

The Salad Bowl



Offering a wide variety of designs, from earthy and realistic wood effects to bright primary colours, Forbo Flooring's Eternal range of general purpose vinyl has helped to create a fresh and natural looking interior design at a striking new healthy-eating fast-food outlet in Liverpool City Centre. Crave ID Interior Designers said: "We were presented with a 'healthy food on the go' brief and had to translate this philosophy into a brand and an interior scheme. With the combination of city and rural materials, we managed to create a concept of an 'urban market place' and therefore, required a floorcovering that would portray this. We also needed a solution that would incorporate excellent performance properties suitable for this particular environment, such as the ability to withstand high daily footfall from customers and slip resistance within the food preparation areas. "We decided to use products from Forbo's Eternal Wood collection, in warm chestnut, and from the Eternal Palette collection in the bright green colourway Apple – to integrate Salad Bowl's branding into the floor." Forbo's Eternal Wood has been installed throughout the majority of the store, including its seating and food preparation areas, as well as the customer WCs. Installed in two different directions, the Eternal Wood planks have helped to create a way-finder for customers and give the floor an edgy look. Forbo's Eternal ranges benefit from a PUR pearl finish which makes the floorcovering easy to clean and its lasting performance guarantees that Eternal will stay in prime condition, even under heavy traffic conditions. Matt Cole, Founder and Director of Salad Bowl said: "We couldn't be happier with the interior design of Salad Bowl and the flooring in particular has been great, with excellent performance properties and a bright, fresh design. "It's also easy to clean, which means we can spend less money on maintenance and more money on providing our customers with high quality food."

Location	Liverpool, United Kingdom
Interior Design	Crave ID Interior Designers
Flooring Contractor	Krol Corlett Construction

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Eternal Wood
warm chestnut

