



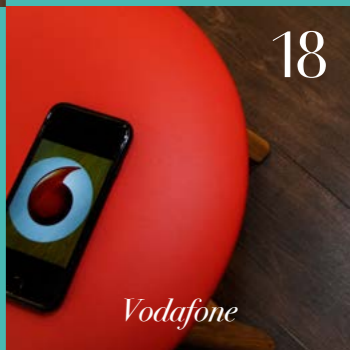








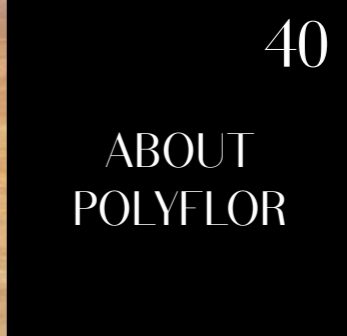


# RETAIL

CREATIVE FLOORING FOR INSPIRATIONAL SPACES



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# MAKE A PERFECT *first impression*

Flooring is one of the hardest working elements of interior design when it comes to creating inspirational spaces for the retail industry.

From boutiques to big brands, every client wants a floor that is visually stunning to draw customers in but also an investment that can guarantee years of performance.

Polyflor offers a broad range of vinyl flooring solutions for transforming your retail interior into the perfect place for people to shop, eat, socialise or relax. We've worked with everyone from small businesses to iconic, global brands, providing beautiful yet practical flooring options which inspire customers to return.

As one of the largest vinyl flooring manufacturers in the world, Polyflor has an international distribution network which can quickly deliver stock worldwide for your individual project or long term roll out programme.

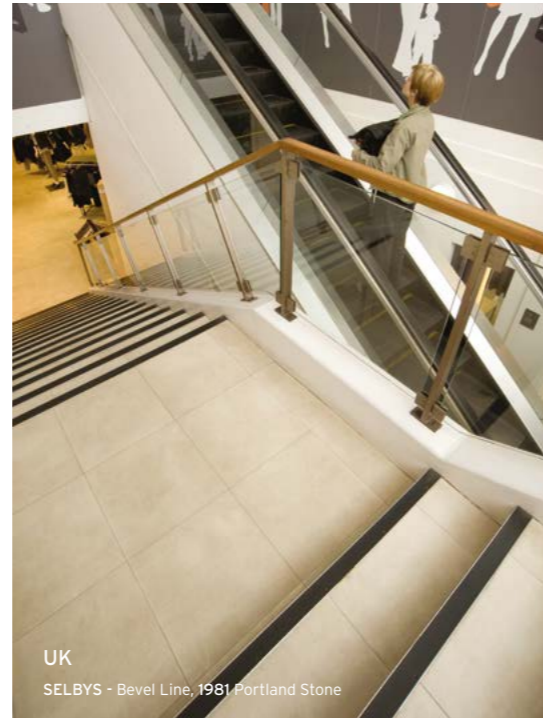
# ONE STOP SHOP



AUSTRALIA  
BILLABONG - Expona, Honey Ash



POLAND  
KORONA SHOPPING CENTRE - Expona Design, 6138 Classic Oak



UK  
SELBYS - Bevel Line, 1981 Portland Stone



Expona Flow, 9835 Bronzed Pine



Affinity2<sup>®</sup>, 9885 Jet Black Ash



With an expansive product portfolio and a vast range of design options, Polyflor is a one stop shop for providing beautiful vinyl floorcoverings in front of house and back of house areas which will work in harmony with your brand image.

Each Polyflor product is the perfect combination of high design, high performance and value for money. Along with helping your space to look its best, all our hardwearing flooring products are engineered to cope with heavy footfall in high traffic areas and are easy to clean as part of a quick and cost-effective maintenance regime.

We pride ourselves on delivering a comprehensive customer service to help you specify the right flooring product for your space, providing everything from design advice to technical support and a free sample service.

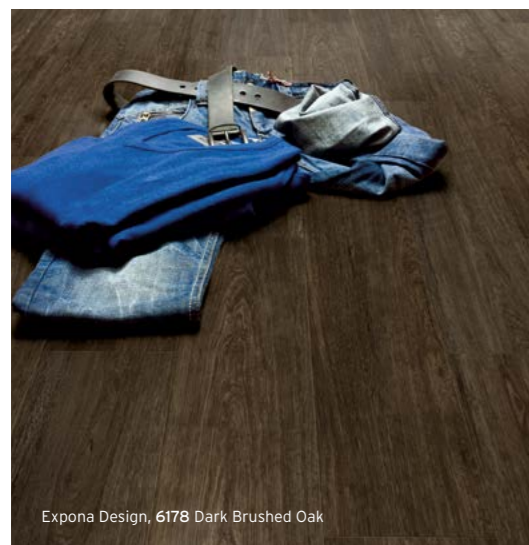
*Find out more*  
To find out more about Polyflor's flooring solutions for the retail industry visit [www.polyflor.com/retail](http://www.polyflor.com/retail)



