

Optic 2000



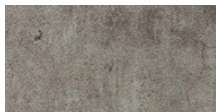
Located near Reims, the Optic 2000 store offers a modern and bright space dedicated to visual health. Designed to welcome customers in a comfortable atmosphere, the interior layout has been conceived to showcase the products while ensuring a pleasant environment for the in-store experience. For this project, 382,5 m² of Flotex flooring was installed in various areas of the store. Flotex Montage planks and Flotex Concrete planks were selected to create a contemporary design while structuring the circulation and reception areas and adding an elegant touch to the entire space. Thanks to its unique technology combining the comfort of carpet with the ease of maintenance of a PVC floor, Flotex offers optimal walking comfort and excellent resistance to heavy traffic, making it particularly suitable for retail environments. Its dense surface composed of nylon fibers ensures high durability, while facilitating daily cleaning and helping to maintain a healthy and hygienic environment for store customers.

Project name	Optic 2000
Builder	Optic 2000
Architect	Genèse - Marion SAUTREAU
Installation by	SORIAT (51)
Photographer	Philippe RUBERT
Location	Cormontreuil (51), France
Date of completion	2025

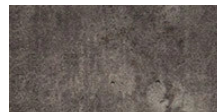
Used Products



Flotex Ombré |
Montage planks
Montage boreal



Flotex Concrete
planks
Concrete cloud



Flotex Concrete
planks
Concrete storm

