

Project Reference

Gobstoppers

:: Installation requirements

Gobstoppers is a UK based candy store offering American based sweets, chocolates, groceries and drinks. The company offer a unique shopping experience specifically designed to make its customers feel like a kid in a candy store. This new and exciting brand concept required a bespoke and exciting floor finish and therefore Gobstoppers contacted The National Flooring Company Ltd to help create their bold designs.

:: Why National Flooring?

The Gobstopper branding is extremely unique, incorporating bright and extravagant colours and designs. This bold branding style has helped the company to achieve its objectives by making the shopping experience fun and exciting, channelling the shoppers inner child. The client wanted to make a big impact with the store design and decided to create a bespoke, eccentric floor finish to complement the concept. When discussing the company's requirements it was clear the Degafloor Flake system was perfectly matched for the design brief. The system offers exceptional flexibility in terms of colour and design which meant it could be tailored to Gobstoppers exact requirements.

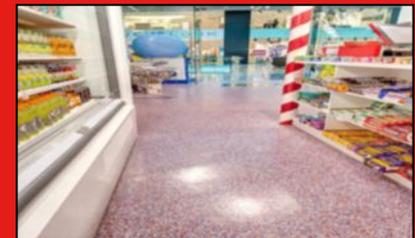
A sweet mixture of red, white and blue was blended together to create a one off design for the 65m² store and to add that extra bit of sparkle the new silver glitter dust was incorporated in to the design. The floor sets off the design of the store concept and has been received extremely well.

Being situated in Europe's largest shopping centre meant the installation had to be expertly planned and tightly managed to avoid any disruption to the surrounding environment. The National Flooring Company maintained contact with everyone involved, including the centre's management and security teams, throughout each stage of the project. The installation was completed in one night to ensure the centre could open as usual the following morning.

Laurence Conway of Gobstoppers comments "We were due to open a new store in Westfield Shopping Centre and wanted a hardwearing floor that matched our corporate colours. We contacted The National Flooring Company following good reports we had heard about them. From initial contact they were extremely helpful and provided a sample to match the floor we required. The job was logistically quite hard due to the location within the shopping centre but this was discussed prior to the installation and managed very well. I am very pleased with the overall result and service that we received and would not hesitate to contact them again."



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