# TRANSFORM YOUR SPACE



NEW ZEALAND  
ZIERA - Expona Commercial, 4036 Aged Elm



Expona Design, 6178 Dark Brushed Oak

## wood



UK  
KAREN MILLEN - Expona Design, 6139 American Oak

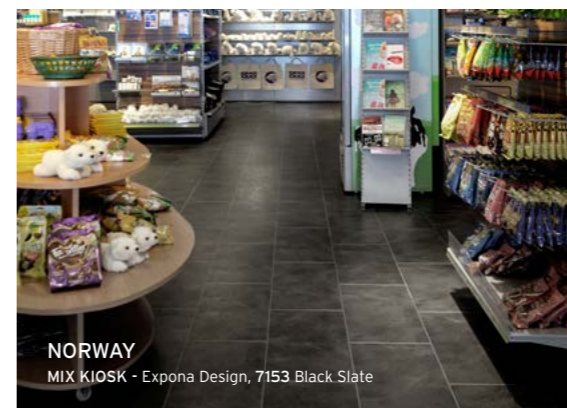


Expona Flow, 9828 Painted Chevron

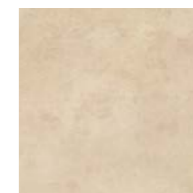
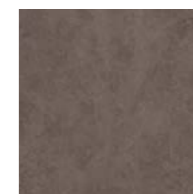


With a diverse range of stunning Polyflor floorcoverings on offer, it's easy to find a design that reflects your brand's personal style and complements your interior design scheme. We continually research upcoming interior trends and develop new designs so that we can incorporate the latest looks into our collections.

Whether looking for striking or subtle, you are truly spoiled for choice when it comes to **wood, stone and abstract** effect designs for creating the desired ambience in your space. Authentically replicating the look of natural materials, our wood and stone designs include features such as surface texture and grain detail for added realism.



NORWAY  
MIX KIOSK - Expona Design, 7153 Black Slate



Expona Commercial, 1993 Cambrian Stone

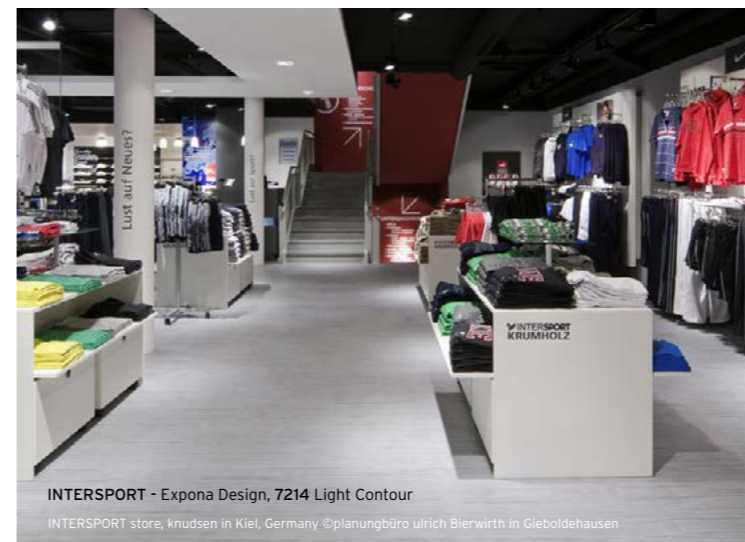


## stone

## abstract

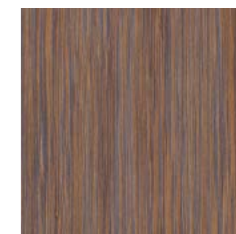


Expona Commercial, 5077 Black Textile



INTERSPORT - Expona Design, 7214 Light Contour

INTERSPORT store, knudsen in Kiel, Germany ©planungsbüro ulrich Bierwirth in Gieboldehausen



# LUXURY VINYL TILES

Commonly known as LVT, our luxury vinyl tile collections offer a style to suit every brand, whether that's a simple, subtle design to complement your store interior or a dramatic statement floor to entice customers in.

All of our commercial grade LVT products undergo rigorous testing to ensure that they can withstand the high levels of foot traffic expected in retail environments. They are also protected by an easy to clean polyurethane reinforcement (PUR) to help maintain the floor's beauty, resilience and practicality whilst providing a polish-free maintenance regime.

