

# Design Thinking in Retail



walk the trends



BEYOND FLOORING



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We offer top-quality products, impeccable service, innovative, sustainable production and a proven track record... But most of all, we love helping to achieve your goals.

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### Jonathan Forster

With over 25 years of experience, Jonathan Forster has designed ground-breaking spaces for individual and blue chip companies from boutiques, coffee shops and restaurants to office interiors, teaching spaces and student accommodation.

The Award Leader of the Interior Design course at the University of Plymouth, Jonathan has been passing on his knowledge to the next generation of designers, forging links between emerging talents and industry, while remaining at the forefront of design methodology research.

[multistorythinking.com](https://multistorythinking.com)

## Flooring for Retail

Jonathan Forster is an award-winning designer, educator and consultant and host of the Multi Story Thinking podcast.

The retail market is changing more than ever with the impact of competition and the emergence of different types of consumer behaviour driving innovation in the way retail spaces are presented.

The high street, long under threat from both out of town retail centres and online shopping, is staging a resurgence. Local authorities and communities recognise the high street's contribution to community cohesion and social interaction, while out of town retail parks are using design-led interiors and multi-brand spaces to attract customers.

Retailers are faced with a new set of consumers, Millennials, who are tech savvy, eager to interact and consume and more discerning. The challenge for retailers is to adapt to these new behaviour trends, while not alienating their existing customer base.

We're also seeing an increasing range of retail environments; from boutiques to department stores, showrooms to trade fairs and pop-up and flash retailing.

Retailers are increasingly aiming to create a more individual service. Brands are hybridising their spaces by including shops within shops and extending their offer to include exhibitions, cafés and restaurants.

Within this shifting landscape lies huge potential for design-led solutions that deal with both the bigger themes and the smaller details that come together to create the shopping experience. High standards of design and consistent quality are crucial to create a backdrop for retailers to promote their merchandise and provide a quality experience for customers.

The key to a retailer's success is the power of their brand and their ability to harness this. With this in mind, our trend themes focus on how retailers utilise brand identity and project it as a meaningful and coherent experience for their customers.

Our first theme, Flexibility and Adaptability, highlights approaches

to curating a dynamic and evolving experience and dealing with the practical issues around installation and lifespan.

Next, Retail as Theatre explores the experiential nature of shopping and how to attract customers to destination locations by creating immersive and individual experiences.

Finally, Brand Authenticity looks at the importance of making emotional connections and how brands communicate their ethos through material selection and the ambience of spaces.

Flooring, as ever, provides an integral part of the retail experience and is an important tool that provides solutions that respond to design objectives. It's one of the primary 'touchpoints' of a retail design and the only thing within a space that every visitor will physically touch and interact with.

**Jonathan Forster, Multi Story Thinking**



## 01.

## Flexibility &amp; Adaptability

Even within well-established retailers the need to update and renew is a constant pressure. Retail spaces are morphing and adapting to create an experience for the consumer that is different every time they visit.

Changing trends, new products, high product turnover and competition from other retailers has quickened the pace of change, causing retailers to evolve their displays and layouts to keep pace with customer demand and trends within the market. Adaptability and flexibility offer retailers a proactive way to respond to their customers.

The popularity of pop-up shops, both within stores and as stand-alone venues, provides retailers with the opportunity to create memorable experiences that act

as a counter point to the environment around them. These temporary spaces deliver an injection of energy and often a more focused product offering, giving designers the opportunity to create dramatic and innovative spaces.

The selection of flooring, to signal a shift in design as one enters a new zone, is pivotal in creating the differentiation of space and helping to project brand identity. The temporary or relatively short-lived lifespan of these types of space is prompting designers to look for more sustainable, cost effective, adaptable and reusable solutions to create the desired mood.

The resurgence of the high street and the adaptive reuse of existing buildings for retail poses challenges during the

installation stage. The need for lengthy preparation to eliminate 'telegraphing', caused by irregularities in the subfloor, can be eliminated by product selection designed to overcome those issues.

The issues around installation and the time pressure faced to return to trading make flooring product selection and the method of installing key in reducing down time for retail spaces. Lay and lift products provide the ultimate in flexibility.

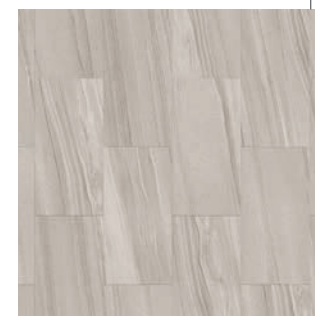
Focused on maintaining a dynamic and flexible space, retailers are looking for solutions that can be installed quickly and that have minimal impact on the host space, while providing the maximum visual impact.

**Jonathan Forster.**

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The resurgence of the high street and the adaptive reuse of existing buildings for retail poses challenges during the installation stage.

