



# IMPROVE ANY SPACE BY STARTING WITH THE FLOOR

**A new shop floor**  
overnight



**More than any other branch, the retail sector needs to stay ahead. A new interior every few years is not only a necessity but also often results in considerable sales growth. Closed doors cost money however, and any refurbishment work must therefore be done quickly. This White Paper gives you insight into the various floors suitable for such a speedy revamp. You can also read about the important technical aspects when planning to restyle. Moreover, we have examined a number of retail trends which are important when considering renovation.**

The Society Shop, the Pipoos hobby shops and Hans Anders opticians. Three random Dutch retail chains who have all seen their sales considerably boosted after refurbishment. The Society Shop is in the middle of a large-scale restyling, and reports 20 to 30% more sales growth in the refurbished stores versus that in the 'old' stores. Pipoos forecasts sales growth of 15% per renovation and Hans Anders Nederland claims that thorough restyling results in higher income even within a few months.

## **ONLY 24 HOURS FOR A NEW SHOP**

### **FACT**

Customers buy more  
in new shops.



## AREAS OF ATTENTION & TRENDS

### FACT

Speed of installing a floor is crucial for retailers.

Renovation is therefore apparently a good idea, but what does a retailer need to know when refitting or completely renovating his shop? Number one on the list is speed. The quicker the renovation, the less income lost in the process, while a lengthy renovation process is bad for customer relations. The work therefore needs to be carried out by reliable contractors, who get things right in one go.

Studies have shown that sales increase with the use of natural light, because people feel more at ease and less claustrophobic, and therefore shop longer.

### Sow now to reap later

If at all possible, opt for asynchronous reciprocity in the design and in your retail concept. In other words: sow now to reap later. This is a totally new approach for many 'older' shopkeepers and retailers (from the pre-Internet era). After all, customers used to find their own way to the shops. Univé is proof that things can be done differently. Last year, the insurance company opened a pop-up clubhouse in the Hague. In a lounge-like atmosphere serving good coffee, club members can also pop in for medication, check-ups, skin scans or cholesterol monitoring, for example. All of this is free of charge.

# STAND OUT & SURPRISE

## FACT

The function of shops has changed due to customers doing their homework online.

More than ever before, retailers need to offer added value, particularly as the competition from online stores continues to increase. Much of the orientation behind sales takes place online nowadays, giving physical shops a totally different function. They are now increasingly becoming service and meeting points, as well as providing a space for new discoveries and experiences. Consumers need to be given a reason to visit the physical shop, where they then can be tempted to make a purchase and will willingly return next time. Predictability in the shop really is a game stopper, which needs to be avoided at all costs.

## Blurring

Blurring is an upcoming trend and concerns the blurring of divisions between branches. For example, a shop which also houses a coffee bar. Or a number of small retail concepts who jointly lease and operate premises. Take House of Men, for example. This mini warehouse in Amsterdam sells men's clothing but also has a billiards table and barbershop in the shop, which are intended to optimise the customer experience. As blurring increases, so too does the importance of zoning – visual clarification of what can be found in the shop, and where.





## SPEEDY FLOORS

**FACT** Marmoleum Click and Allura Flex are known for their quick laying speed.

Back to the top of the list: speed. Which floors are suitable for speedy renovation? Both linoleum tiles (the hard wearing variety) and vinyl panels and tiles are perfect for such a task. Forbo Flooring offers Marmoleum Click for example, for a simple and quick floating flooring system. The advantage of Marmoleum Click is that it can even be installed on a subfloor which is not entirely smooth and even. A disadvantage is the acoustics; footsteps are more clearly heard than on a floor

attached directly to the subfloor. It is quieter than laminated flooring or wood, however. Marmoleum also offers design benefits, with three sizes of tiles, a wide range of colours and even embossed patterns. There are planks with an attractive wood design, for example. The tiles click together effortlessly thanks to a patented 5G locking system. This system with its tile thickness of 9.8 mm makes Marmoleum Click extremely robust for a long-life product.