*Find out more*

To find out more about Polyflor's LVT collections visit [www.polyflor.com/lvt](http://www.polyflor.com/lvt)





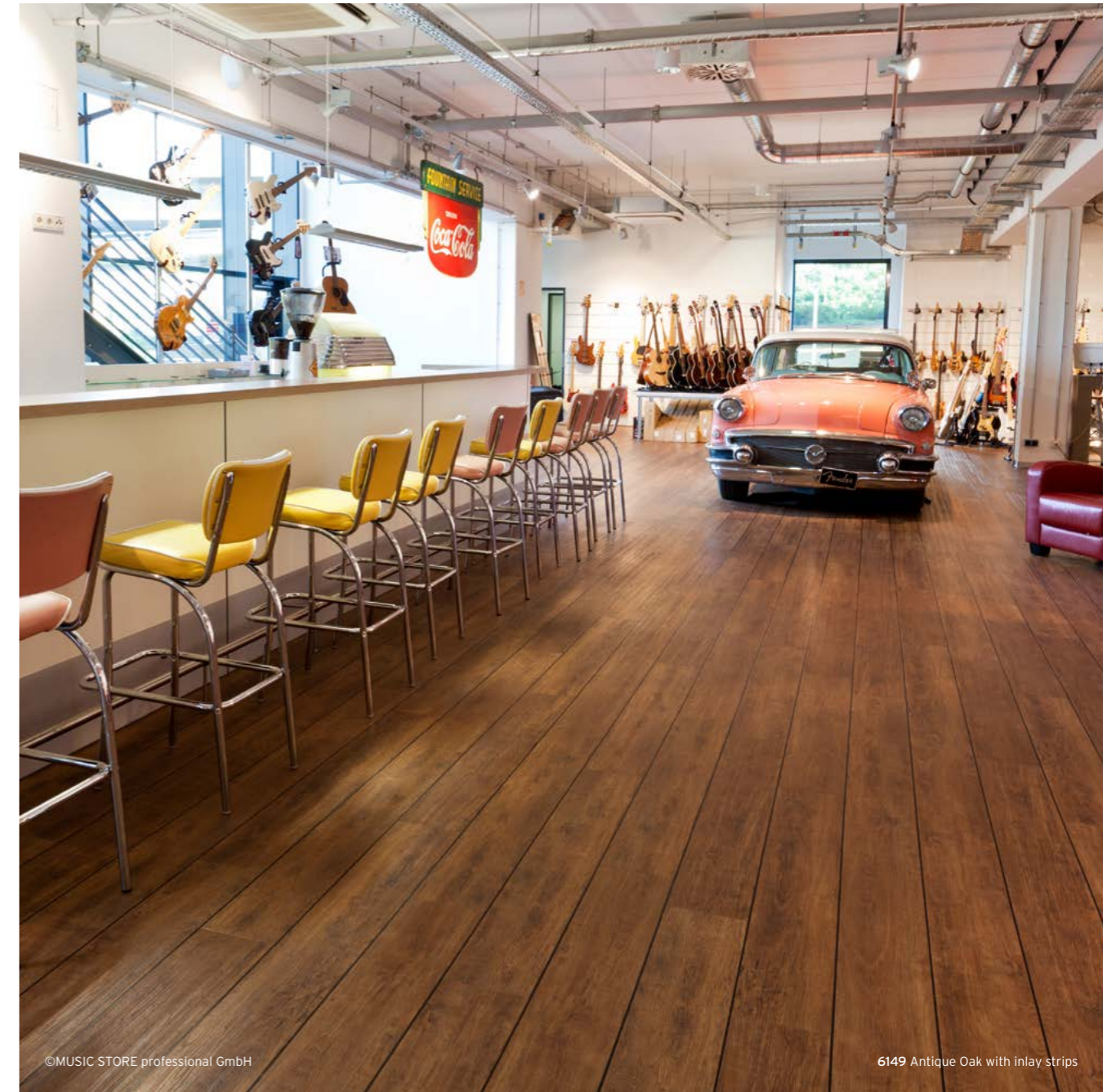
6146 Silvered Driftwood



©MUSIC STORE professional GmbH

# THE MUSIC STORE

Cologne, Germany  
Products used: Expona Design PUR



©MUSIC STORE professional GmbH

6149 Antique Oak with inlay strips

The Music Store in Cologne is one of the leading global players in their industry, with clients travelling from all over the world to come and see their impressive collection of instruments. Silvered Driftwood vinyl flooring from the Expona Design luxury vinyl tile collection covers 1,500 square metres of the store's ground floor. The Antique Oak design was chosen for the 1,800 square metre sales area, with bold inlay strips added in between the plank lengths.