LayRed 55 Jersey Stone 46913  
LVT



Matrix 70 Swedish Pine 2242  
Loose-lay LVT



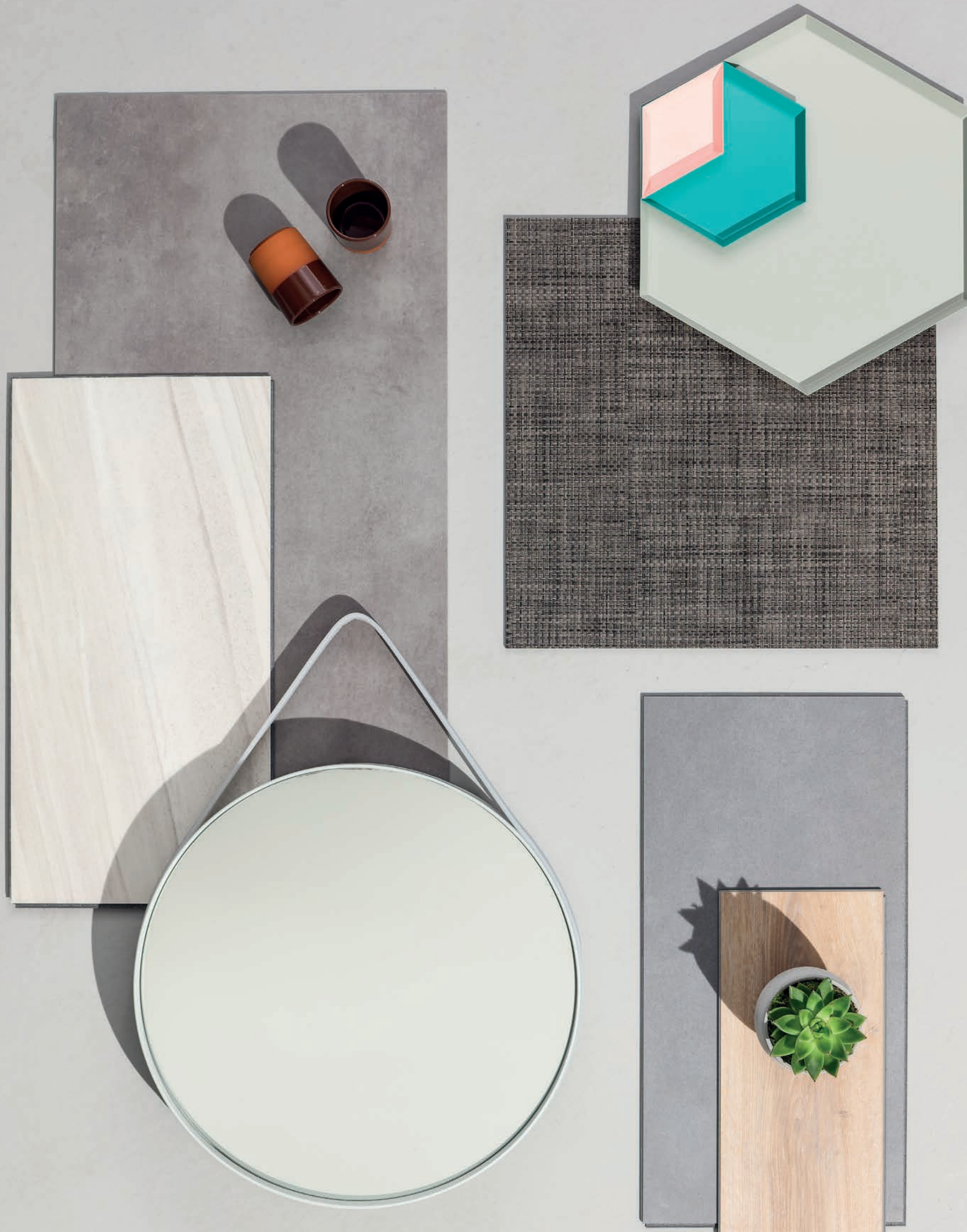
Matrix 70 Chrome 7972  
Loose-lay LVT



LayRed 55 Verdon Oak 24962  
LVT







Influenced by biophilic design and the interest in well-being, this collection takes its cue from nature. Connecting our senses to nature in interior spaces has a positive impact on mood, health, productivity and well-being.

Natural environments have a restorative and calming effect, which draws shoppers into stores. Customers relax, feel at ease and have more positive emotions towards making a purchase. Retail staff can enjoy the psychological benefits of improved motivation, productivity and overall job satisfaction.

Inspired by nature this combination uses a muted palette with soft accents of colour. Natural textures provide interest and detail with gentle transitions from one material to the next.

These natural elements eliminate stress from the retail experience, creating a better mood and allowing customers to relax, take their time and explore.

**Jonathan Forster**

**Products featured clockwise from top right:**

Matrix 70 Weaves 8952,  
LayRed 55 Jersey Stone 46913,  
LayRed 55 Blackjack Oak 22220,  
LayRed 55 Jersey Stone 46156,  
Matrix 70 Ceramic 4968





# 02.

## Retail as Theatre

Despite the option to purchase online consumers are still keen to engage with products in real spaces. Combating the convenience of online shopping, stores are being presented as a destination with a heightened theatrical experience, giving an immersive and curated experience that is far superior to online.

Stores becomes a place for social interaction and a gathering place for the target market. This builds loyalty, encourages repeat visits and drives serendipitous spending.

