

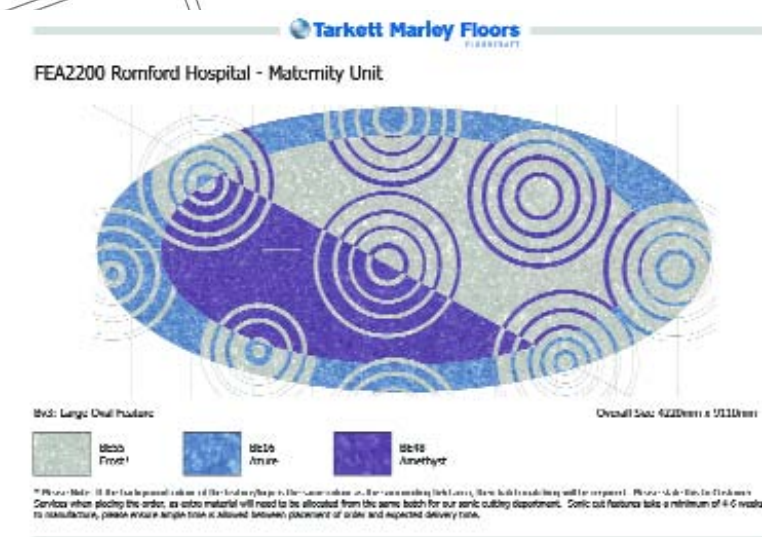
Floorcraft Design Service



intelligent flooring solutions



Imagine the reality



Romford Hospital, Essex

Working with the architect's initial sketches, the designer overcame the difficulties of creating these large features, for Romford Hospital's Maternity Unit. The curves of the oval feature had to reflect the curves of the walls and the internal colour changes in the design had to visually line up with the corridors either side.

Imagine the reality

It can start with an idea and a desire to create a unique, special environment. A personalised design that may be stylishly simple or could be impressively intricate. Creating floors to help set the mood. Dramatic and exciting, perhaps. Or calming and encouraging. Certainly, flooring with flair. Working with the FLOORCRAFT Design Service, you can imagine, see and believe the reality.

For every building, the flooring can have a major influence on the look and feel of the total environment. The FLOORCRAFT Design Service helps designers,

architects, planners and building owners make the most of this creative opportunity.

This service offers almost unlimited scope for stunning effects and eye-catching concepts. Designs that can harness your imagination and make it happen - precisely. Whether choosing from an extensive selection of standard features, or creating unique designs, including logos and other special graphics.

No other flooring company can offer such experience and reputation in flooring design. The FLOORCRAFT Design

Service has already helped to create countless individually customised flooring schemes for the Healthcare, Education, Retail and Housing sectors across the World.

Launched in 1993, FLOORCRAFT is a unique and increasingly versatile service facility. Each idea is explored, and visualised. Then, when the design is finalised and approved, it's translated into a computer program for precision cutting. However simple or complex the original brief, the service offers clients proven versatility.

There's an experienced team waiting to apply their FLOORCRAFT skills to your brief. Ready to build on your initial ideas and help bring them to reality.



Clockwise from top left:

- DM401 Globe Motif II
- Using feature strips as a design feature
- Shipsdeck layout design surrounded by the Floral border
- DM323 Victorian Oval



Clockwise from top left:

- CM328 Dragonflies
- CM426 Snakes and Ladders board
- CM483 Crayon House shown in Optima
- CM535 Healthy Eating Food Plate



Standard Layouts, Features and Borders

As well as customising your environment, the FLOORCRAFT design service has a comprehensive range of standard elements that can be incorporated into our flexible floorcoverings with a fantastic range of colours and effects.

Imaginative floors can be achieved with our standard layouts and classic floor designs. Standard layouts are produced using standard size tiles and planks, to create designs such as Lattice and Shipsdeck.

The choice of floorcoverings for the main area, whilst critical, need not be the end of the design process. A floor scheme can be enhanced by the careful selection of an appropriate standard or bespoke border to create an individual environment.

Encourage interactive play and learning by including standard games or learning aids or choose from our range of directional arrows and other wayfinding features which can be easily integrated for attractive and useful signage.

A selection of the standard layout, border and feature designs are detailed in the Technical Section at the back of this brochure.



