



Project:

The Salad Bowl

Location:

Liverpool

Flooring Material:

Eternal Wood, Eternal Palette

Design Reference:

Eternal Wood warm chestnut 10362,
Eternal Palette apple 40882



Food on the go in style thanks to Forbo

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.

A highly praised entry in the 2012/2013 Fly Forbo competition, Salad Bowl is a new convenient food concept, offering customers fast, fresh and healthy food throughout breakfast and lunchtime. Situated in the heart of Liverpool's business district, Salad Bowl opened its doors at the end of 2012 after the young business directors, Matt Cole and Adam Meyers, won the Barclay's One Small Step competition for best business idea.

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.

Eternal Wood offers specifiers a wide choice of 20 colourways ranging across traditional and authentic designs, with realistic colours and natural characters such as oak and pine, to modern and abstract woods with fresh light and intense dark colours, in various plank sizes.

Forbo's Eternal Palette has been installed to inject a burst of colour into the flooring design and to also help customers with way finding from the order points to collection points. Eternal Palette is a solid look sheet vinyl that incorporates fine glitter in the coloured wear-layer, and is available in 24 colours including soft tones and bright primary colours.

Adele and Lori continue: "Forbo's Eternal collection offers a wide range of designs and colours, but importantly it also incorporates an R10 slip resistance that meets the requirements of ISO 10582 and EN 649 – making it ideal for this project where there is the need to protect staff and customers from the slip hazards associated with food and drink spillages."

Dan Tebay, Quantity Surveyor at Krol Corlett Construction who undertook the internal fit out of Salad Bowl, comments: "Forbo offers great, reliable service as well as excellent quality products that can be easily installed, hence why we have used Forbo on many, various projects.

"The flooring installed on this project really sets off the Salad Bowl branding, which looks great and helps to pull together the integrated design concept"

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.