It is a more human centred approach to the lifestyle that surrounds the brand which sees retailers creating theatrical hybrid spaces that are used for more than just selling space. Complementary experiences, including demonstrations, workshops and classes, create more

authentic interactions that connect on an emotional level.

Flooring plays a strong role in creating the sensory environment to excite and promote interaction and helps set the tone and ambience. Colour psychology and texture heighten the visual experience, while underfoot comfort and acoustic properties can subtly underpin the mood.

Store layout guides product placement and the journeys customers take, or can be encouraged to take, and helps define the look and feel. Flooring design takes on a practical role in helping to delineate spaces, manage transitions and aid navigation.

A strong use of flooring provides clarity with clear and concise transitions

and can be used to create a staging effect, drawing attention to an area of merchandise. It also serves as a unifying base, or can inject pops of colour and texture to provide focus and stimulate interest.

The combination of this stage setting with decompression zones manages customer perception, encouraging dwell time, and contributes to mood and atmosphere.

For the consumer this rich and visual approach, often augmented by technology and supported by excellent products and customer service, builds into a memorable experience that delights and engages.

**Jonathan Forster**

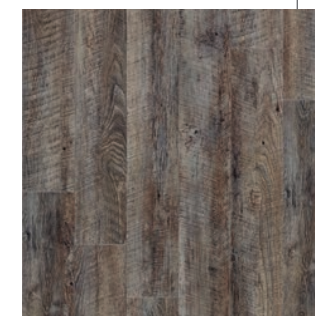
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A strong use of flooring provides clarity with clear and concise transitions and can be used to create a staging effect.

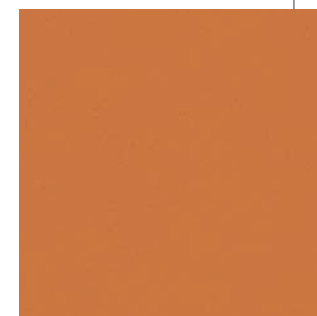
Concept 70 Bolivia T31  
Heterogeneous Vinyl



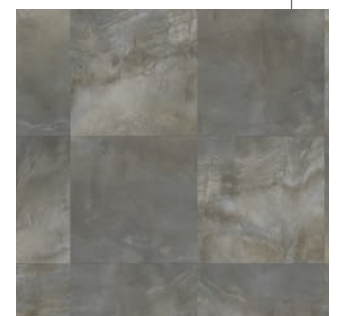
Moduleo 55 Impressive  
Castle Oak 55960 LVT



isafe 70 Sabbia Orange Zest  
561 Heterogeneous Vinyl



Moduleo 55 Tiles  
Cloud Stone 46854 LVT







Escapist and luxurious, this collection transcends 'normal' with the introduction of the individual and bespoke. Rich colours, vibrant textures and luxurious finishes are selected to heighten the visual experience of the consumer and tap into their desires and aspirations.

The strong impact of colour combined with the bold use of pattern provides interest and personality to create spaces infused with luxury and indulgence. Materials take on a symbolic value, appealing to the customer's psychological needs and making strong associations that connect emotionally.

Rich and deep combinations with injections of understated glamour create retail spaces that project vibrancy and vitality. Materials and finishes are carefully curated to embody the message of the brand.

**Jonathan Forster**

**Products featured clockwise from top right:**

Moduleo 55 Expressive Shades 62220,  
Moduleo 55 Tiles Desert Crayola 46562,  
Moduleo 55 Expressive Shades 62880,  
Moduleo 55 Tiles Ceppo 46961,  
Moduleo 55 Expressive Jumble Stone 46140





# 03.

## Brand Authenticity

Consumers view retailers as a lifestyle choice and are looking for an emotional connection that creates a sense of belonging and empathy. The more authentic that connection the stronger the empathy becomes, which helps to build consumer loyalty.

Retailers that can make that emotional connection can drive customer purchases up, create powerful marketing, and influence consumer behaviour to build a higher lifetime value.

Authenticity is often associated with content or a tone of voice through marketing materials or face-to-face interactions. The challenge for retail design is to translate those authentic values into tangible spaces. Key dimensions in brand authenticity are continuity, originality, reliability and

naturalness. Retailers approach these with different degrees depending on the underlying ethos and the aspirations of brand identity.

The design of retail spaces and the selection of materials and finishes that reflect the behavioural characteristics of the organisation provide the physical context for the emotional interaction to take place. The store interior becomes a palette with materials and finishes playing a major role in creating a three-dimensional narrative that expresses the core values and aspiration of the retailer's brand identity.

Material and finish combinations set customer perceptions and establish the brand's DNA. This personality of the brand makes emotional connections on both a conscious and subconscious level.

A well-constructed narrative guides the consumer through their journey and the choice of floor is a key component in how that story is told. It creates the base layer that can be used to provide visual continuity, or an accent that creates intrigue and personality.

The choice of finish can communicate a sense of heritage, reflect the provenance of the brand, or refer to the location. Flooring can provide the opportunity to tap into themes, like biophilic design or sustainability, that speak about the philosophy and ethos of the brand.

