



PROJECT: **IGA Supermarket**  
 LOCATION: **Werribee, VIC**  
 PRODUCT: **Polyflor 'Expona art & design' commercial tile and plank.**

# CORPORATE

The internal fitout of this new store was designed by IGA Distribution Victoria's retail Development Department.

This 570m<sup>2</sup> store is located on the corner of Cottrell and Greaves Street North in Werribee, Victoria and is ideally situated with convenient access for both the local community and passing traffic. Being within 2km of both of the major supermarket chains, it was imperative that this site provided a suitable alternative shopping destination.

Working very closely with the Landlord's consultants and the Builder, Peter Cafaro as lead designer and Project Manager, was able to create an integrated project that has delivered a professional retail solution for both the Retailer and Landlord.

With a free rein being offered by both the Landlord and Retailer, Peter has carefully selected from the extensive range of vinyl flooring products available from Polyflor Australia, to create distinctive yet subtle lines of demarcation between the various departments within the retail trading area.

The liquor sales area is clearly defined with the use of "Expona 6157" to give an almost domestic feel with the rustic timber planking. The larger format Expona stone and design #7103 (Colour - Concrete) tiles have been utilised throughout the main retail floor area to replicate an understated polished concrete finish. The fresh food area has been accentuated with Expona stone and design #7102 (Colour - Grey Mosaic) giving the area a distinctive exposed aggregate texture. Polysafe "Twilight" sheet vinyl has been specified in the food preparation areas.

Paint colours throughout the store, combined with the clever use of vinyl flooring products have produced a contemporary yet understated ambience, not typically seen in larger format supermarkets.



CONTACT: **Polyflor Australia** TELEPHONE: **1800 777 425** EMAIL: [sales@polyflor.com.au](mailto:sales@polyflor.com.au) WEB: [www.polyflor.com.au](http://www.polyflor.com.au)

