

Project Reference

The Breakfast Group

Jerusalem Bar, London

:: Installation requirements

Popular basement pub venue, Jerusalem Bar and Kitchen decided to rejuvenate their premises by installing a unique, hand finished floor. The bar, which is situated in the middle of London's media district, is popular with the local offices and agencies thanks to its fashionable image and unique design. To refresh the premises The Breakfast Group, decided to remove the existing resin floor.

:: Why National Flooring?

The hospitality industry is extremely competitive and with limited closure times refurbishment projects can become hard to manage. The closure of a venue can not only result in loss of revenue but also the possibility of losing customers to the competition. It was therefore imperative that the installation was effectively planned and managed to ensure the refurbishment did not exceed the planned two day closure. The bar which is popular with local businesses is busiest mid week through to Saturday with the venue being closed on Sundays; therefore the decision was made to complete the refurbishment Sunday and Monday.

The National Flooring Company undertook all floor preparation including the removal of the existing resin, prior to the installation of the new resin system within the bar area and ladies WC which totalled approximately 140sqm. The Degafloor QT system is fully cured within just two hours of installation ensuring that the bar could reopen at noon on the Tuesday as planned.

To help complement the unique and unrefined character of the business, The Breakfast Group took advantage of The National Flooring Company's bespoke sample making service. Unique samples were created and modified until the client was satisfied with the finish. The Degafloor QT system chosen for the project is a hand trowel applied finish where slight variances can occur as a part of the installation process. This was seen as an advantage by the client as again it helped to create a more unique and interesting finish.

Stuart Dobbie of The Breakfast Group comments, ""National Flooring delivered an excellent service from start to finish and absolutely to the timescales we agreed. The Degafloor product exceeded our expectations in terms of quality and durability. I'll be very happy to recommend this contractor to my industry peers""



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Floors For Industry



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