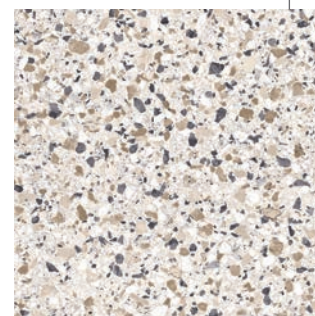
Retailers looking for long lasting relationships with their customers can trigger emotive responses with unique, inspiring and engaging experiences that provide comfort and connection.

**Jonathan Forster**

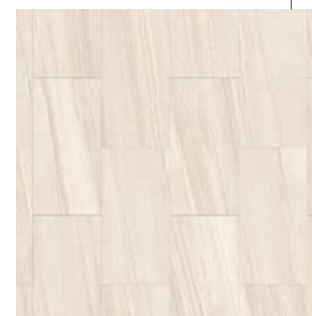
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The store interior becomes a palette with materials and finishes playing a major role in creating a three-dimensional narrative.

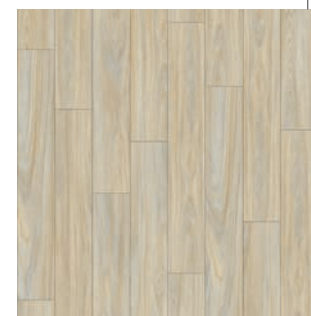
Moduleo 55 Tiles  
Mysto 46164 LVT



Moduleo 55 Tiles  
Jersey Stone 46156 LVT



Moduleo 55 Woods  
Baltic Maple 28230 LVT



Concept 70 Pinnacles T90  
Heterogeneous Vinyl







The use of strong pattern and geometry links back to our primal urge to decorate with abstract forms. In retail spaces strong contrast and simple shapes register quickly with the consumer's eye, creating instant impact that leaves a lasting impression.

The use of geometry, grids and tessellation enable complex combinations of colour and form that open the potential for bespoke designs that project a brand palette. Bold statements create spaces with a sense of movement and energy that directs the eye, differentiates zones and aids navigation.

The monochrome palette mixes rich textures with strong colour and uses stark contrast to create drama and rhythm. Natural materials are mixed in an overtly graphic way to add character and personality to spaces with strong blocks contrasted by delicate and intricate detail to create interest.

**Jonathan Forster**

**Products featured clockwise from top right:**

Studio Moods Hexagon in Jura Stone 46110/46935/46960 and Azuriet 46985,  
Moduleo 55 Impressive Mustang Slate 70968,  
Moduleo 55 Impressive Country Oak 24432,  
Moduleo 55 Impressive Mountain Oak 56938,  
Studio Moods Herringbone Small in Country Oak 54880/54852,  
Studio Moods Triangle in Country Oak 54880/54991 and Classic Oak 24235



# 04.

## IVC in action: Ori Cafe by John Lewis, United Kingdom

John Lewis Partnership is one of the leading lights in British retail. Famed for its quality of product and customer service, the chain is a benchmark in the retail landscape. At its busy Bluewater store, in close proximity to London, the retailer has created the Ori Café.

Looking for a floor that stood out in the space, specifier Design Management Solutions opted for the multi-shapes and numerous laying patterns available in the Studio Moods concept, creating a patterned floor using wood and stone effects.

"We were looking for an eye-catching feature floor," explains Debbie Fletcher, Design Management Solutions. "IVC's Studio Moods had the depth to meet this need, allowing us to create a geometric design in combination with planks. Defining the café area within the store, the floor delivers a contemporary

look to reflect the tastes of style savvy Londoners visiting on a daily basis."

Using our 55 LVT construction (featuring a 0.55mm wear layer) and equipped with Protectonite® PUR reinforcement for long-term performance and easy maintenance, Studio Moods is available in a range of geometric patterns. With formats such as herringbone, chevron, diamond, hexagon and triangle, Studio Moods offers huge scope for creating floors that stand out from the ordinary.

IVC's true-to-nature wood and stone designs, which use emboss-in-register textures for hyper-realism, ensure that Studio Moods not only looks unique but captures the irregularities and imperfections of nature for a floor that delivers unmatched levels of authenticity.

Design Management Solutions chose three effects from Studio Moods;



combining the minimalist Jura Stone, grey-washed Verdon Oak and rustic BlackJack Oak in diamond and plank formats across 160m<sup>2</sup> of café space.

Debbie Fletcher continues, “Studio Moods offered us a great range of laying patterns along with realistic wood and stone effects, so that we could create a really striking floor for this brand-new café concept at the store. And with IVC’s proven 55 specification, we know that it will deliver the wear performance and

low maintenance needed for this busy retail environment.”

Studio Moods is manufactured using renewable energy at our state-of-the-art LVT production facility in Europe. Made with 50% recycled content and meeting stringent environmental compliance certifications, the floor can be chosen as a considered high-performance solution in a wide range of retail environments.



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Studio Moods offered us a great range of laying patterns along with realistic wood and stone effects, so that we could create a really striking floor.