CASE STUDY

# VISION EXPRESS

Cheshunt, UK  
Products used: Expona Commercial PUR



4082 Grey Limed Oak & 5064 Warm Grey Concrete

"We're delighted with the modern and stylish look that's been achieved in our Cheshunt store thanks to Expona luxury vinyl tiles. Polyflor's Expona flooring has now been fitted in four Vision Express stores around the country and is due to be installed in three more in the near future."

Ian Thomas, Store Development Manager, Vision Express



# FOR A QUICK TURNAROUND

In the fast-moving retail industry where downtime for refurbishments must be kept to a minimum, Polyflor's **SimpLay** range of loose lay flooring can be the perfect solution when time is of the essence.

SimpLay's collection of wood, stone and woven effects have been specifically developed for loose lay installation without the need for adhesive, reducing installation time. SimpLay's unique, non-skid honeycomb backing layer and thicker 5mm gauge ensures that the tiles stay in position to create a robust and hardwearing floorcovering for high traffic commercial environments.

Quick to install over any flat, even surface including other types of floorcovering, individual SimpLay tiles can easily be replaced, relocated and reused, making them ideal for creating temporary installations such as pop up shops and exhibition spaces.

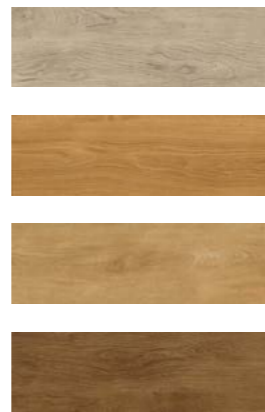


SimpLay, 2506 Grey Country Oak

*Loose Lay*



SimpLay, 2503 American Oak



*Find out more*  
For more information about Polyflor's loose lay flooring visit [www.polyflor.com/simplay](http://www.polyflor.com/simplay)





CASE STUDY

# VODAFONE

Birmingham, UK  
Product used: SimpLay PUR



2504 Rich Walnut

"Polyflor's SimpLay flooring looks impressive and has the added benefit of being very quick to install. This helped us meet our deadline to handover this project on schedule so this busy Birmingham city centre store could reopen. We're always working to demanding time scales so products like this that help us work more efficiently are invaluable to us."

Martin Rowe, Project Manager, Audas

# CREATE A UNIQUE SPACE



Affinity2<sup>ss</sup>,  
9871 Cracked White Oak & 9884 Seasoned Grey Oak



Expona Commercial, 5041 Beige Brazilian Slate & 4065 Brown Heritage Cherry

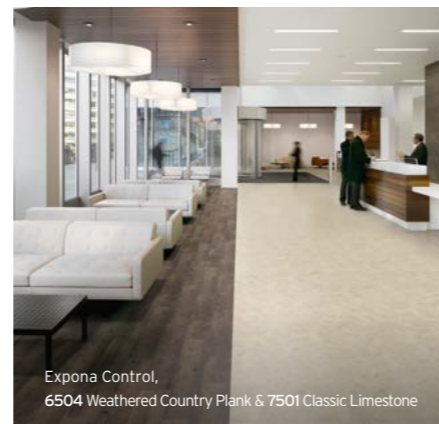
*Indicate Zones*

The supply of singular tiles and planks in Polyflor's LVT collections makes creating a bespoke design floor that will make you stand out from the competition even easier with countless layout options to choose from.

Luxury vinyl tiles in contrasting colours and textures can be laid alongside each other for a unique look, highlighting sales displays, creating zones and indicating walkways to guide customers around your space. Grouting, marquetry and feature strips can also be used for added detail and authenticity.



**POLAND**  
BOMI MARKET - Expona Commercial,  
6155 Walnut, 5061 Beige Travertine



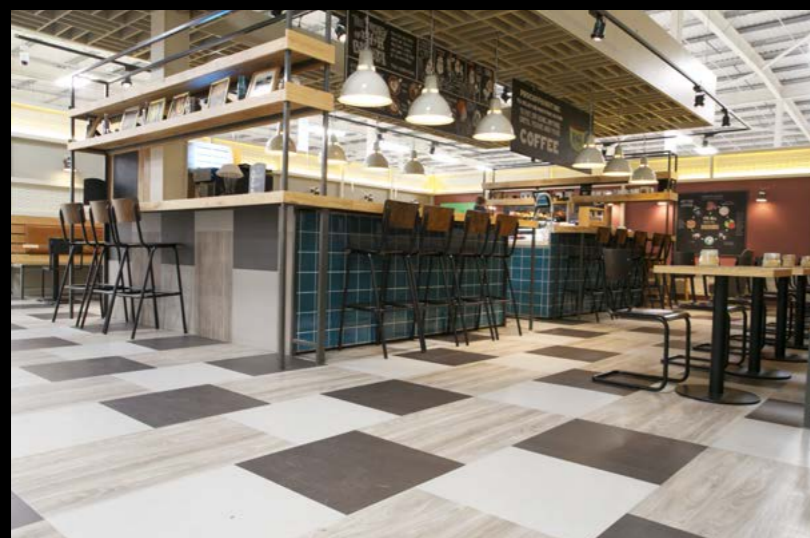
Expona Control,  
6504 Weathered Country Plank & 7501 Classic Limestone