Clockwise from top left:

Dogs Trust Rehoming Centre, Leeds
Leicester Royal Infirmary logo
Freeland School logo, Oxford
Radio Lollipop logo, Great Ormond
Street Hospital, London
Wrockwardine Wood
C.E. Junior School, Telford



Flooring to give you an identity

A logo and image is an important element of an organisation's identity. FLOORCRAFT can incorporate this into the overall floor concept to create a welcoming and recognisable atmosphere for customers, visitors and staff.

From basic lettering, to logos and emblems, your identity can be easily transformed into a feature for inclusion in the floor. Using the wide Tarkett portfolio of products, FLOORCRAFT will identify the closest colour match to your corporate identity.

Contact your local Tarkett sales office for more information

Forest Gate Library, S.E.London

The Head of Libraries commented, "We wanted to attract more children and young people to the library. What better way than to create a fun, colourful and exciting interior design - far removed from most people's idea of a traditional library. And it's worked. Feedback and response has been excellent. Children's use has gone up by 60%. The floor has proved a hit with staff and visitors alike. It's easy to keep clean, practical and above all welcoming"



Limitless Creative Potential

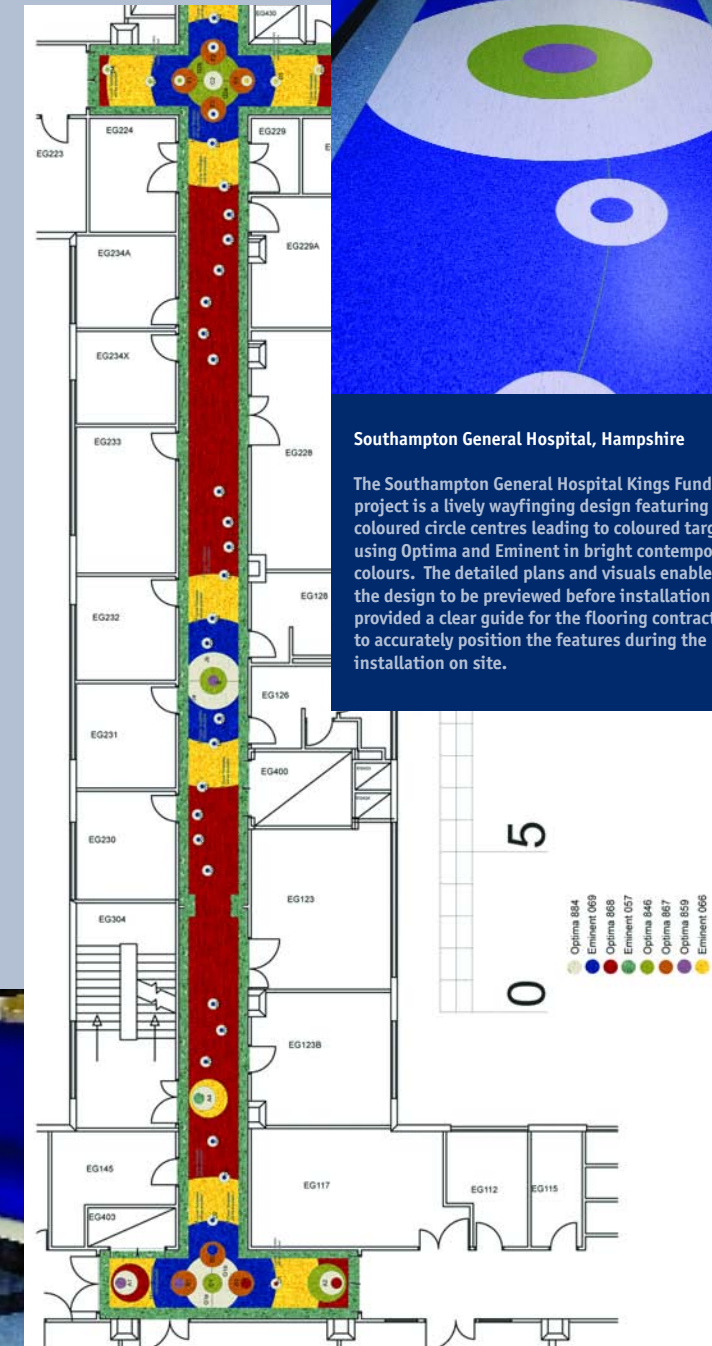
Whatever its shape or size, whether single room or entire building, think of the flooring environment as a blank canvas. It's an opportunity to create something very special.