Studio Moods Diamond in  
Jura Stone 46960



Studio Moods Diamond in  
Verdon Oak 24117



Moduleo 55 Woods in  
BlackJack Oak 22246







## IVC in action: shoe concept store SchoenenZaken, The Netherlands

A destination store in the busy city of Groningen, SchoenenZaken is a jewel of the pedestrianised Zwanestraat, a major shopping area. Owned by friends Joël Timmerman, Paul Vetter and Thies Nicolai, the store sells beautifully crafted men's footwear with the goal of delivering a genuine and authentic experience.

Joël Timmerman expands: "Attention to detail is everything. All three of us have our roots in shoe sales and have worked together before. When we launched SchoenenZaken we wanted to retail the best quality men's shoes.

"We do so in a completely unique way, where we let personal attention take centre stage - shoes for men, advised by men. It's hugely important that our interior reflects this vision. In shoe retailing, the floor plays a key role. Whoever's buying shoes gazes downward to see how they look. The floor on which they stand becomes

the frame around the work of art that are the shoes."

The three friends began to seek inspiration in the shops of Amsterdam and came across the Hungarian point herringbone laying pattern. "We looked at floors consciously," continues Joël Timmerman. "When we came across herringbone we instantly knew we wanted it for SchoenenZaken."

The business partners then turned to brand environment architects, Binnerbrand, to realise their interior concept.

Ramon Veelo, Binnerbrand: "SchoenenZaken is a further development of the partners' own concept in which we have chosen to combine vintage style with 1980s Memphis influences. More modern than ever, the Hungarian Point laying pattern is slightly different to usual herringbone motifs."



The pattern was made with the rustic look of Country Oak 54852 from our Moduleo 55 Woods collection. Using only the most original looks and an extensive range of realistic textures, Moduleo 55 is hard to discern from real wood.

With a 0.55m wear layer that's made to withstand busy retail use and featuring Proteconite® PUR for scuff and stain protection, as well as easy maintenance, the LVT floor is ready to take on the toughest challenge.

In the studio area of SchoenenZaken, 55 Studio Moods Diamond 226 has been used as a striking feature floor. Made of Country Oak 54991 and Verdon Oak (24117 & 24280), the floor brings a playful 3D effect.

"The mathematical pattern of Studio Moods Diamond 226 fits beautifully with the eighties current running through the store. The interplay of floor and wall forms an abstract whole; beautifully conceptual and tighter than just another vintage scheme." Continues Ramon Veelo.

There's no doubt that the partners are delighted with the store:

"We can say that we have the ambition to become the best shoe store in the Netherlands, but if we can count ourselves among the kings of Groningen, then we think that's a good thing too," jokes Joël Timmerman.

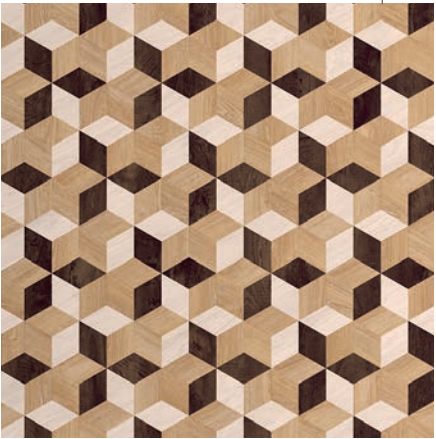


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The mathematical pattern of Studio Moods Diamond 226 fits beautifully with the eighties current running through the store.

Moduleo 55 Woods in Country Oak 54852



Studio Moods Diamond in Verdon Oak 24280/24117 and Country Oak 54991





## IVC in action: Sports Direct, United Kingdom

Sports Direct's new 3148m<sup>2</sup> Watford store represents the model of the retailer's next generation environment. Bringing sports brands including Nike, Adidas and Puma, along with urban fashion labels through the USC streetwear and fashion outlet; the destination delivers an enhanced shopping experience.

Throughout, our Luxury Vinyl Tiles and Heterogeneous Vinyl floors have been used. Employing a mix of high-performance Moduleo 55, Moduleo 55 Expressive and Concept 70 compact sheet vinyl; The One Off, the creative agency behind the immersive retail design, has used flooring to help elevate the brand.

Steve Jepson, The One Off, comments: "As a model of Sports Direct's future retail environment that places emphasis on reaching out to an ever more sophisticated consumer, we needed the floor of the Watford High Street store to help create an immersive and elevated shopping experience."

The main floors on both levels see IVC's popular Jura Stone effect LVT in an

XL size used alongside a bespoke colour in Cement Stone, again in an XL tile format. Used as ground cover, the two designs separate Sports Direct and USC into clear areas that help to guide shoppers through the space. Waterjet cut inlays in a custom 'unicorn red' colour highlight areas within Sports Direct departments.

The same unicorn red can be found around cash desks and stairs in IVC's Concept 70 Heterogeneous Vinyl, jutting into the Jura Stone LVT to provide a dramatic highlight at key transaction areas and way points. Using a combination of IVC LVT and compact sheet vinyl has allowed the design to avoid unsightly transitions for a purpose designed look.

For changing room areas, IVC's stand-out Moduleo 55 Expressive collection has been utilised, with The One Off choosing the striking Shades abstract geometric wood LVT. Contrasting the black metal frames and grids used to construct the changing rooms, the natural effect adds a layer of warmth and organic texture to soften the space. Shades uses an



emboss-in-register finish, where texture precisely follows pattern for heightened realism.

