

VISION EXPRESS

CASE STUDY



Expona Commercial PUR
Grey Limed Oak
4082

Country:
Cheshunt,
United Kingdom

Luxury vinyl tiles from Polyflor's hardwearing and design-led Expona range were chosen by high street opticians Vision Express to create a fresh and contemporary look for its new store in Cheshunt, Hertfordshire.

Market Segment:
Retail

Two stunning designs from the Expona Commercial PUR collection were chosen for the Vision Express store at Brookfield Retail Park and were installed by Floortec Ltd flooring contractors. A mix of wood and stone effect designs were used on the shop floor, with a large square of the Warm Grey Concrete design placed in the middle of the room, surrounded with the Grey Limed Oak wood effect shade. This grey oak design was also fitted throughout the eye testing suites at the back of the store.

Space:
Optician

Luxury vinyl tiles in contrasting colours and textures can be laid alongside each other like at this Vision Express store to create an eye-catching look, highlight sales displays, create zones and indicate walkways to guide customers around retail spaces.

Ian Thomas, Store Development Manager at Vision Express commented:

"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."





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