Expona Design, 6185 White Oak & 6183 Black Elm



6182 Light Elm, 8077 Crème Matrix & 8076 Mocca Matrix



# HARRIS + HOOLE

Slough, UK  
Products used: Expona Design PUR



"The Expona range allowed us to create a simple yet bold floor pattern based around three complementary colours, resulting in a striking geometric form. The flooring was also used on the vertical face of one of the counters, drawing customers into the space. We chose Expona as it allowed us to create something unique and memorable, which is core to the Harris + Hoole philosophy."

Tom Redpath, Director of design consultancy Path Design



# VINYL SHEET FLOORING

Our high quality vinyl sheet flooring combines high performance with optimum style, enabling the transformation of any retail space with bold, bright colours, subtle neutral shades or a selection of authentic wood and stone effects in a continuous design.

As an alternative to luxury vinyl tiles, our collection of sheet format designs come in a homogeneous (single layer) or heterogeneous (multi-layer) format and are proven performers as a practical and durable flooring solutions for the toughest high traffic environments in the retail sector.

*Find out more*

For more information about our Homogeneous  
& Heterogeneous vinyl flooring ranges visit  
[www.polyflor.com](http://www.polyflor.com)





Expona Commercial, 4068 Blue Recycled Wood

### CASE STUDY

# SUPERSPAR

Roodepoort, South Africa

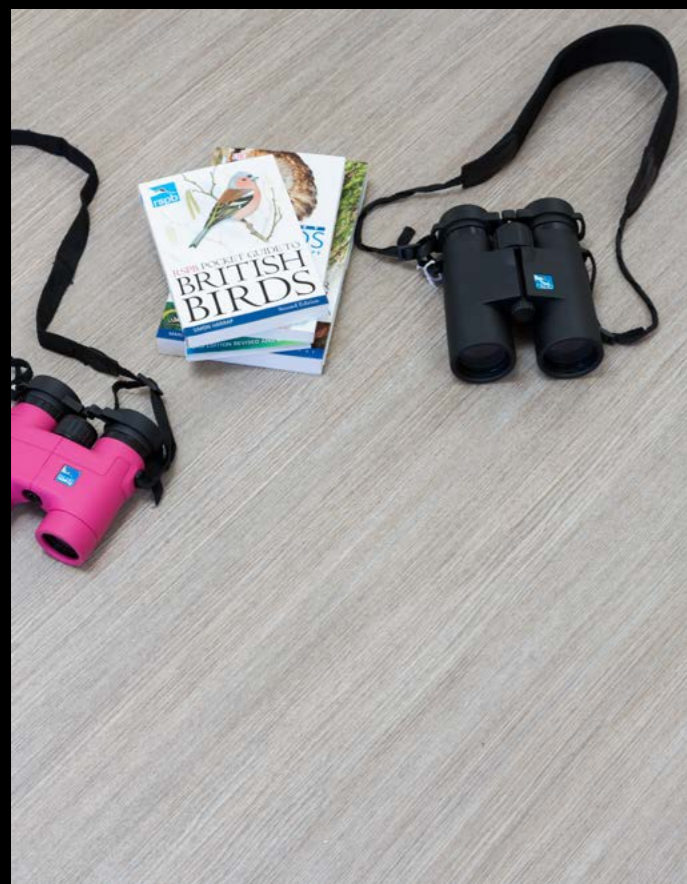
Products used: Pearlazzo PUR & Expona Commercial PUR



Pearlazzo, 9703 Chalk Burst

"It was important to find a floor that would have the right feel, but also offered high performance, excellent durability, slip resistance and easy maintenance. When we started to develop SUPERSPAR Eagle Canyon, all the right conditions were in place to create something exceptional and different for our customers. After seeing the Polyflor samples and completed installations, we agreed that this would be the ideal project to introduce Polyflor's flooring range to SPAR retailers and consumers."

Adrian Breckenridge, Designer for SPAR South Rand



CASE STUDY

# RSPB BEMPTON CLIFFS

Bridlington, UK  
Product used: Expona Flow PUR



9869 Honey Beige

"As this is one of the best locations in the UK to watch seabirds we get many visitors coming to the centre. We needed a floor that was hardwearing and easy to clean yet beautiful to look at. The finished floor is just what we wanted and we've had fantastic comments from the public about the refurbishment."

