

Simply the worlds best **retail floor** Salvatore Ferragamo, Joyce May, Surface, Events, Lane Crawford, Banana Republic, Armani, Country Road, Calvin Klein, Prada, TSUM, Max Mara, Max Studio, **Polo**, Mark Jacobs, Donna Karan, Holly Hunt, Glue, Jupiters, Star City, Myer, Kate Spade, Liberty, Sussan, Sportsgirl, Adidas, deBijenkorf, Heals, Nine West, Pr Hudson Coffee, McCafé, Delias, Esprit, Saks 5th Avenue, NAB, Portmans, Westfield, David Jones, Table Eight, Lane Crawford, Witchery, Nautica, Toyota, Nissan, Jaguar, House, Joyce May, Southgate, **DKNY**, Warner Bros, Surface, Nixon Hair, Nadaman, Seven Stones, Calibre, Pedder Red, Cino to Go, ABS, Hourglass JKT, Hugo Boss, Orotan, Polo, David Lawrence, Disney, Chase, Smeg, Miele, Martin + Osa, Salvatore Ferragamo, TUMI, Surface, Events, Lane Crawford, Banana Republic, Armani, Country Road, **Calvin Klein**, Prada, Witchery, Max Mara, Max Studio, Mark Jacobs, Donna Karan, **Holly Hunt**, Glue, Jupiters, Star City, Myer, Kate Spade, Liberty, Sussan, Sportsgirl, Portmans, deBijenkorf, Heals, Nine West, Prada, Hudson Coffee, McCafé, Delias, Esprit, Saks 5th Avenue, NAB, Portmans, Westfield, David Jones, Table Eight, Lane Crawford, Witchery, Nautica, Toyota, Nissan, House, Joyce May, Southgate, DKNY, Warner Bros, Surface, Nixon Hair, Nadaman, Seven Stones, Calibre, Pedder Red, Cino to Go, ABS, Hourglass JKT, Hugo Boss, Orotan, Polo, **Smeg**, David Lawrence, Disney, David Lawrence, Chase, Max Studio, Miele, Martin + Osa, Salvatore Ferragamo, TUMI, Surface, Events, Lane Crawford, Banana Republic, Westfield, Country Road, Calvin Klein, **Prada**, TSUM, Max Mara, Max Studio, Polo, Mark Jacobs, Donna Karan, Holly Hunt, Glue, Jupiters, Star City, Myer, Kate Spade, Liberty, Sussan, Sportsgirl, **Adidas**, deBijenkorf, Heals, Nine West, Prada, Hudson Coffee, McCafé, Delias, Esprit, Saks 5th Avenue, NAB, Portmans, Westfield, David Jones, Table Eight, ABS, Lane Crawford, Witchery, Nautica, Toyota, Nissan, Jaguar, House, Joyce May, Southgate, DKNY, Warner Bros, Surface, Nixon Hair, Nadaman, Seven Stones, **Calibre**, Pedder Red, ABS, Hourglass JKT, Hugo Boss, Orotan, David Jones, David Lawrence, Polo, Disney, McCafé, Smeg, Miele, Martin + Osa, Salvatore Ferragamo, **TUMI**, Surface, Events, Lane Crawford, Banana Republic, Armani, Country Road, Calvin Klein, Prada, TSUM, Max



