

PROJECT BRIEF



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PROJECT: JB Hi-Fi, Bourke Street Store

INSTALLATION: Trump Floorcoverings

FLOORING: Polyflor 'Expona Design' in Cool Grey Concrete vinyl tiles

ADHESIVE: Kiesel Star100 antimicrobial adhesive

JB Hi-Fi Bourke St

ELECTRONICS RETAIL CHAIN

JB Hi-Fi's basement store at 206 Bourke St, Melbourne, is one of the five largest in the 135 store national chain. An average of 30,000 customers pass through the store each month looking for the latest in electronic equipment – computers, mobile phones, iPads, digital TVs, as well as cds and dvds,

The six-year old store has just undergone refurbishment, including a completely new floor. National Fitout Project Manager for the JB Hi-Fi Group, Chris Welsford, said that usually their stores had polished concrete floors, but because this one already had a timber floor, Polyflor's

Expona Design luxury vinyl tiles were selected.

Welsford had seen the Expona range at a recent retail expo and had been impressed with it. "We chose the tiles in the 'Cool Grey Concrete' colourway because it resembled the polished concrete we usually have, but it reflected the light better."

The mottled effect of the colourway is a feature of the Expona range enhancing the natural appearance of the flooring.

"Because the basement is quite a dark area, that extra reflection off the surface lifted the brightness. Also, the vinyl tiles are softer underfoot

than solid concrete, which is more comfortable for our staff."

Expona Design luxury vinyl tiles are recommended for use in very heavy commercial situations such as department stores, hotels, offices, schools, hospitals and airports. The 457 x 457mm tiles are treated with a polyurethane finish for ease of maintenance.

They are classified as 'antistatic', an important consideration in an electronics store.

The Bourke Street store's 1000 square metre floor was completely rebuilt using hardboard underlay.

The tiles were laid using Kiesel 'Star100' antimicrobial adhesive, which is Green Star VOC compliant.

Welsford said he was impressed with the speed and efficiency of the installers, Trump Floorcoverings.

"Whilst the store trades seven days a week, we worked Sunday to Thursday completing 100 square metres a night. At the close of trade each day we relocated all the fittings, the floor was prepped and laid, and we were able to move the racks back in the morning."

Doing it this way over the space of two weeks meant there was minimal disruption to customers.



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