



Retail flooring transformation with no disruption to trade

The Challenge

When a busy village store's ceramic tiles needed replacing, the owner opted to install Ecotile flooring to revamp his retail site. Installed in just a matter of hours, the durable, hardwearing PVC floor tiles were simply laid on top of the 80m² of existing ceramic tiles, transforming the shops look without the owner even having to close the store to his customers – a welcome benefit for the store, which is an essential hub of the local community, especially during the current lockdown.

Owner Mr Arumugathas, explained,

“ The professional install team were very efficient in laying the flooring and were really understanding and flexible to our business needs, completing the job aisle by aisle to ensure we could remain open for our customers during the work. There was no gluing mess, or adhesive smells in the shop, which was also important to us and our customers, as the tiles are just locked into each other to form the floor.

The flooring has transformed the whole look of the store, we're so impressed with it. Our customers love it too, and I received lots of positive comments from those who came in and got a sneak preview whilst it was being laid.

We've already got great point of sale units in the store, with really good product display counters, and now we have a professional floor to complete the look. “

Ecotile Marketing Manager, David Bryant-Pugh, outlines how attractive flooring is not only important to retailers, but also not as expensive or disruptive as retailers may perceive.

“Aesthetics play such an important role in retailing, with professional retail store planners, designers and merchandisers ensuring every aspect of customer experience is enjoyable and effective as they move throughout the store. Flooring can often be an overlooked piece in the customer experience jigsaw, especially in independent stores where such specialist design roles or large budgets simply don't exist. But with surprisingly high, and constant footfall in stores serving local communities, some surfaces can quickly become tired, diminishing not only the professional look of the retail space, but also causing potential trip hazards within the store.

More retail customers are discovering a more cost-effective solution in laying hardwearing, durable PVC interlocking tiles over their existing worn floor. Not only does this reduce the need to remove flooring and create a larger build project, but they can also be laid with minimum disruption. Our install team will always try to work with a business owner to keep their store operational whilst installing the retailers new floor tiles.

For retailers needing to replace a worn floor or needing a more professional looking floor to reflect their POS displays and chilled units, Ecotile offer a free no obligation quotation and advice service. “

To transform your stores flooring, get in touch via 01582 788 232 or email enquiries@ecotileflooring.com