RETAIL
CREATIVE FLOORING FOR INSPIRATIONAL SPACES

www.polyflor.com
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.
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
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.

**wood**

**abstract**

**stone**
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
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.
“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
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.

For a quick turnaround

Loose Lay

Find out more

For more information about Polyflor’s loose lay flooring visit www.polyflor.com/simplay
“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
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.
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
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.
"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

"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
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.

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...
“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.

For more information about our safety flooring collections visit www.polyflor.com/safety
Manchester, UK

Product used: Expona Control PUR

"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
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.

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.

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.

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.

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 subfloors, installation, finishing and ongoing maintenance.

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For further in-depth and tailored information on floor maintenance, visit the Technical section on www.polyflor.com.

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

You can find detailed product and technical information on all flooring collections within the Polyflor portfolio at 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.

A selection of Polyflor’s market leading product ranges are now available as Building Information Modeling (BIM) objects. These objects can be downloaded free of charge from the NBS National BIM Library or www.polyflor.com.

For further in-depth and tailored information on floor maintenance, visit the Technical section on www.polyflor.com.

You can contact the Polyflor Customer Technical Support Department on +44 (0)161 767 1912 or email 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.
### OUR PRODUCTS

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<th>Entrance</th>
<th>Changing Room</th>
<th>Restaurants &amp; Bars</th>
<th>Bathroom Facilities</th>
<th>Boutique Store</th>
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<tbody>
<tr>
<td>Expona Commercial PUR</td>
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### Loose Lay LVT

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<td>SimpLay PUR</td>
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### Safety

| Polysafe Verona PUR | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Arena PUR | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Modena PUR | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Standard PUR | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Hydro | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Hydro Evolve | ✔ | ✔ | ✔ | ✔ | ✔ |
| Polysafe Wood 6 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**

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