

3rd February 2023

Spectacular success for Gradus Lunar Carpets at Banbury based EV automotive giant.

When a -based interior design company urgently needed to source high quality flooring for their client's office premises, they turned to international flooring specialist Gerflor for a fit for purpose solution. The flooring of choice would not only need to look spectacular but would also need to deliver outstanding performance and exceptional durability. For this major refurbishment, Gerflor would supply over 1100m² of Gradus Lunar Carpets, specifying 'Rook' and 'Moretus' as the colour choices.

M1NT Studios, on behalf of their client, Mahindra Advanced Design Europe (M.A.D.E), would, through the appointed contractor, FK Restorations - be Manchester responsible for the final overall look of the finished project. Choosing Gradus Lunar tufted loop pile carpet tiles would prove to be an essential element of the specification process.

With a new UK office in Banbury, Oxfordshire 'M.A.D.E' are part of the Mahindra Group. At M.A.D.E. they aim to further improve the company's unique product designs, and distinct technology that is the signature of Mahindra cars, creating a safe, thrilling, yet extremely efficient automobile experience for its customers. The Mahindra Group enjoy a leadership position in utility vehicles, information technology, financial services, and vacation ownership. They also have a strong presence in defence, renewable energy, agribusiness, logistics and real estate development. Headquartered in India, The Mahindra Group employs over 256,000 people across 100 countries.

Operating nationally within the UK, FK Restorations offer Main Contractor construct, refurbish and fit-out services to property owners, investors and estates managers in many sectors including retail, commercial offices, hotels, restaurants, and manufacturing & logistics. With teams that specialise in the refurbishment and maintenance of heritage buildings, they have all the skills and expertise to deliver successful schemes for ecclesiastical estates, country estates and buildings of historical significance.

Mathew Fleming, Commercial Director, FK Restorations said, "In 2020 FK Restoration were the Main Contractor for the fit-out of the new Mahindra Racing offices and workshop in Banbury. The customer was delighted with the project, so, when Mahindra Advanced Design Europe required a contractor to Design and Build their new design studio, offices, and workshop they approached FK Restoration. We prepared initial proposals and were subsequently appointed by them and the landlord to undertake Category A and Category B fit out packages."

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On flooring specification Mathew Fleming went on to add, “From the earliest stages of the project, we appointed M1NT Studio to work with us and develop all elements of the fit-out. As the designs were being developed the Gradus Lunar carpet collection from Gerflor, had just been launched and M1NT Studio strongly felt it had a lot of synergies with our design intent.”

Commenting on the project further, Mathew Fleming also said, “It’s unusual to be appointed by both the landlord and tenant to act as the Main Contractor on the same project, we worked hard to clearly separate each contract package and manage programme expectations. A significant part of the Category B fit out design hadn’t been finalised as we started on site, by working collaboratively and with the support of M1NT Studio we established the customers exact requirements as early as possible so the programme and quality levels could be achieved, which of course would include the flooring aspect.”

M1NT Studio are an interior design company and architectural design studio that creates purposeful spaces. Their specialist sectors cover office, retail, hospitality, and accommodation, which are all expertly delivered. At M1NT Studio they take great care to carefully listen, collaborate, and develop client briefs into truly engaging experiential and productive environments. M1NT Studio is a team of skilled creatives that specialise in interior design for hardworking contract environments. Based in Manchester they also work across the UK to bring ideas to life.

Stephanie Taylor, Director, and Interior Designer M1NT Studio commented, “We were approached by Main Contractors - FK Restoration to be the appointed designers on the project having worked with them on previous projects.”

On specification for the project Stephanie Taylor said, “At the time, the Gradus Lunar carpet range from Gerflor, had only just been launched and our local specification representative was showing us the marketing images. We felt it had a lot of synergies with our design intent. We find a lot of carpet suppliers have biophilic and organic patterns utilised in their designs, however, we loved how unique it was by taking inspiration from the surface of the moon, it was very much forward thinking like our client. The range of colourways and the competitive price point also made it stand out from the crowd.”

The challenges for M1NT Studio in working with such an auspicious client presented its own opportunities. Stephanie Taylor went on to add, “Working with the client M.A.D.E - Mahindra Advanced Design Europe, which is a state-of-the-art Electric Vision E.V. design studio was in itself a fascinating process.

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At Mahindra they conceive and create electric products and advanced vehicle design concepts that will transition into reality in the coming future. “Think Outside of the Box” was the brief, to repurpose a vacant building into a bold, dynamic, and urban technical studio.”

Lewis Leadeatt, Area Specification Manager, Gerflor Flooring and Gradus Accessories commented, “It was a great pleasure working with the M1NT Studio on the M.A.D.E project. You can clearly see their fun energy and positive spirit infused in their design. Our Gradus Lunar carpet collection is manufactured right here in the UK, it is contemporary and stylish and I’m thrilled with it being chosen for such an exciting project”

In conclusion, Mathew Fleming said, “Feedback from both customers is really positive. The photographs that have been published via social media, demonstrate quite clearly the high level of finish and design within the carpet flooring that has been installed at this iconic location. It has also been extremely rewarding to see the client express their delight with what we’ve delivered as a team. We would have no hesitation in using Gerflor products again in the future.”

On final outcomes, Stephanie Taylor goes on to further comment, “The specified Gradus carpet flooring is subtle and impactful and can be found on all three storeys of the building in different colourways. Our clients appreciate good design and attention to detail and that’s where the Gradus Lunar carpet range has surpassed all expectations.”

Stephanie Taylor concluded, “We would definitely specify Gerflor products again. The support from their specification and technical teams and ability to react quickly to queries was world class.”

Lunar product overview

Lunar is a revolutionary out of this world collection, now available within the Gradus Carpets portfolio. Inspired by the natural landscape of the moon, this stunning carpet product range has a distinguished design and is available in celestial decors that will help to create an extremely stylish and modern interior. Lunar is a tufted loop pile carpet tile which can be randomly laid, it is available in eight eye-catching colourways and is bang on trend.

Its unique designs reflect the mountain ranges of the moon. From the ethereal ‘Janssen’ through to ‘Jura’ and ‘Moro’ the myriad of colour choices stimulated in design by our nearest celestial body will both inspire and delight designers and specifiers alike. If you want to also go even further, and you are imagining a very particular and unique floor scheme, the Lunar carpet tile can further be mixed and matched with the Creation LVT ranges for a bespoke and customised look.

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Lunar is a tufted loop pile carpet tile which can be randomly laid, it is available in eight eye-catching colourways and is on trend. Lunar is perfect for commercial offices, a host of education applications and many other contract environments.

Lunar is available in 500mm x 500mm format, it has 100% solution dyed, nylon, tufted, loop pile surface yarn and provides outstanding levels of performance and comfort. The Lunar Carpet collection is also available with a 12-year wear warranty and a 10-year anti-static warranty, as standard, a true commitment to its life longevity and quality.

Gradus Carpets is a brand of the Gerflor Group, manufacturing premium quality carpet tiles and planks, broadloom, and impervious backed carpets. Utilising a range of high-performance yarns, Gradus' extensive range of carpets are suitable for a wide variety of contract applications including commercial office, education, and healthcare environments.

Gerflor are ready to assist customers with specifications, provide technical advice and free site surveys for both new build and refurbishment projects. In addition to this, Lunar is stocked and readily available in the UK.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling **01625 428 922**, emailing contractuk@gerflor.com, or visiting gerflor.co.uk for the latest innovations.

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