In schools, colleges and universities, the emphasis must be on creating surroundings that are conducive to the learning process. For younger age groups in particular, the use of colour scheming and motifs in flooring design can help stimulate early development. To contribute original ideas and help develop schemes that, in effect, allow and encourage young minds to flourish.

In today's hospitals, surgeries or nursing homes, attitudes about flooring and décor have moved on. The old priorities of function and performance are no longer the only important considerations. Appearance, colour and design are also making a valuable contribution. Patients need a calming and soothing environment in what can otherwise be stressful circumstances.

In children's departments, colourful motifs and themes can be a helpful and reassuring distraction. Carefully chosen colourways and sensitively created flooring design assist recovery after treatment.

And what's more, you too can achieve stunning flooring concepts like these, by contacting your local Tarkett representative and enquiring about the FLOORCRAFT design service.



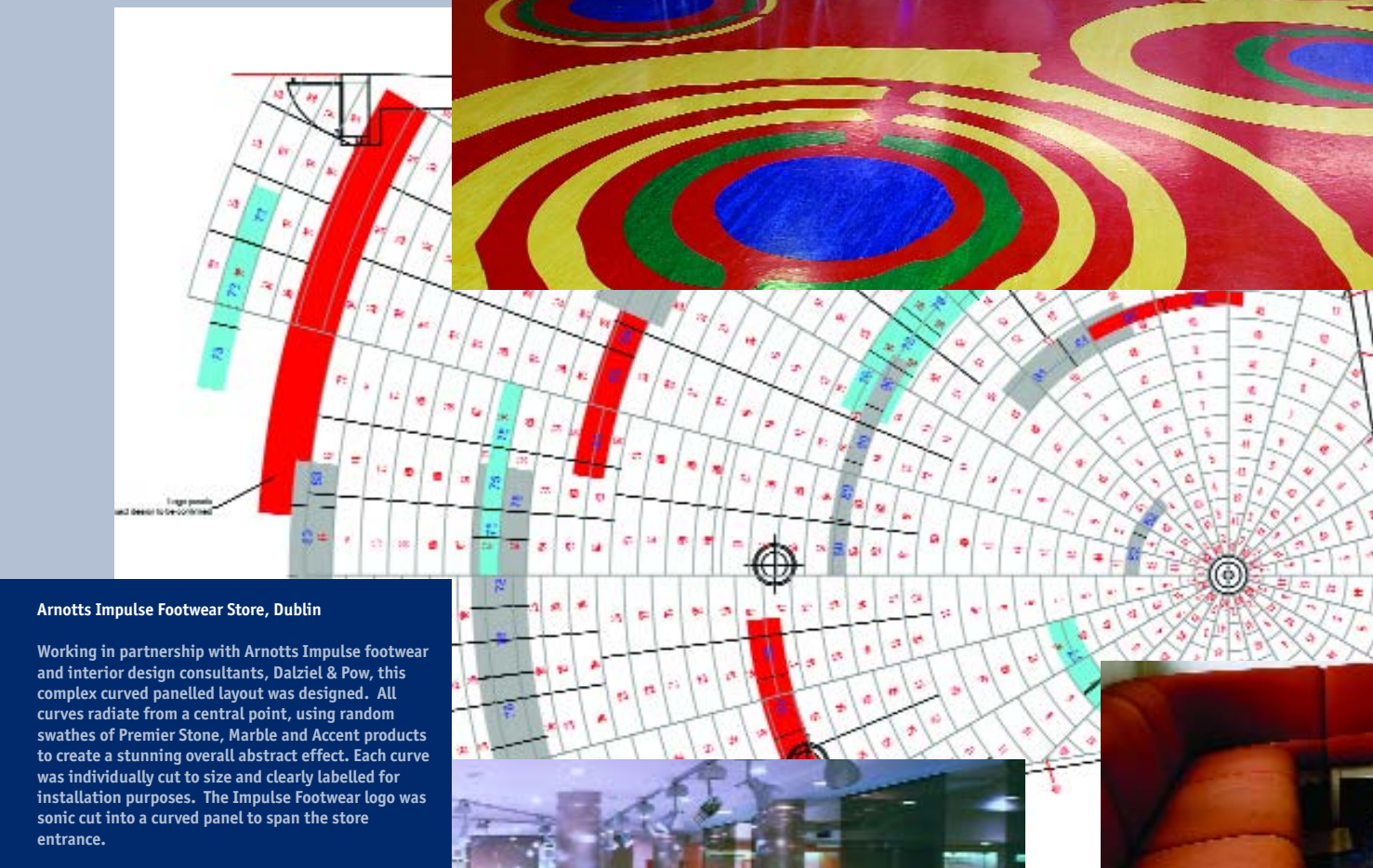
Southampton General Hospital, Hampshire

The Southampton General Hospital Kings Fund project is a lively wayfinding design featuring coloured circle centres leading to coloured targets, using Optima and Eminent in bright contemporary colours. The detailed plans and visuals enabled the design to be previewed before installation and provided a clear guide for the flooring contractor to accurately position the features during the installation on site.



Lampton School, Hounslow

