

28th August 2018

Designs for success

Bespoke designs and logos can help many sectors 'cut-it' in branding and business says Navjot Dhillon, Marketing Manager, Gerflor, Limited.

In today's competitive world, standing out from the crowd really matters to businesses, organisations and people who want to create their own individual identity and brand. Creating customised floorings and logos can help businesses across many sectors like sport, leisure, hospitality and retail, make a big and successful impact when developing brand image and it is an essential part of growth and building customer loyalty.

Effective branding and image define what a business or organisation is about. It demonstrates innovation, identity and drive, and can give a vital edge over the competition. Individual touches and themed messages can help build strong brands, which is why communicating brand image through flooring in interior design is an extremely valuable method of gaining results.

As flooring is an essential component of interior décor, making the floor stand out by incorporating themed bespoke designs, logos - even artworks – is therefore an ideal way to nail and develop brand image, whether for a large corporate enterprise with multiple outlets or a small, private establishment wanting to forge its own character. Flooring features in entrances can contribute towards that all important first impression as well as re-emphasising brand, image and logos throughout buildings.

Vinyl flooring with its endless design possibilities and versatility is a perfect material for creating bespoke designs and logos. Vinyl flooring manufacturers therefore utilise different processes to replicate or create images, many offering suitable floorings from their collections using more than a hundred different colour combinations.

Water jet cutting is one technology employed by some flooring manufacturers. It utilises detailed precision to cut complex shapes and patterns to form detailed logos and signs with utmost accuracy. Prior to the cutting process, technical teams can usually assist with the design or illustration and produce CAD ready drawings. Or customers can simply download their logo and provide it to the facilitator along with the required dimensions.

Water jet cutting technology is particularly suited to producing intricate logos within suitable indoor sports floorings like point elastic floorings, thereby making it easy for clubs, teams and federations to emblazon their image and colours in front of players and spectators.

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In addition, the boom in gyms and fitness clubs of all sizes, big and small, is creating greater demand for bespoke designs, logos and branding in the health and fitness sector. With increasing competition, those responsible for these premises are increasingly turning to brand to build business. And, as they are also eager to create aesthetically-pleasing environments that appeal to clients, bespoke interiors are increasingly becoming part of the overall experience for the fitness enthusiast.

Clearly high-performance sports floorings need to offer more than pure functionality as sports halls require identity and layout. It is therefore now possible to create a sports hall flooring in visual terms, by selecting a suitable flooring and the colours wanted and using on-line tools and apps to see the layout in 3D before ordering samples and developing the project further.

For other commercial and private projects, on-line services also offer the technicality and flexibility needed to visualise personalised rooms. It is made possible by using floorings like high quality, compact, multi-layered heterogeneous vinyl floorings and choosing from a palette of designs and a hundred or more colour choices. It is particularly useful for large projects with a high square footage where visualising options on-line before specification is highly advantageous when both looks and budgets are being considered.

In the 21st century creating a strong brand is crucial to success and flooring is 'ready and able' to play an increasing role as an integral communication tool in many market sectors through innovative bespoke designs and logos that deliver key visual messages.

International flooring specialist Gerflor are at the very forefront when it comes to supplying the manufacturing support and products to enable this bespoke look and feel for a wide range of their clients and installers. With Gerflor's unique **My Taralay** service customers can create their very own bespoke 'look'.

Learn more about Gerflor solutions; ask for a free sample or contact us to speak to a specialist today by calling 01926 622 600, emailing contractuk@gerflor.com, or visit gerflor.co.uk for the latest innovations.

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