## Vinyl

Vinyl is another option, otherwise often known as PVC. Forbo offers Allura Flex, which are loose lay tiles and planks with a very natural wood or stone pattern, for example. Flex is available in two qualities: a strong 0.55 top layer or an ultra strong 1.0 top layer. The main advantage of Flex when compared with regular PVC is its installation using a simple tackifier, making the floor easy to remove, damaged planks easy to replace and the floor immediately ready for use. This not only makes for quick renovation, but also the option of not having to empty the entire shop first. Simply fit Allura Flex in one half of the space, move the furniture over and continue with the second half. The subfloor does however need to be even, as first having to level it out takes up valuable time.

When compared with Marmoleum Click, Allura Flex has better acoustic properties. A disadvantage versus Click is that the subfloor needs to be more even.





## FURTHER AREAS OF ATTENTION WHEN BUYING A FLOOR

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**FACT** Besides the speed, the three most important retail factors when buying a floor are the acoustics, customer experience and maintenance.

### Acoustics

So what are you looking for when buying a floor? Good acoustics is important because shopping should be a relaxing experience for your customers, while you need to be able to hear what they say. While a wooden floor can look beautiful, it can be very noisy when customers are wearing heels. Concrete also reflects sound. So should you be laying carpet everywhere? It's trickier to clean but it certainly absorbs the sound. Or you could opt for a fixed floor to be rid of any hollow noises. A vinyl floor helps you create a wood or stone look without acoustic problems, as does linoleum with concrete effect, which looks exactly like a cast floor.

### What an entrée!

Shoppers do not generally wipe their feet when walking into a shop, and a good entrance flooring system is therefore essential if you want to keep the shop clean. Tip number one is therefore always to fit an effective entrance system and even to add one outside if possible, for example a Nuway rigid entrance mat. Do you not have enough room for an entrance system indoors? Why not opt for an extra effective moisture and dirt entrance mat such as Coral Duo. This entrance flooring product was specifically designed for compact entrances, and offers unrivalled dirt retention and moisture absorption. The rest of your floor will stay drier and cleaner, therefore saving you the time and effort of extra vacuuming and mopping.

# MAINTENANCE

**FACT** 86% of the life cycle costs of a floor lies in its maintenance.

Many shop owners are looking for a floor which is simple to keep clean, such as smooth linoleum or vinyl/PVC flooring. Would you like the look of a carpet but without all the cleaning hassle? A hybrid product such as Flotex could be the answer. The PVC backing and nylon flock surface means it can be cleaned with water, while repelling dirt and moisture. The result is a soft floor look and feel, but without the expensive spray extraction methods needed to keep carpeting clean.

## Experience

As mentioned earlier, retailers need to distinguish themselves from other shops and web shops, and create a customer experience. The floor offers you no end of options. How about a digitally printed floor with any imaginable illustration or artwork on it? Of course the regular flooring such as Marmoleum, Eternal and Allura each offers many options. C&A has chosen for a special corporate tile in Allura quality, for example, developed specially for C&A and also exclusively available to C&A. A 'standard' collection floor can be equally distinctive however. ANWB uses concrete-look Marmoleum, for example. ANWB visitors easily find their way to the department of their choice by following the route arrows on the floor.



Your entrance hall is also an ideal showcase location, with your logo or other attractive image or unique text on a Coral entrance flooring system, for example.

The floor can also function as an excellent zoning instrument, which is increasingly important now that retail branches divisions are blurring. Various colours and patterns of a certain type of floor can be used, or a combination of various types of flooring such as linoleum, carpet, wood, stone and vinyl. They immediately distinguish between the shop and catering facilities for example, or the walking route and the cash desk zone.



## SUSTAINABILITY

### FACT

Retailers can apply sustainability measures to boost customer experience, employee performance and economic results.

That was the conclusion of the report titled 'Health, Well-being and Productivity in Retail: The Impact of Green Buildings on People and Profit' by the World Green Building Council. The report serves as a guide to retailers when creating a more sustainable and healthy shop, and includes a framework developed by the researchers to lend retailers a helping hand. This Retail Metrics Framework addresses three components. Firstly the working environment, which concerns subjects such as lighting, air quality and acoustics. Second on the list is the experience, for customers and employees alike.

Thirdly, the framework looks at the economic performance which can be achieved thanks to sustainability measures. Such measures boost the productivity of employees while reducing absenteeism through illness. As far as shoppers are concerned, the greener the store, the more they buy and the longer they linger. Customer loyalty also increases. The researchers have provided not only the basic framework but also an indication of the next steps to be taken in rendering shopping centres sustainable.

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