IVC floors were recommended by EB Designs, a specialist retail design practice responsible for delivering The One Off's concept in the prime retail space on Watford High Street. Joe Giammalva, EB Designs, comments:

"For the Sports Direct area, we opted for the dark finish of Moduleo 55 Jura Stone 46795 with a two-fold effect: contrasting the white ceilings while allowing high traffic without the concern of poor appearance due to wear and tear.

"On the upper floor USC level, we went for a bespoke colour in IVC's Cement Stone pattern, bringing a fitting urban aesthetic of poured concrete without the cost. The XL tile has been used to improve the look and reduce installation time and cost."

With high traffic expected daily, our Moduleo 55 LVT specification was an obvious choice. Through a 0.55mm wear layer that sees a Class 33 rating, 55 floors are most suited to high traffic environments. Featuring Protectonite® for a surface that's more resistant to scuffing and easier to clean, these floors reduce intensive maintenance for a simpler regime. IVC 55 LVT floors are also made from 50% recycled content.

For sheet vinyl applications, our Concept 70 delivers the ultimate in wear performance. Class 34 rated and with a 0.70mm wear layer, the floor is designed to withstand intensive use from foot and wheeled traffic. Equipped with Hyperguard+ for a finish that's scuff-resistant and easy to clean, Concept 70 can be used alongside IVC 55 LVT without the need to alter care or maintenance schedules.



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We went for a bespoke colour in IVC's Cement Stone pattern, bringing a fitting urban aesthetic of poured concrete without the cost.

Moduleo 55 Tiles XL in  
Jura Stone 46975



Moduleo 55 Expressive in  
Shades 62220



Moduleo 55 Tiles XL in  
Cement Stone (custom colour)







## IVC in action: garden centre Intratuin, The Netherlands

The route through the recently renovated Intratuin garden centre in the Dutch town of Duiven is more than a kilometre-long. At 24,000m<sup>2</sup>, this centre is the flagship in the Intratuin chain, focused on creating an experience for its shoppers.

The renovation of Intratuin was completed in two phases; a project urgently needed to reconnect with shoppers when garden centres are facing new challenges. In order to distinguish themselves from competitors, experience has become key to many operators as they strive to create a world in which the garden and nature play a central role.

The kilometre-long route meanders past appealing presentations, which not only show the wide the range of products, but also how they can be used.

Intratuin Duiven's manager, Gerard Niesink, expands: "A natural environment appeals and shoppers like to take their time."

That's why Gerard and his team deliberately chose to make the central area a hospitality space, so that shoppers can interrupt their browsing for a coffee break or lunch. With 950 seats forming a generous catering area, Intratuin Duiven is a significant player in the shopping area east of the city of Arnhem.

The former restaurant area was in a disused greenhouse, but the new area can be found in an old factory hall with each corner having a different style.

"Because they have their own atmosphere, the rooms are intimate. The lamps, furniture and flooring contribute to this. On the first floor, covering almost 700m<sup>2</sup>, green is the guiding principle," continues Gerard.

With buzzwords of botanical, oriental, tough and feminine; the rustic look of Moduleo 55 Woods Country Oak 54925 fitted perfectly.



Made for demanding commercial environments, our 55 specification brings performance you can trust. Easy to maintain with Protectonite® PUR and rated Class 33 (EN ISO 10874), the floor will stay looking good in the busiest of retail stores. And unlike hard flooring alternatives, it also provides an acoustic benefit, important for the restaurant of Intratuin.

Gerard Niesenck continues, "In a shopping environment, wear resistance is important, but because part of the restaurant is on the first floor, the sound-absorbing properties of the material also play a role."

Unusually, Intratuin Duiven undertook the design of the new store themselves, working with Arnhem based flooring company, Verag, to supply and install our Moduleo 55 Woods Country Oak LVT.

"We actually wanted to work with an interior designer, but in the end we did it all ourselves," says Gerard. "Why? Because we knew exactly what atmosphere we wanted to create." Verag's project leader, Adri de Gelder, may have supervised the assignment, but he hardly had to worry about it. "The result is beautiful," concludes Gerard.



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Because they have their own atmosphere, the rooms are intimate. The lamps, furniture and flooring contribute to this.

Moduleo 55 Impressive in  
Country Oak 54925





## 05.

## Design hero: create signature flooring with Studio Moods

With retail design immersed in creating experiences for customers, the floor has a role to play. Way-marking through a store, highlighting zones or simply making a statement; its impact should not be overlooked. Our Studio Moods multi-shape LVT makes this all possible with a solution that offers unparalleled design flexibility.

Studio Moods, the multi-shape LVT, allows you to create your own signature flooring, fusing our high-performance 55 specification with multiple shapes and looks for limitless laying combinations.

**Design Flexibility**

It's rare that your choice of floor truly gives you a chance to roam free and create something unique. Our Studio Moods concept does exactly that. Bringing endless creative possibilities and letting you go wild with powerful layout combinations for enhancing customer experiences within the retail space, Studio Moods is a hero of creativity.