Students from the 'A' level Art class competed with each other to design a floor for their 6th form building following a presentation from FLOORCRAFT. John Hurley from the school said, "We decided to involve the pupils for two reasons. Firstly to give them a valuable experience of submitting a design for a real project and all the additional commercial considerations that came into play. Secondly, to foster an element of ownership of the floor amongst pupils in the hope that they would treat it with greater respect."



Arnotts Impulse Footwear Store, Dublin

Working in partnership with Arnotts Impulse footwear and interior design consultants, Dalziel & Pow, this complex curved panelled layout was designed. All curves radiate from a central point, using random swathes of Premier Stone, Marble and Accent products to create a stunning overall abstract effect. Each curve was individually cut to size and clearly labelled for installation purposes. The Impulse Footwear logo was sonic cut into a curved panel to span the store entrance.





Cover Story:
Callington Road Hospital, Bristol

Using products from the Eclipse and Elite ranges, elements taken from nature create intense splashes of colour, which merge with the field material at unfamiliar scales.

From concept...

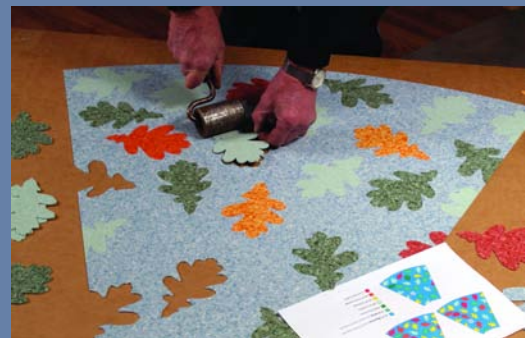
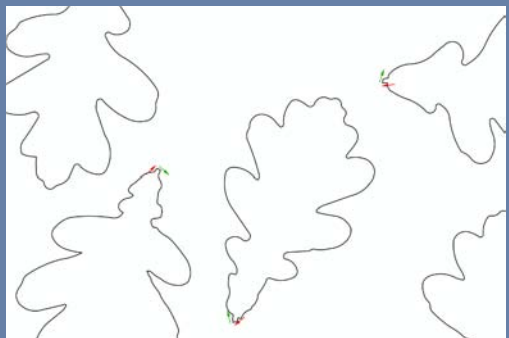
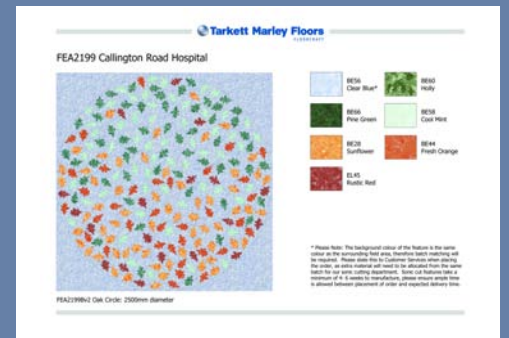
Using the plan provided by the customer, concepts are created that fit both the brief and the shape of the designated floor area. Preparation is very important, each stage needs to be carefully planned, so initially the designs are developed in the form of sketches.

The sketches are developed into final designs and are then drawn, within the computer, into a format which can then be transferred into our cutting program software.

