

CADBURY WORLD

CASE STUDY



Expona Design PUR
American Oak
3387

Country:
Birmingham,
United Kingdom

Stunning wood effect luxury vinyl tiles from UK manufacturer Polyflor were recently chosen for the refurbishment of The World's Biggest Cadbury Shop at one of Birmingham's largest leisure attractions, Cadbury World.

Type of Project:
Retail

Expona Design luxury vinyl tiles in the American Oak wood effect design were installed by Alpha UK Ltd flooring contractors of Walsall in the gift shop at this family tourist attraction on Cadbury's Bournville manufacturing site. This classic and subtle wood design perfectly complements Cadbury's signature purple shade and the store's big and bright display units which feature some of the chocolate manufacturer's best known brands.

Space:
Gift Shop

Tim Gimbert, Cadbury World Operations Manager comments, "We welcome over 600,000 visitors a year to Cadbury World, with The World's Biggest Cadbury Shop being a popular attraction for those wanting to pick up a souvenir of their tour. The Expona Design flooring from Polyflor is the perfect combination of high performance, attractive design and fuss-free maintenance for our busy gift shop."



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