

Project:

The Fun Factory at Brewers Fayre

Location:

Various locations throughout the UK

Flooring Contractor:

Aspire Flooring

Flooring Material:

Flotex Vision, Surestep Wood

Design Reference:

Surestep Wood natural seagrass
18552, Flotex Vision bespoke design





Forbo's Flotex provides the formula for fun at Brewers Fayre

National pub-restaurant chain, Brewers Fayre, is incorporating two of Forbo Flooring Systems' high quality floor coverings at the heart of its current refurbishment project to update its children's play areas. The family dining brand owned and run by Whitbread Hotels and Restaurants has commissioned a bespoke Flotex Vision design inspired by The Beano to create a series of vibrant recreation spaces across the country for its younger guests to enjoy.

Flotex offers a completely unique flooring solution in that it combines the hardwearing and durable characteristics of a resilient floor with the warmth and comfort of a textile covering. It is the only truly washable textile-flooring product on the market and is strong, hygienic and totally waterproof, making it ideal for indoor activity areas where children eat and play.

"We have used the full range of Forbo's products for many years," explained Mark Anderson, Director of Aspire Flooring, the company that has installed the new flooring in more than 25 Brewers Fayre locations to date. "The client chose to use Flotex Vision due to its multiple high performance characteristics and variety of design options. Not only is it extremely durable but it also has sound dampening properties, is slip resistant and contributes to a healthy internal environment."

Flotex Vision offers a wide range of design options, allowing for any image to be replicated through digital printing. There are 500 options to choose from in the Flotex online digital library, from realistic images of natural materials such as a pebble beach to a contemporary floral design.

As Brewers Fayre already had a well-established partnership with The Beano, choosing a bespoke Beano design for the flooring in its play areas was an

obvious extension to continue its partnership and to provide families with a fun and engaging experience.

The non-fray construction of the flooring is made up of 70 million fibres per m². The fibres are flexible and comfortable underfoot, yet their design and strength enables them to maintain their shape and quality even in areas prone to spillages and high usage. In addition, they help capture dust and impurities from the air, releasing twice as many allergens on cleaning than standard carpet.

Flotex carries the Allergy UK seal of approval and also contains, Sanitized[®], an antibacterial treatment to inhibit bacteria such as MRSA and E Coli, as well as preventing the development of stale odours.

"Forbo's Flotex was the obvious choice for our children's play areas," said Josie Baldwin, Marketing Manager at Brewers Fayre who managed the roll out of the 'Play At' refurbishment project. "The eye-catching, tailor made design coupled with the comfort and durability of the product has enabled us to provide a bright, fun environment for our younger guests that is also safe and hygienic in a food and drink establishment."

Brewers Fayre have also installed Forbo's Surestep Wood floor covering in Seagrass in their refurbished units, which offers advanced cleaning and maintenance properties as well as guaranteed lifetime slip resistance. "With regard to the installation of both the Flotex and Surestep products, we encountered no problems," added Anderson. "Both floor coverings are manufactured to a high standard and we find that we are able to deliver successful projects time and again by using these materials that meet with the high standards expected by the client."

Samples: 0800 731 2369 Enquiries: info.flooring.uk@forbo.com Collections: www.forbo-flooring.co.uk