...to full cutting service

The computer generated drawings are then placed, to scale, into the plan which is coloured to match the selected floorcovering. Using these drawings scanned images of the flooring product is then placed within the areas assigned, to create a realistic colour visual for final customer approval, prior to the order being placed.

The approved drawings are turned into computer cutting programs, for use by a computer controlled precision cutting machine. The final pieces are then assembled in our factory, ready to be dispatched to the site for installation.



STEP 1: The customers' sketches and ideas are sent to FLOORCRAFT. The more detailed the brief the better, to enable us to create your perfect flooring design.

STEP 2: FLOORCRAFT uses state of the art Apple Macintosh computers. Using both CAD and professional graphics software packages to create our flooring plans and visuals.

STEP 3: The customers ideas and sketches are turned into workable floor designs by FLOORCRAFT. They are drawn, to scale, and placed into the customers floorplan.

STEP 4: Using scanned in product, colour visuals are created for the customers approval prior to ordering. This will enable you to visualize how your feature will look in the flooring product you have chosen.

STEP 5: Once the order is placed, we use our CAD line drawing to create a cutting program for our Sonic Cutting Department.

STEP 6: Our Sonic Cutting Department, cut and assemble the features, applying a clear film to the front, to hold the feature together for easy installation.



Turning ideas into reality

The Choice of Materials

Our extensive portfolio of floorcoverings can offer literally hundreds of colours and textures. It provides a versatile professional palette to deliver stunning and stylish design effects.

Most of the Tarkett Homogenous and Hetrogenous products are suitable for FLOORCRAFT design solutions. All these are tough, heavy duty products with easy maintenance requirements. Other more specialised performance flooring materials may also be used, but may not be appropriate for intricate designs.

Unique Sonic Cutting

Skill, attention to detail and absolute accuracy. Without these qualities, the desired end result of any customised flooring design is at risk. They are especially vital at the cutting stage when creating the ingredients.

Tarkett is the only company to use sonic cutting as part of our FLOORCRAFT Design Service. Compared with the less accurate water jet system commonly used by others, this achieves extra precision without any material waste.

Sonic cutting results in component pieces with a significantly higher standard of fit. When assembled into an approved design, even complex schemes can be completed with extreme accuracy.

Computerised touch free technology

Sonic cutting can be used to create intricate designs that will fit together precisely. The technology is remarkable:

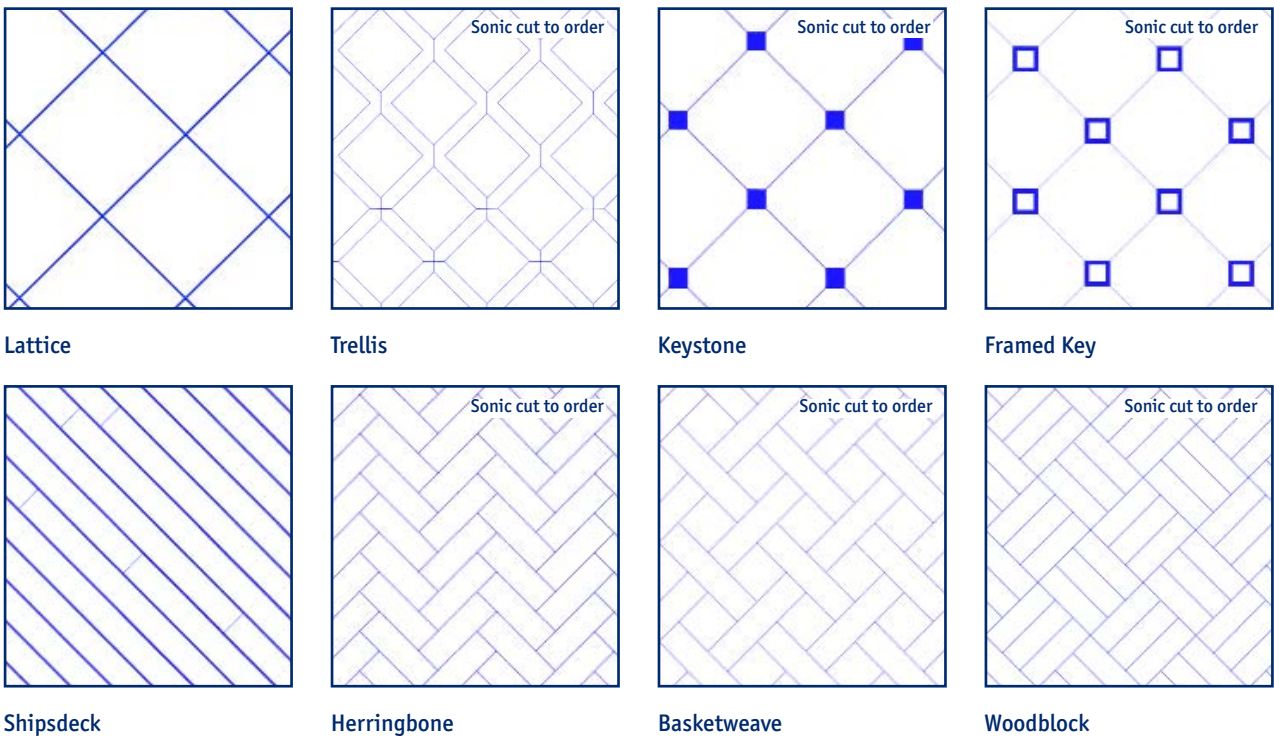
- The sonic blade vibrates at 20,000 cycles per second which creates a sonic wave around the blade.
- As the blade approaches the flooring product, molecules move apart in the material. The blade never physically touches the flooring, so no material is destroyed, damaged or lost.
- The computer program controls the positioning and required shape for each 'cut' as well as the consistency of the pattern.
- The individual pieces can then be assembled for a perfect fit.