Keith Clarkson, Site Manager  
RSPB Bempton Cliffs nature reserve

# CREATIVITY *without limits*

With the vast choice of beautiful and functional flooring designs available, there has never been a better time to create something truly inspiring with a little help from Polyflor. From the first seed of an idea to a finished design, if you have a concept for a floor, we can help bring it to life.

The Polyflor Design Service can help you turn your creative ideas into reality using our CAD expertise and waterjet cutting technology. Our flexible in-house design team with over 20 years of experience are on hand to help you achieve a bespoke floor design that will leave a lasting impression on your customers.

*Find out more*

To find out more about the Polyflor Design Service visit [www.polyflor.com/design](http://www.polyflor.com/design)



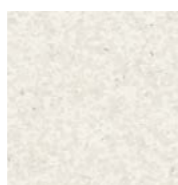


# *you imagine it,* WE'LL DELIVER IT

*There's virtually no limit to the shapes or patterns that can be created using Polyflor vinyl flooring. Our Design Service can suggest designs, colours, layouts and product choices to fit with your interior scheme.*

With an extensive palette of colours to choose from, our Design Service gives you the flexibility to create logos, motifs and insignia to incorporate brand identity throughout your space. If help is needed with visualisation, our designers can develop ideas and create detailed illustrations for client presentations. Once a design has been agreed and reproduced on computer, the software specifies the Polyflor material and colours, as well as the shape and dimensions of every element of the design.

Polyflor uses one of the world's most advanced computerised waterjet cutting machines which works with astonishing precision to produce highly intricate designs. As the design is cut from the vinyl, the various parts of the 'jigsaw' are checked and carefully aligned for a perfect result.



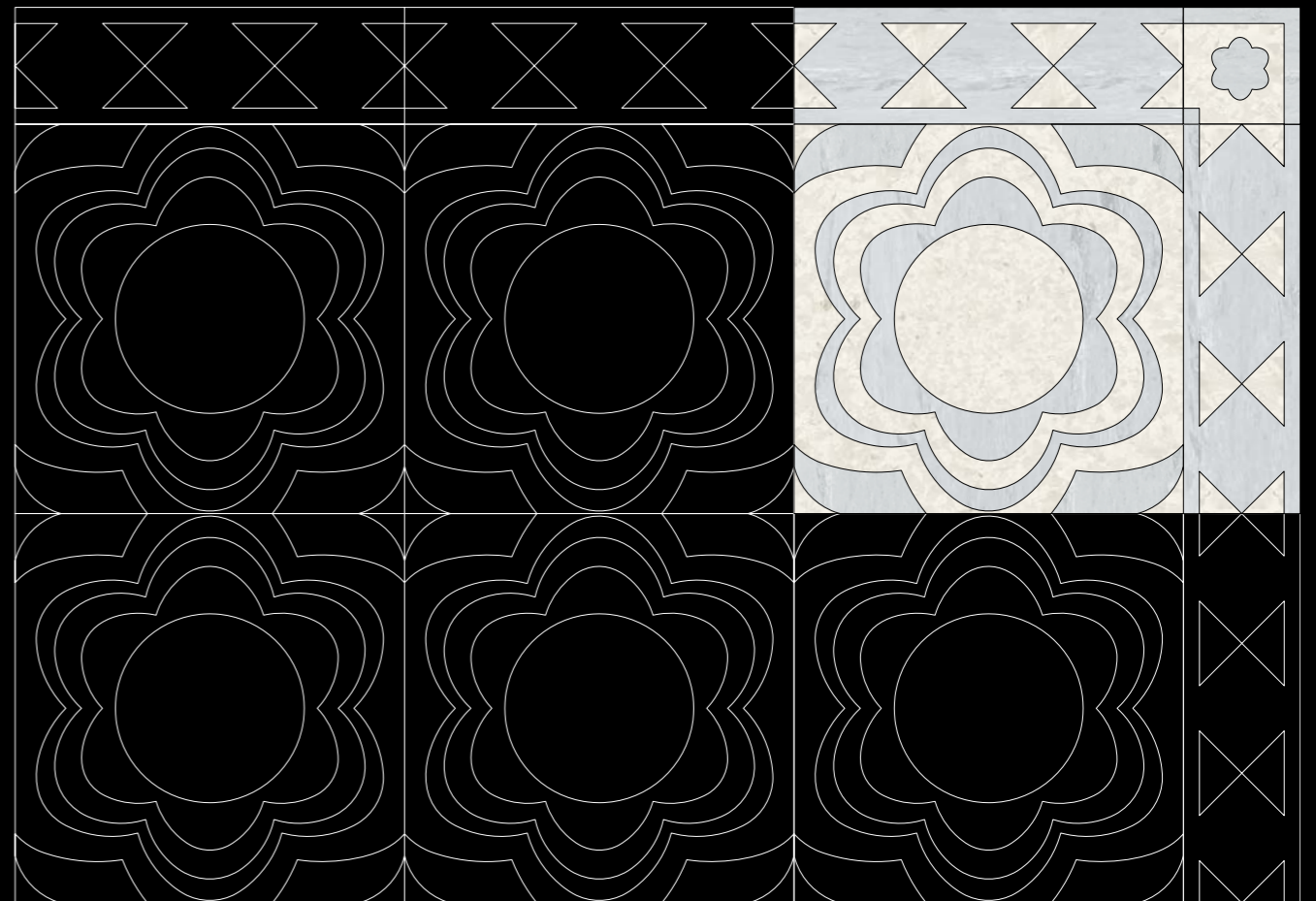
**Classic Mystique PUR**  
1430 Silver Mist



