

Wrexham Residential Project

The construction of a rural residential dream home required beautiful flooring that would stand the test of time. Its spacious ground floor was subsequently transformed thanks to Camaro PUR, creating a relaxed living space with ageless appeal.

Location: Wrexham, Wales

Products Used: Camaro PUR

Sector: Residential

This magnificent five-bedroom, new-build property, nestled within the picturesque countryside of Wrexham, North Wales, was completed in 2024.

The open-plan ground floor benefitted from the installation of Naked Blond Oak Large Parquet (LPQ2257) flooring from Polyflor's Camaro PUR collection.

The elegant colouring of this ever-popular LVT heightened an overall design scheme that favoured prominent neutral tones, enhanced by an abundance of natural light.

When touring the property, the living and dining space comprises a sleek island kitchen, leading to a tranquil lounge space with a garden view.

In addition, the generous hallway boasts a prominent wooden staircase with a matching balustrade, accentuated by its distinctive black, wrought-iron balusters.

This entranceway also benefits from a high ceiling, from which a glistening chandelier hangs.

Owner Darren was directly involved in the property construction and design, which involved the demolition of an old house.

His preference for a modern yet timeless appearance would ensure long-lasting enjoyment.

When considering his desire for LVT, installed in large quantities, Darren required a product that would seamlessly combine durability and high-end design across the entire ground floor.

He had already opted for a herringbone pattern design yet remained undecided on the flooring type before selecting his preferred flooring contractor.

Wilmac Flooring Company Ltd, based near Chester, undertook the extensive installation. Paul Williams, who became integral to the final specification, led the work onsite after recommending Polyflor over alternative options.



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POLYFLOR CASE STUDY



Together, they concluded that the colour tone and size of Naked Blond Oak Large Parquet had the desired aesthetic impact across a sizeable floor area.

The design was also perfect for zoning, creating a cohesive, free-flowing space across the ground floor.

As with the whole Camaro PUR collection, the Naked Blond Oak shade provided enhanced durability and easy-to-clean product construction, making it ideal for this grand residential interior.

Additionally, its warm, elevated wood tones were perfectly balanced, unifying the overall décor scheme.

Williams and his team of specialists prepared the subfloor, followed by professional installation of the glue-down planks, which proved easy to work with.

“This is a ‘go to’ product for us,” commented Williams, who had also previously installed Naked Blond Oak interlocking tiles from the Camaro Rigid Core PUR collection.

“All our fitters agree that it is enjoyable to install and gives them great job satisfaction when looking back at the results.

“On this project, our customer loved the colour variation within the tile design, especially when natural light shone through the patio doors.”

Darren now enjoys the comforts of home, admiring the fruits of his labour, knowing he can relax with the peace of mind offered by Camaro PUR for many years to come.

“ I wanted flooring that would never be out of fashion, and Camaro certainly delivered.

Whilst the property is a new-build, I was conscious of its internal appearance looking too ‘new’ and instead wanted it to have a ‘classic look’.

The attractive colouring of Naked Blond Oak was its main appeal. If we had used anything else, I feel it wouldn’t have achieved the result we were striving for.

Its design created a much-welcomed flow throughout the property and has proven to be very impressive when welcoming guests.

I am immensely pleased with the professional results obtained and grateful to have been introduced to Polyflor.

Darren, Property Owner