Easy installation

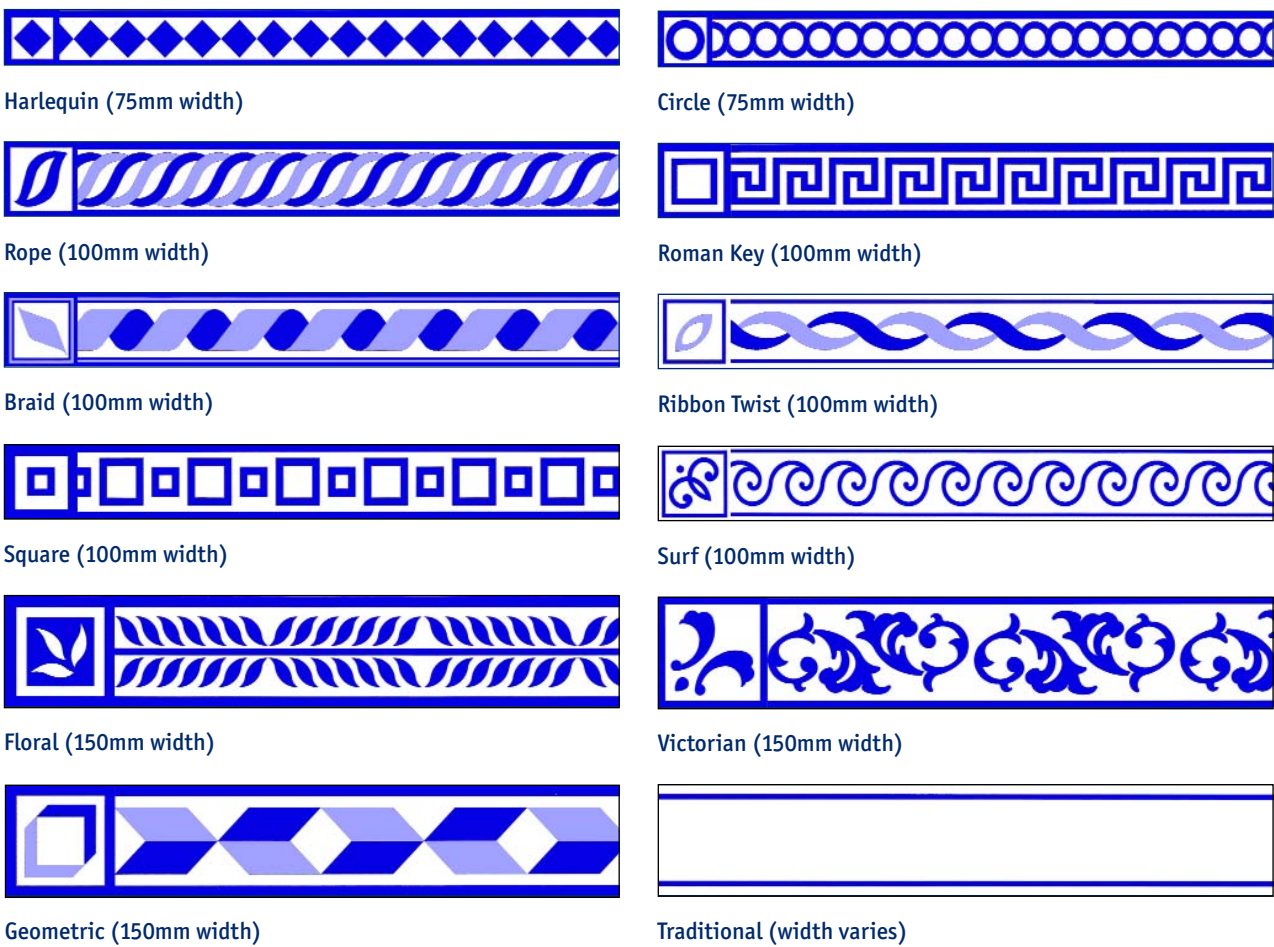
The FLOORCRAFT service ensures that installation of individually designed flooring schemes is straightforward and easy. All designs are modular, so that there is no limit to the size of a customised flooring scheme. After the component pieces have been cut, they are manually assembled into the complete design module(s). Clear adhesive tape is placed on the surface of the assembled design to hold the pieces together during installation. The tape is removed later, once the flooring adhesive has set. A detailed layout plan is provided for the installing contractor with all modules numbered and cross-referenced to the plan. Very large features will be supplied in multiple panels or tiles.