**Powerful layout combinations**

With different shapes designed to provide maximum flexibility and modularity, Studio Moods can be used to

create feature floors that stand-out from the conventional. Work off-script with your own pattern or to prescribed layout options.

**Multi-material**

Studio Moods is available in any of our Moduleo 55 decors\* in any combination. From the true authenticity of our wood and stone designs in the Impressive collection of emboss-in-register floors (where texture mimics pattern) to the sleek modern looks of Azuriet and Jura Stone from Moduleo 55 Tiles; there's a material look to match your retail interior.

**Sacrifice nothing**

Whether used on its own, or in combination with any of our 55 floors, Studio Moods delivers inspiring performance. Cut to shape on an

automated CNC cutting bench for precision fitting, Studio Moods sacrifices nothing in performance. With a 0.55mm wear layer for high-traffic commercial applications, as well as being scratch and stain resistant thanks to Protectonite® PUR technology, the floor can withstand daily use and delivers the same low maintenance as our other 55 specification LVT floors.

**Sustainably produced**

Studio Moods is made in our highly efficient LVT plant in Belgium. Housing the industry's largest PVC recycling plant and with production waste going back in, nothing is wasted in the making of Studio Moods. Containing 50% recycled content and with no ortho-phthalate, it delivers on our commitment to more sustainable flooring.

\*Excluding Moduleo 55 Expressive

○ Studio Moods Hexagon





## Renovation hero: strength, comfort and design in one with LayRed 55.

Changing trends, new products and temporary spaces; retail needs its environments to work harder than ever before. The need to adapt quickly and with the minimum amount of fuss has seen us develop LayRed 55. Easy to fit and remove, adding acoustic absorption and tough enough to stand up to wear; it's an adaptable solution to the challenges of retail spaces.

LayRed 55 is the perfect fusion between luxurious design, sustainable production and the latest flooring technology. Living up to customer expectations while taking on the challenges of building and renovation retail projects.

### A refurbishment solution

The result of two years of extensive R&D at our Vinyl Technology Centre, the patented multi-layer engineered vinyl floor combines installation versatility, strength, comfort, acoustics, design and performance. An ideal solution for retail environments with complex site conditions, LayRed 55 is a true refurbishment hero.

### Easy to install

With its engineered construction and glass fibre reinforced core that eliminates telegraphing - where the floor visibly 'settles' into irregularities in the subfloor - LayRed 55 can be installed over a wide variety of subfloor conditions. Whether straight on top of existing floors or on to poor condition substrates that would challenge any other floor, LayRed 55 can be quickly installed. The click process that's entirely free from adhesives further minimises downtime.

What's more, LayRed 55 is easily cut with a Stanley knife so there's no dust or noise during installation. With LayRed 55, retail premises can be kept operational during refurbishment, limiting revenue loss.

### Quiet and comfortable

Thanks to an integrated sound pad, LayRed 55 reduces sound transmission by up to 21dB. This same pad also makes

### Sustainably produced and installed

LayRed 55 contains 30% recycled content and no ortho-phthalate, delivering on our commitment to more sustainable flooring. Eliminating glue through its click profile, the floor is also easy to lift and can be fully recycled at the end of its life. LayRed 55 is a sustainable flooring solution.

“

Thanks to an integrated sound pad, LayRed 55 reduces sound transmission by up to 21dB. This same pad also makes the floor comfortable underfoot.

the floor comfortable underfoot, great for colleagues that are on their feet all day.

### Performance you can trust

LayRed 55 is made in Belgium for installation in demanding retail environments. Extremely scratch and stain resistant thanks to Twinguard PU, the floor can withstand the pounding of high footfall levels, simultaneously reducing cleaning costs.

### Original look and feel

We select only the most original looks and rely on an extensive range of realistic structures to bring retail environments authentic wood and tile patterns. Mimicking nature to perfection through an ultra-high definition printing process and minimal pattern repeat, LayRed 55 is hard to discern from real wood and stone. And with an enhanced V-groove on four sides of each plank or tile, we've made sure that LayRed 55 delivers an even more true-to-nature look.





## Function hero: practicality, durability and design in a cost-effective whole.

The demand on floors used in modern retail not only reaches to an ability to deliver on design, but also to provide a surface that's highly functional. Not only does the floor have to be durable enough to withstand less than careful customers, it must also keep looking good and be easy for maintenance teams to take care of. Our Heterogeneous Vinyl achieves all this, while remaining surprisingly cost-effective.

Heterogeneous Vinyl delivers the same set of practical features that makes our LVT floors a retail favourite. Add in advanced slip-resistance and 'seamless' finishes from two- or four-metre widths in a floor that's easy to install, and it becomes clear to see that heterogeneous vinyl can offer retail environments a versatile solution.

### Fast installation, whatever the design

Supplied in two- and four-metre wide rolls, our heterogeneous vinyl floors can be easily installed. So whether a retail space demands a wood-effect, concrete look or something more abstract, and no matter what the area, heterogeneous vinyl brings quick installation to get stores up and running faster.

### A seamless finish

Not only does a seamless finish look great across large areas, it also minimises potential failure hotspots, improving long-term performance. IVC heterogeneous vinyl floors are available in a width of four-metres to make more of designs in large spaces. With Invisiweld installation, a seamless look can also be

created with a stronger but invisible joint between each sheet. The result is a more beautiful floor in large spaces.