**XL PU 3710 Fossil**



- 1.** *Send us your idea, anything from a sketch to a CAD drawing*
- 2.** *We create a detailed flooring design ready for approval or amendment*
- 3.** *See your idea come to life...*





Expona Commercial, 4065 Brown Heritage Cherry. Classic Mystique, 1430 Silver Mist. XL PU, 3710 Fossil

CASE STUDY

# BATH HOUSE

Cumbria, UK  
 Products used: Expona Commercial PUR, XL PU & Classic Mystique PUR



"Inspired by floors we had seen in Parisian restaurants and bistros on a recent trip, we employed the Polyflor Design Service to create an extension of our logo within the floor design to reinforce the Bath House branding throughout the shop. We're very pleased with the outcome and since the opening we've had a lot of positive feedback on the finish."

Nigel Brooks, Company Director, Bath House

# SAFETY

## *front of house*

As a global market leading manufacturer of safety flooring, Polyflor fuses high design aesthetics with sustainable wet slip resistance to help you create a safe yet visually stunning front of house retail environment for customers and staff.

Our durable safety flooring ranges feature high clarity decoration and replications of natural materials which prove that beautiful design does not have to be sacrificed for underfoot safety.

Our safety flooring ranges are designed for use in areas where there is a risk of liquid spills or temporary surface water that could make the floor a slip hazard. Our safety flooring is therefore ideal for bars, restaurants, supermarkets and retail store entranceways that lead directly onto the high street where shoes, pushchairs, prams and wheelchairs often bring in wet weather.

*Find out more*

For more information about our safety flooring collections visit [www.polyflor.com/safety](http://www.polyflor.com/safety)





## CASE STUDY

# SLATTERY'S PATISSERIE

Manchester, UK

Product used: Expona Control PUR



7507 Cambrian Stone

"Due to the heavy footfall we experience and the climate in the North West of England, we required a design-led flooring with sustainable slip resistance to ensure the safety of my customers and staff. Expona Control was the obvious choice".

John Slattery, owner of Slattery Patisserie and Chocolatier

# ALL YOU NEED TO KNOW

## flooring when you need it

Thanks to Polyflor's extensive warehousing facilities and commitment to holding large quantities of stock, we are able to react quickly to orders and offer faster lead times for our customers. Polyflor products are readily available worldwide through our wide network of supporting agents and wholesale partners.

## commitment to quality

Polyflor's manufacturing processes and systems are ISO 9001 certified. We test our products to a wide range of international standards, including slip resistance tests and VOC emissions tests, to back-up their performance.



## our history

Founded in 1915, James Halstead plc, the parent company of Polyflor Ltd, was originally a textile company based in Manchester, UK, until the 1950s when it pioneered the development of homogeneous vinyl floorcoverings.

Over 100 years after the company was founded, Polyflor is now as a global organisation with significant international market share.



## recycling vinyl

Polyflor is a co-founding and funding member of Recofloor, the UK flooring industry's leading vinyl take back scheme for waste vinyl off-cuts and smooth uplifted flooring. For more information about the Recofloor recycling scheme visit [www.recofloor.org](http://www.recofloor.org)



## covering the world

Polyflor has grown into a truly global company with an extensive distributor network across the world in Australia, New Zealand, Canada, China, India, France, Germany, Ireland, Norway, Sweden, Poland, Russia, South Africa and the United Arab Emirates.



**BES 6001**  
Responsible Sourcing  
[www.greenbooklive.com](http://www.greenbooklive.com)

## responsible sourcing

Polyflor is proud to be the first flooring manufacturer to be awarded BES 6001 certification for the Responsible Sourcing of Construction Products, achieving a Very Good rating. This is a recognised standard certified by BRE Global which proves that a manufacturer is using materials that have been responsibly sourced.

