

CASE STUDY: ATWELL OPTOMETRISTS



Atwell Optometrists

'The benefits of using carpet tiles are clear' Atwell Optometrists are a newly established independent optometrist delivering excellent "traditional" customer service with modern flair and state of the art technology & expertise. Recently their brand new retail store was unveiled in Atwell, WA. A contemporary strip of buildings with large light filled, showroom-style retail spaces and consultation rooms nestled behind. Atwell were given a completely new look to complement the fashionable look & styles of their product collections and technology to achieve the perfect retail space.

Project: Atwell Optometrists

Designer: BHO Interiors

Product: Friendly Tiles® - Tweed and Bouclé

Project Brief:

Originally the brief for this project was to use a broadloom carpet, however the Designers pointed out the benefits to the client if they selected carpet tiles. In particular the life-cycle benefits of a carpet tile as opposed to a broadloom carpet were key factors. Create a modern, contemporary look without it becoming sterile.

Create a comfortable and friendly working environment for their staff and clients to enjoy.

Project Challenges:

Coming up with a design that was light in colour that still had a comfortable feel. A product that could stand up to traffic in a retail environment. A design that mirrored the quality of their service & products.

Why Signature Floorcoverings:

Signature's Fashion Friendly carpet tiles were selected for their colour palette and on-trend design qualities. Proven track record in working collaboratively with BHO Interiors.

Signature Floorconcepts' carpet tiles are always "In Stock" to ensure fast turnaround for project deadlines.

Client Feedback:

The client is extremely happy with the end result and they have had many compliments from staff and their clients alike.

Credits:

BHO Design - Bryan Ho & Senior Designer Jesmine Sim

Masterfloors - installation

Signature Floorconcepts – Karen Inglis