

# PROJECT BRIEF

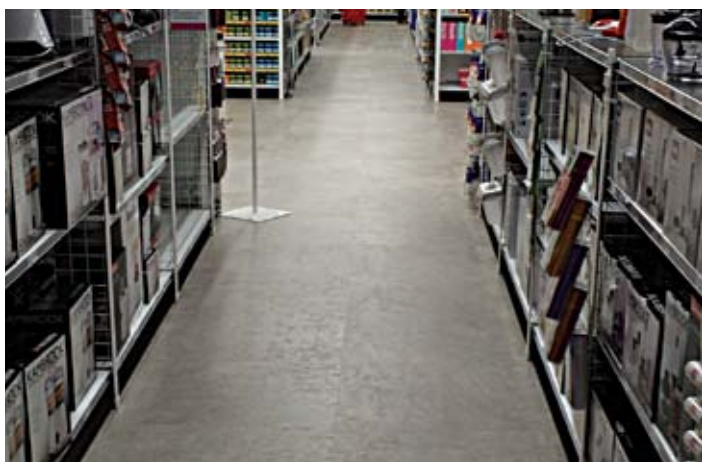
## PROJECT BRIEF

PROJECT: Spotlight  
LOCATION: Bayswater VIC  
DESIGNER: Spotlight Retail Group  
INSTALLER: Finer Floor Finishings  
PRODUCT: Expona Design – Light Grey Concrete 7236  
KIESEL: Okatmos star 100



Spotlight is a family owned and operated business with stores throughout Australia, New Zealand and Asia. When you head into a Spotlight store you can find almost everything you need to kit out your home along with haberdashery, craft and a party section. Many Spotlight stores have concrete flooring which can be quite costly especially to maintain, so when it came to refurbishing their Bayswater store, the Spotlight Retail Group looked to vinyl flooring. Expona Design 'Light Grey Concrete 7236' was selected as it perfectly replicates the look of concrete yet is much easier to maintain thanks to the product's

polyurethane surface treatment. Compared to traditional concrete flooring, vinyl flooring is also softer underfoot and more comfortable to walk on benefitting both their staff and the thousands of customers that walk through this store each year. Due to the heavy traffic flow, Expona Design was specified as it is designed for heavy commercial applications where hard wearing and durable flooring is a requirement. Expona Design is an environmentally friendly floorcovering that is 100% recyclable, phthalate free and has achieved GreenTag Silver Level A rate certification.



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