# LET US HELP YOU

## help is here

Polyflor has dedicated and experienced personnel within its sales, marketing, technical and design departments, to provide comprehensive support to our customers.

We are ready to assist with queries on issues such as product selection, preparation of subfloor, installation, finishing and ongoing maintenance.

## free samples

To request free individual product samples of any of Polyflor's flooring collections, visit [www.polyflor.com](http://www.polyflor.com) and follow the link to Samples. Alternatively, you can call the dedicated Polyflor Sample Hotline on **+44 (0)161 767 2551**



## Polyflor app

We now have a free Polyflor app for the iPad, allowing customers to browse our entire product portfolio, download product literature and request samples. Go to [www.polyflor.com/ipadapp](http://www.polyflor.com/ipadapp) to find out more.



## find us online

You can find detailed product and technical information on all flooring collections within the Polyflor portfolio at [www.polyflor.com](http://www.polyflor.com)

This award winning website has an easy to follow navigation, designed to help you locate the information you require quickly and easily.



## follow us

[twitter.com/PolyflorLtd](https://twitter.com/PolyflorLtd)  
[facebook.com/PolyflorLtd](https://facebook.com/PolyflorLtd)  
[pinterest.com/polyflorLtd](https://pinterest.com/polyflorLtd)



## low maintenance

Polyflor's PUR polyurethane reinforcement is cross linked and UV cured for enhanced protection, optimum appearance retention and superior cleaning benefits such as an easier and more environmentally friendly maintenance regime.

For further in-depth and tailored information on floor maintenance, visit the Technical section on [www.polyflor.com](http://www.polyflor.com)

# NBS BIM

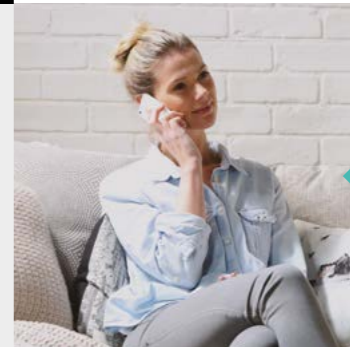
## BIM objects

A selection of Polyflor's market leading product ranges are now available as Building Information Modelling (BIM) objects. These objects can be downloaded free of charge from the NBS National BIM Library or [www.polyflor.com](http://www.polyflor.com)

## get in touch

You can contact the Polyflor Customer Technical Support Department on **+44 (0)161 767 1912** or email [tech@polyflor.com](mailto:tech@polyflor.com)

Alternatively if you would like to arrange an appointment with your local sales representative to discuss our flooring products please email us on [retail@polyflor.com](mailto:retail@polyflor.com)



# OUR PRODUCTS

	Retail Store	Entrance	Changing Room	Restaurants & Bars	Bathroom Facilities	Boutique Store
<b>LVT</b>						
Expona Commercial PUR	✓	✓	✓	✓		✓
Expona Design PUR	✓	✓	✓	✓		✓
Bevel Line PUR	✓	✓	✓	✓		✓
Affinity2 <sup>55</sup> PUR	✓	✓	✓	✓		✓
Camaro PUR						✓
<b>Loose Lay LVT</b>						
SimpLay PUR	✓	✓	✓	✓		✓
<b>Vinyl Sheet Flooring</b>						
Expona Flow PUR	✓	✓	✓	✓		✓
Forest fx PUR	✓	✓	✓	✓		✓
Classic Mystique PUR	✓	✓	✓	✓		✓
2000 PUR	✓	✓	✓	✓		✓
Pearlazzo PUR	✓	✓	✓	✓		✓
Secura PUR						✓
<b>Safety</b>						
Expona Control PUR	✓	✓	✓	✓	✓	✓
Polysafe Verona PUR	✓	✓	✓	✓	✓	✓
Polysafe Arena PUR	✓	✓	✓	✓	✓	✓
Polysafe Modena PUR	✓	✓	✓	✓	✓	✓
Polysafe Standard PUR	✓	✓	✓	✓	✓	✓
Polysafe Hydro					✓	
Polysafe Hydro Evolve					✓	
Polysafe Wood fx PUR	✓	✓	✓	✓	✓	✓
Polysafe Apex				✓		
Polysafe Ultima				✓		

This table is designed to be a rough guide to locations where our commercial flooring products can be used. To discuss which floor would be most suitable for the specific requirements of your project please contact our customer services team on **+44 (0)161 767 1912**

When making your colour selection, we recommend you view an original sample which we will be happy to supply free of charge.

**samples»»»direct**

»»» +44 (0)161 767 2551

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