmost care, at every step of the journey from product design to after-care. It is in our commitment to sustainability. To our clients. To our people. And as we have grown, that sense of caring has grown with us.

We are committed to providing premium timber products to architects, designers, builders and homeowners. We do this with passion, integrity and knowledge. That has always been our way.

We provide exceptional service and unparalleled expertise. And with our focus on care, we ensure that we never lose sight of the commitment to family on which it is founded.



Showrooms

A distinctive experience.

Our commitment to care and considered design extends to every aspect of our award-winning experience centres in New Zealand. More than just showrooms, meticulous thought and consideration has been put into how we can best serve our clients to provide an unforgettable experience.

Our collections are available to view at Forté Experience Centres or selected partner showrooms. When you visit an Experience Centre, you will engage with knowledgeable and caring Forté team members who will provide an inspiring journey in bringing your vision to life.





Quality

Our commitment to quality.

We put a premium on quality. In all things, from sourcing and specifying our products to our customer experience and delivery, quality is of the highest priority. With a devotion to providing consistent and exceptional service to our customers and stakeholders, we work hard to deliver an experience and product that surpasses expectations.

Testing is at the heart of our new product development programme and is the means through which we ensure the quality of our product. We obtain independent testing from laboratories and industry professionals for all products, alongside stringent in-house tests to replicate real-life conditions of timber floors in New Zealand.

Sustainability

Our commitment to positive environmental change.

We care deeply about the environment and all it provides. In a world where climate change and deforestation are real threats, we're focused on reducing our environmental impact and increasing our social commitments.

Our timber collections have an engineered construction, using approximately one-third of slow-growing hardwood resources compared to solid timber. By supplying FSC® Certified, PEFC® Certified and sustainably sourced engineered products, we're minimising the amount of slow-growing hardwood needed to be harvested.

The importance of making positive environmental progress goes beyond our commitment to sustainable products. We continue to work with Toitū Envirocare to achieve CarbonReduce certification by measuring our carbon footprint and implementing strategies to manage and reduce the impact of our emissions.





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