Technical Details

A selection of Standard Floor Designs (Pages 4 & 5)

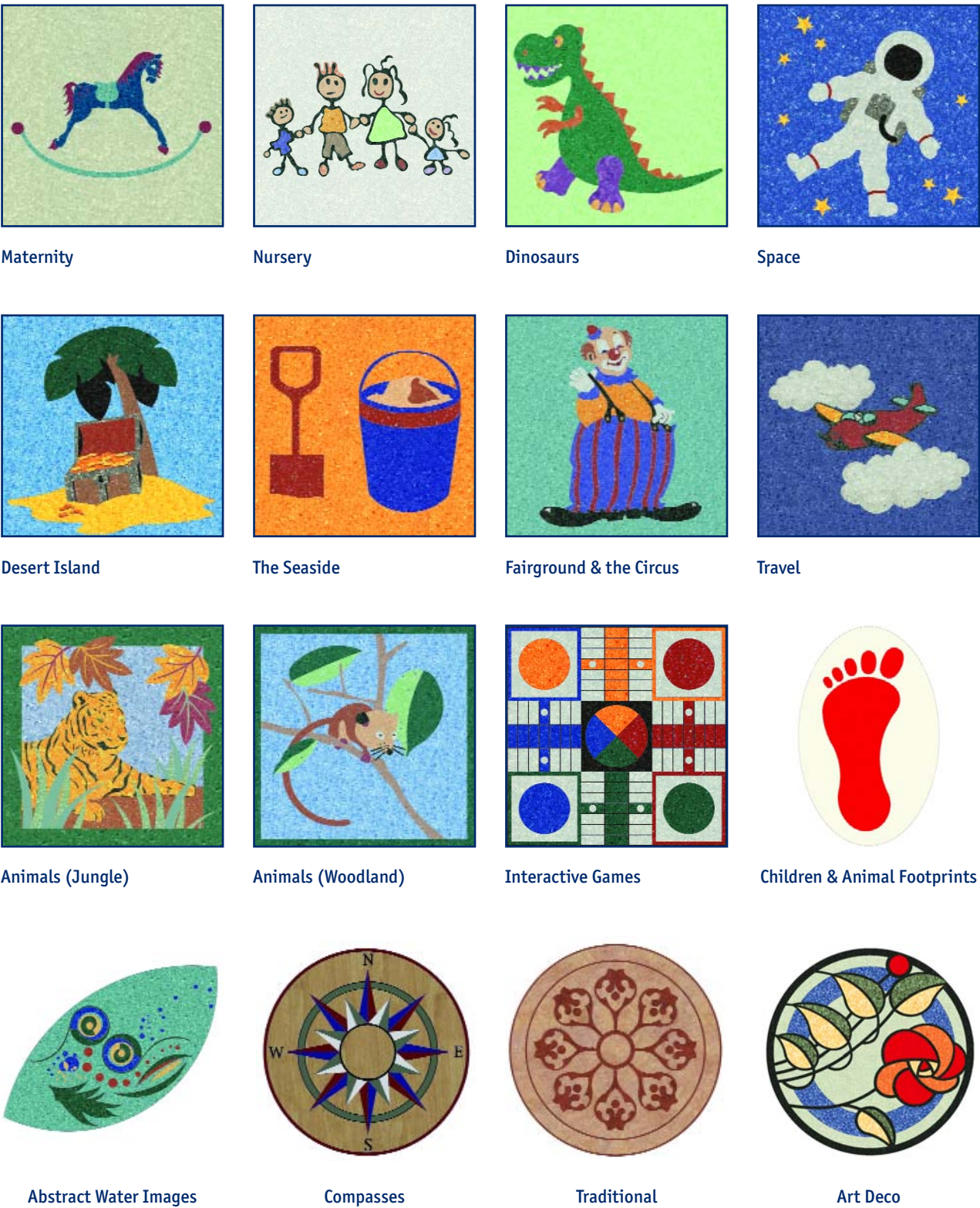


A selection of Standard Border Designs (Pages 4 & 5)

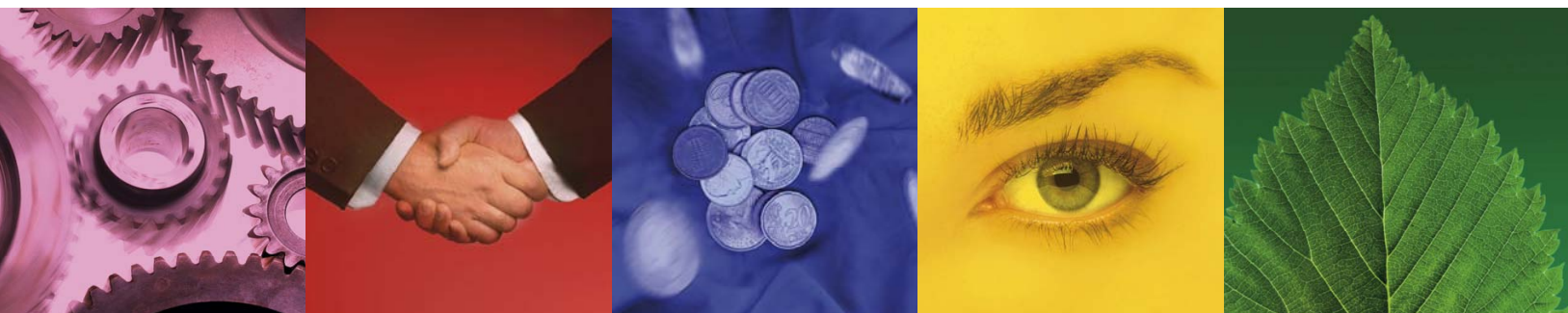


Standard Feature Designs (Pages 4 & 5)

We have an extensive collection of features already designed, just waiting for you to add your own personal touch. Each design can be manufactured from any suitable Tarkett product and colour you require, to suit your projects colour scheme. If design is not your forte, we have grouped the features into categories to help you with easy selection.



INTELLIGENT FLOORING SOLUTIONS



SYSTEM

Providing not just a product, but a complete functional solution designed to fully meet customer needs.

SERVICE

Supporting customers from first consultation to product installation, and throughout its service life.

SAVINGS

Finding materials, construction and solutions that minimise maintenance requirements, and achieve best life cycle costs.

STYLE & DESIGN

Contributing to atmosphere, state of mind and emotion, to efficiency and sense of well-being.

SUSTAINABILITY & ENVIRONMENT

Taking the lead in promoting measures to help preserve a sustainable environment.

The Tarkett Group

- Sales Offices
- Production Sites



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