### A durable floor that stays looking good

Our Concept 70 heterogeneous vinyl floors feature a 0.70mm wear layer. Rated class 34 (EN ISO 10874) for heavy commercial use, Concept 70 excels in the most intensive retail environments, including out-of-town retail parks and superstores.

Featuring HyperGuard PUR, all IVC heterogeneous vinyl floors provide impressive scuff and stain resistance in a surface that's simpler and easier to clean. Whether used on their own, or in combination with IVC LVT, this means no complex maintenance procedures and faster results for busy retail stores.

### Safety without compromise

As standard, our heterogeneous vinyl floors deliver sufficient slip-resistance for most retail environments, but if underfoot security is necessary - areas such as cafés or customer toilets - than Isafe 70 brings TRRL 36+ certification.

This isn't an ugly and difficult to clean traditional safety floor though. Isafe 70 brings the latest in natural and material designs with the same durable 0.70mm wear layer as our Concept 70 benchmark. And with HyperGrip, it's just as easy to keep looking good.

### Surprisingly versatile design

With exclusive wood, stone, concrete, textile and terrazzo effects, as well as a host of bright and bold colours, our heterogeneous vinyl floors are surprisingly versatile. With the ability to be cut into shape without transition strips - even next to our LVT - it's possible to create striking feature floors. Logos, directions and zones; heterogeneous vinyl can do it all.

### Belgian made since 1995

All IVC heterogeneous vinyl floors are made in Belgium in a highly-efficient process that shares much in common with our LVT floors. In fact, we started with the production of heterogeneous vinyl, so we know a thing or two about how to create a high-quality flooring product that's great value too.



# 06.

## Specification Guide

Choosing your floor wisely is not just about the design and intent of your retail space. Making sure your floor is right for the functional needs of your store, or a particular area of the store, as well as capable of withstanding expected footfall is crucial in ensuring it performs well and stays looking great.

	Main store area*	Feature areas	Changing rooms	Storage areas	Pop-ups
Luxury Vinyl Tiles					
Moduleo 55 Impressive	Recommended	Recommended	Suitable		
Moduleo 55 Expressive	Suitable	Recommended	Suitable		
Moduleo 55 Woods	Recommended	Recommended	Recommended		
Moduleo 55 Tiles	Recommended	Recommended	Recommended		
Moduleo 40			Suitable		
Studio Moods	Suitable	Recommended	Recommended		
Matrix 70 (loose lay)		Suitable	Suitable		Recommended
Engineered (Rigid) Vinyl Flooring					
LayRed 55	Recommended	Recommended	Recommended		Recommended
Heterogeneous Vinyl (2m/3m wide rolls)					
Isafe 70 (safety flooring)	Recommended	Suitable	Recommended	Recommended	Suitable
Optimise 70 (acoustic flooring)	Recommended	Suitable	Recommended	Suitable	Suitable
Silento 50 (acoustic flooring)			Suitable		Suitable
Concept 70	Recommended	Recommended	Recommended	Recommended	Suitable
Tirreno 70	Recommended	Recommended	Recommended	Recommended	Suitable
Tempo			Suitable		Suitable
Logitex Max (semi-loose lay)					Recommended
Nomad (loose lay)					Recommended

Recommended Suitable

\* Excluding supermarkets and warehouse stores

## About IVC

IVC is the commercial division of IVC Group, dedicated to creating unique floors for corporate & office, retail, hospitality & leisure, housing, education and healthcare projects.

Founded in 1997, IVC Group is Europe’s leading manufacturer of Carpet Tiles, Luxury Vinyl Tiles (LVT) and Heterogeneous Vinyl. With 1,600 employees and 10 production units in Belgium, Luxembourg, the United States of Russia, IVC Group produces over 180 million m² of flooring per year.

As of 2015, IVC Group is part of Mohawk Industries Inc., the world’s market leader in all things flooring, with a heritage of craftsmanship that spans more than 130 years. This broadens IVC’s global reach - bringing us closer to you, wherever you go.



**Heterogeneous Vinyl: easy, durable and versatile**

Our heterogeneous vinyl collections are the solution for a stunning floor that’s easy to install and maintain.



**Carpet Tiles: unique colours that last a lifetime**

Our carpet tiles are the solution for a truly unique floor that complements the spaces you design.



**Luxury Vinyl Tiles: each plank has its own personality**

Our LVT collections reflect nature, while offering the easy installation and maintenance of vinyl floors.



**Entrance Barrier Carpet Tiles: stopping dirt for lasting floors**

Our Step Up entrance barrier carpet tiles stop dirt and moisture to keep floors from IVC looking fabulous.

**Get in touch**  
Want to learn more about IVC’s flooring solutions, or need help tackling an exciting project? We’ve got you covered.

Go to [ivc-commercial.com](https://ivc-commercial.com) or make an appointment with our dedicated team by sending us an email via [info@ivc-commercial.com](mailto:info@ivc-commercial.com).

**[ivc-commercial.com](https://ivc-commercial.com)**





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