

CLIENT:

BOOGHE TOYS

SOLUTION:

DLW LINOLEUM

LOCATION:

BIRMINGHAM

'Brilliant at Booghe Toys' as Gerflor supply world class DLW Linoleum.

At Booghe Toys in Birmingham they specialise in some of the most exciting children's toys on the market. Delivering a durable and colourful flooring solution for their new sales floor was provided by international flooring specialist Gerflor who supplied 550m² of their hard-working DLW Linoleum to help create a striking and contemporary space which would make a remarkable and breath-taking design statement and help deliver a 'fun' environment for children and adults alike.

Booghe Toys began their journey in 2015 and since then have made exponential growth offering a wide choice of exclusive products that can't be obtained elsewhere. Their in-house team are experts in this industry, and they always put their customers first. There's no doubt that Booghe Toys are a fast-growing company and have plans to roll out more stores in the near future.

Commenting on the project Lee Jacovou, Retail Key Account Manager, Gerflor said, "The designer contacted Gerflor looking for a broad colour palette of flooring options to achieve their desired design concept. I was able to make a proposal and suggested the vibrant plain designs from both the DLW linoleum and Mipolam Affinity ranges, these collections both offered a wide range of all-over colourful finishes. Ultimately, various DLW products were specified and installed incorporating nine colours from the Marmorette and Colorette ranges, plus matching Weld Rods for each decor."

The challenge of designing an interior space that would provide both fun and functionality was undertaken by Birmingham-based ATRIO design. At ATRIO, they deliver exceptional interior design and construction services, tailored to suit commercial and hospitality projects, priding themselves on delivering outstanding solutions that not only meet a client's functional requirements but also captivate with their visual allure.



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Andrii Yeksarov, Co-Founder and Creative Partner, ATRIO



On specification Andrii Yeksarov, Co-Founder and Creative Partner at ATRIO commented, "We specified Gerflor DLW flooring because of its high performance, its superior durability and aesthetic versatility. For a toy store, it's essential to have flooring that can withstand a lot of traffic and potential wear and tear, whilst also contributing to the overall design concept. Gerflor's DLW Linoleum flooring ranges offered the perfect balance of quality, resilience, and design, allowing us to seamlessly integrate the flooring into the playful theme of the space."

The broad kaleidoscope of colours specified from the DLW Linoleum range for this bold new installation included Banana Yellow, Poppy Blue, Cadillac Pink, Oxid Grey, together with Kumquat Orange, Spicy Green, Curacao Petrol and Verona.

Andrii Yeksarov also added, "The DLW flooring has been an excellent fit for this retail interior project. Its' robustness has held up well to the daily demands of the store, and it still looks as vibrant as it did on day one. The maintenance has also been extremely straightforward, which was an important factor for the client. Gerflor has been a reliable partner throughout this renovation project, and the quality of their products speak for themselves. We would definitely consider specifying

Gerflor flooring again in future construction building projects."

Adding further comment on the project Lee Jacovou said, "Not only did the DLW Lino products deliver on aesthetics with their bold, bright, and vibrant decors but they also have ensured that the retail outlet is future proofed for many years to come with the chosen a long lasting, durable and sustainable floor covering."

Matt Hopley, Director, Sylk Flooring commented, "The project came about because Gerflor recommended us to Booghe Toys. We specified Gerflor's DLW Linoleum as it provides a fantastic range of really bold colours and delivers extremely high levels of durability, which is crucial in a sales floor environment where there is lot of footfall."

Commenting further Matt Hopley added, "We had two of our highly skilled fitters, Jay and Warren on site for five days to install the new Gerflor DLW Lino floor which went down extremely smoothly and with absolutely no issues."

In conclusion Matt Hopley ended by saying, "We think the Gerflor DLW Lino flooring installed at Booghe Stores looks exceptional and modern, and we will certainly continue to specify, and install Gerflor products again in the future, as they consistently deliver both high quality and a stunning range of designs

and colours. Over the past number of years, we have used different Gerflor products on various other projects across the UK and with great success."

Lee Jacovou concluded, "The client and the designer are both extremely pleased with the final result. Collectively we've been able to achieve their vision by creating an amazingly bright, colourful, and engaging space. It was an inspirational project to work on and the vibrancy of the colours selected have really made a bold design statement which looks totally eye-catching."

Summing up the project Andrii Yeksarov finally said, "Both we and the client are extremely delighted with the outcome. The store has been receiving positive feedback, and the flooring continues to play a key role in creating the welcoming and engaging environment Booghe Toys envisioned. I also want to emphasise that the collaboration between ATRIO, Booghe Toys, and Gerflor has been a smooth and productive one. Projects like this are a true testament to the power of good partnerships in delivering both creative and functional design solutions."

Months after Booghe Toys opened at Birmingham's Fort Shopping Centre, the retailer has now become a finalist in the SBID International Design Awards, in the Retail Design – UK category.

For further information on Gerflor's extensive range of flooring solutions please contact us:

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