



**PROJECT:** Priceline Store  
**LOCATION:** Sydney, NSW  
**PRODUCT:** Polyflor 'Expona art & design' tile and plank.  
**INSTALLATION:** Trump Floorcoverings

# PROJECT BRIEF

## flooring design for a better environment

Changing the colour scheme, logo and slogan is a big step for a national retail identity, and to be effective, it must be reflected in the fitout of their stores.

Priceline have achieved this quite sensuously with the layout and colour scheme of their new concept store in George Street, Sydney. The 1000m<sup>2</sup> store opens its arms to the consumer with wider aisles, lower product gondolas and a fresh and inviting colour scheme based on the new heart shaped logo in a juicy watermelon pink.

"The idea was to open up the store visually for the consumers and to move away from the old red and white supermarket-style we had before," says Priceline's project managers David Hadley and Wolfgang Hoefchen.

Integral to the upmarket yet welcoming look is the flooring.

Trump Floorcoverings worked with Priceline's design department, recommending Polyflor products.

"They had the products and the colour range," says Trump director, Joe Dovile.

"Like all Polyflor products, these are hard wearing and easy to clean, yet stylish."

Making a welcoming statement, the entry area is in Woodplank, an elegant dark stained woodgrain vinyl. Beyond the entry, the floor changes to Travertine, a marble effect tile, its soft beige and gold echoing the gondolas, and allowing the pink signage to sing.

While customers won't see it, pharmacists working in Priceline's 170 pharmacies will certainly notice that the dispensaries are floored with Classic Mystique cushioned vinyl, softer underfoot for people standing up all day.

