



**Matas**



Luxury for the everyday life Matas is one of the best-known store chains in Denmark. For 70 years, Matas has provided the Danes with everything from health to beauty, both qualities from the top of the life's point scale. The chain's health and environmental profile places significant demands on the design of the currently 270 stores, some of which are currently undergoing renovation and updating. It happens i.a. in a framing of floors, made by Brich Garant Skive with Forbo's LVT collection, Allura (Luxury Vinyl Tiles)... - Allura opened up the possibility that we could put together a very special Matas floor design of three Allura variants, one of which is specially designed, is the comment from Klavs Brich, Garant Brich Tæpper og Gulve A / S. The collection and a competitive price were decisive for the fact that Allura was chosen, adds Klavs Brich, the fitters are now on a country tour to handful of selected Matas stores. The 500 x 500 mm Allura tiles are mounted on a 'vertical edge', so that they create movement in the shop environment. This report has been carried out in collaboration with one of the 50-60 Matas stores, which has been given a boost with a new Allura flooring: Matas in At. Kongensgade in Copenhagen. Store manager Maj Thykier Duchnick is positive about her new Allura floor: - It looks nice and provides a calm bright space, which our customers often notice and comment on. The bright look matches our inventory nicely, and the overall impression is therefore good. At the same time, we experience the floor as very resistant; we often have many boxes with products that can be push along the floor. It can easily hold this. Regarding the cleaning, Maj Thykier Duchnick says that the coating does not look dirty, even when it is. - The floor is easy to wipe over with a damp cloth, the store manager observes. See more about the many options within the Allura collections here.

Photographer Peter Jørgensen

Building contractor Matas A/S

Flooring contractor Garant Brich Tæpper og Gulve A/S, Skive

Interior designer Imagecreator A/S, Viborg

