

Blott

TUNBRIDGE WELLS



simply
beautiful
floors



Client :
Blott Stationers

Architect :
Raylian Ltd

Contractor :
Raylian Ltd

Sector :
Retail

Product :
WP318, Carbo

Area :
80m²

Blott is the new name in fun, contemporary stationery aimed at children and adults alike. With its prototype store opening in Tunbridge Wells, it was crucial that the style of the new retail unit reflected the company's unique branding through clean, bold interior design and clever methods of merchandising.

Using block colours and strong shapes, Raylian Ltd, Store Design and Fit Out Specialists created the ideal shop interior for this fresh faced stationery retailer. As the design took shape, it was clear that the criteria for the flooring should be based around three key requirements – visual effect, colour and quality.

Raylian researched a number of potential floor coverings that could offer the visual effect that Blott wanted, but the only option that ticked all of the boxes was Karndean's 'Carbo' design flooring from its commercially focused 'Opus' range.

Nick Short, Creative Director for Raylian comments: "Blott Stationery wanted a store that would stand out in a busy high street and Karndean's Opus range of design flooring suited the brief perfectly.

"We chose the Carbo plank for its overall visual effect. The colour meant that the finished flooring acted as a complimentary statement to the other aspects of the interior scheme."

Chris Manson, Owner of Blott Stationery continued: "Karndean's design flooring was perfect for the design of our first shop. Opus was extremely competitive on price and the range gave us plenty of colours to consider.

"Choosing durable vinyl flooring over a ceramic, stone or wood alternative has given us a floor covering that is easy to clean and simple to maintain. The commercial wear layer will undoubtedly prove beneficial, especially in traffic hotspots like doorways and queuing areas.

"The flooring works for us on every level. It suits the design of our store and meets all of the criteria of a busy retail environment. We will definitely look to Karndean for the design of our future stores."

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