Armani

Adidas, deBijenkorf, Heals, Nine West, Prada, Hudson Coffee, **Saks 5th Avenue**, McCafé, Delias, Esprit, NAB, Portmans, DKNY, Westfield, Warner Bros, Surface, Nixon Hair, Nadaman, Seven Stones, Glue Pedder Red, Cino to Go, Armani, Hourglass JKT, Hugo Boss, Orotan, Polo, David Lawrence, Disney, Chase, Smeg, Miele, Martin + Osa, Salvatore Ferragamo, TUMI, Surface, Events, Banana Republic, **Armani**, Country Road, Calvin Klein, Prada, Max Mara, Max Studio, Mark Jacobs, Donna Karan, Holly Hunt, Jupiters, Star City, Myer, Kate Spade, Liberty, Sussan, Sportsgirl, Adidas, deBijenkorf, Heals, Nine West, Prada, Hudson Coffee, McCafé, Delias, Esprit, Saks 5th Avenue, NAB, Portmans, Westfield, David Jones, Table Eight, **Lane Crawford**, Witchery, Nautica, Toyota, Nissan, Jaguar, House, Joyce May, Southgate, Warner Bros, Surface, Nixon Hair, Seven Stones, Calibre, Pedder Red, Cino to Go, ABS, Hourglass JKT, Hugo Boss, Delias, Orotan, Polo, David Lawrence, Disney, Chase, Smeg, Miele, Salvatore Ferragamo, Polo, Surface, Events, Lane Crawford, Banana Republic, Armani, Country Road, Calvin Klein, Prada, TSUM, Max Mara, Max Studio, Polo, Smeg, Mark Jacobs, Donna Karan, Holly Hunt, Glue, Jupiters, Star City, Myer, Kate Spade, Liberty, Sussan, Sportsgirl, Adidas, Heals, Nine West, Prada, ABS, Hudson Coffee, McCafé, Delias, Esprit, Portmans, Westfield, David Jones, Table Eight, ABS, Lane Crawford, Witchery, Nautica, Toyota, Nissan, **Jaguar**, House, Joyce May, Southgate, DKNY, Warner Bros, Myer, Esprit, Surface, Nixon Hair, Nadaman, Seven Stones, Calibre, Pedder Red, Cino to Go, ABS, Hourglass JKT, Orotan, Polo, David Lawrence, Disney, Chase, **Hugo Boss**, Smeg, Miele, Salvatore Ferragamo, TUMI, Surface, Events, McCafé, Lane Crawford, Banana Republic, Armani, Polo, Country Road, Calvin Klein, Prada, TSUM, Max Mara, Max Studio, Mark Jacobs, Donna Karan, Holly Hunt, Orotan, Glue, Jupiters, Star City, Myer, **Kate Spade**, Liberty, Sussan, Sportsgirl, Adidas, deBijenkorf, Heals, Nine West, ABS, Prada, Hudson Coffee, McCafé, Delias, Esprit, Saks 5th Avenue, NAB, Portmans, Westfield, David Jones, Table Eight, Lane Crawford, Witchery, Glue, Nautica, Toyota, Nissan, Jaguar, House, Joyce May, Polo, **as voted by staff.**

## The retail floor wish list...

“The floor is the most important element in the space, creating a **dynamic viewing experience**, a centrepiece that enables people to be **inspired** about the products.”



Calvin Klein



Adidas

**We asked retail owners and designers about their aims and ideals. Here are their responses:**

**To create** a unique, stylish appearance with unequalled presentation of product, service and inspiration.

**To form** an individual, distinctive look which employs hard, yet tactile materials that become the interior face of the store and emphasize the brand.

**To entice** the customer with a clear, flush floor offering the promise of interesting product. Maintaining an uninterrupted plane, providing the customer with a sense of beyond.

**To encourage** customers through the sales process. From curiosity, to seduction and selection - an ongoing interactive journey.

**A showcase**, creating a gallery for the product to be brought to the foreground and viewed.

**To transport** you out of the normal retail environment to another world. To not just sell product, but experiences. The creation of a calm oasis inside the frantic design of a shopping mall.

**To present** a distinctive look, and help brand the retail experience.

**To offer** a space that allows the customer to experience the ritual of selection.

**To simplify** the process of product comparison and selection through minimalism, function and sophisticated finishes.

**A sanctuary**, created by the material used, resulting in an inviting space where the floor adds richness and softening influences.

## Retail flooring should...

### enhance /

to focus the customer's eye on what is being sold, while complementing the floor stock.

### brand /

to create and uphold the image of the retailer, marketing the brand and selling the company.

### impact /

to influence the customer experience and create a pleasurable ambience for the retailer.

### last /

with ease of maintenance and durability defining a retail floor that improves gracefully with age.



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