



**Tobermore**

WORLD CLASS PAVING & WALLING

#CaseStudy

9

Bet365 HQ

////// Staffordshire

Commercial





Fusion | Graphite &amp; Silver

**Architect**  
Wood Goldstraw Yorath

**Main Contractor**  
John Sisk & Son Ltd

**Sub-contractor**  
Techniblock

**Groundworker**  
E.P McEvilly Contractors

**Products Used:**  
Fusion | Graphite & Silver  
Country Kerb | Granite Aggregate

**“We think the landscaping complements the building beautifully. The combination of Fusion paving with the Country Kerb is perfect.”**

Adam Allsopp | Wood Goldstraw Yorath

## Tobermore Fusion Helps Shape Future for New Bet365 HQ

Wood Goldstraw Yorath was faced with a large undertaking when designing the new Bet365 Office Headquarters in Staffordshire. But Tobermore was on hand to help make the job easier with the supply of hard landscaping products suitable for the contemporary new building.

The new 13,000 sq m base was built on the site of the former Sentinel Newspapers office in Media Way in Stoke-on-Trent and is nearly double the size of the Bet365's previous headquarters at Festival Park in the area.

Adam Allsopp, Architectural Technologist at Wood Goldstraw Yorath explained: **“The objective of the project was to provide a**

**landmark state-of-the-art office facility and the high quality finish expected by - such a prestigious client as Bet365, one of the world's leading online gambling providers.”**

Adam explained the architecture firm's decision to incorporate concrete block paving into the landscape design: **“Concrete block paving products provide a design flexibility that other paving products do not offer, while maintaining a high level of durability.”**

The Tobermore Midlands Sales team presented a variety of concrete block paving products and provided a free landscape design service to help the

architect find the most suitable option for the modern aesthetics of the new office headquarters.

Tobermore's Fusion block paving was of particular interest to Wood Goldstraw Yorath. The vibrant granite aggregate surface layer offered a striking, contemporary appearance that was in keeping with the desired style of the project. Fusion also offered hard-wearing characteristics and the availability of modular sizes and beautiful colour options.

Adam Allsopp said there was a variety of reasons as to why Fusion was specified for the project: **“The aesthetics, durability, long life-cycle and value of the product met the requirements of the scheme perfectly.”**

A combination of Fusion in Silver, Mid Grey and Graphite colours was used alongside Tobermore's Country Kerb in a granite finish, similar to the granite aggregate surface of Fusion. The paving and edging combination created an attractive, futuristic landscape for the

Bet365 head office.

Adam explained their choice of product colour and laying pattern: “The design concept was to create a contrast to the regular building proportions with a randomised pattern to soften the rigid aesthetic of the building itself.

**“We think the landscaping complements the building beautifully. The combination of Fusion paving with the Country Kerb is perfect.”**

Adam praised the service provided by Tobermore: **“No issues at all were encountered during the landscape aspect of the project. The team was so helpful and pro-active throughout the development, and the free Tobermore landscape design service was invaluable.”**

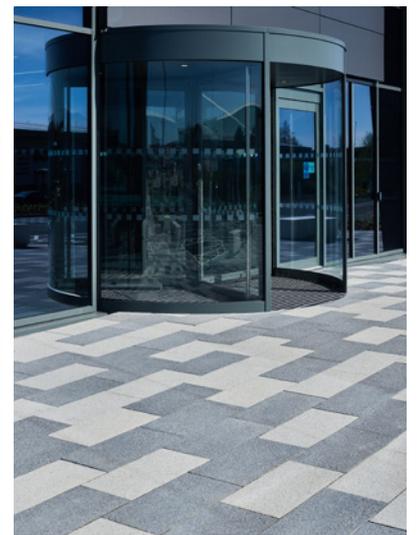
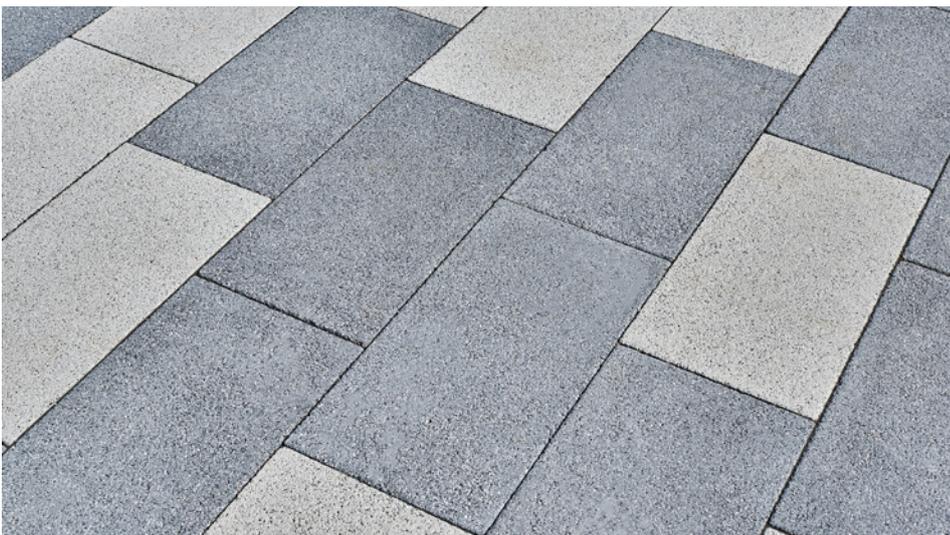


Fusion | Graphite &amp; Silver

Scan for  
more images



Or visit:  
<http://bit.ly/2e6Z3qI>



**Tobermore**

WORLD CLASS PAVING & WALLING

**Tobermore Head Office**

2 Lisnamuck Road, Tobermore, County L'derry, BT45 5QF

Tel: 028 7964 2411 Fax: 028 7964 4145

[www.tobermore.co.uk](http://www.tobermore.co.uk) | **0844 800 5736** |    