



# FLOORING FOR HOSPITALITY

PUBS, CLUBS & GAMING







## CONTENTS

Signature's history	4
Working together	6
Brand partnership	6
Design partner and adviser	8
How we work – Bespoke services	10
Case studies – Pubs, clubs & gaming	12
• Chirnside Park Country Club	14
• Dandenong RSL	18
• Club Auburn	20
• Frankston RSL	24
• Mulgrave Country Club	28
Custom products	32
• Woven Axminster	32
• Handtufted	33
• Tufted	34
• Dye injection	34
• Modular carpet tiles	35
In stock products	36
• Ready-to-Wear Axminster	36
• Carpet tiles	38
• Vinyl planks	40
• Woven vinyl	41

## ON OUR COVER



**Project:** Mulgrave Country Club  
**Designer:** BSPN Architecture  
**Photography:** Renee Green Creative



### 30+ years of improving guest experience with luxurious hospitality carpets

Since 1989, Signature Floors has garnered a reputation for designing creative, on-trend and luxurious flooring in leading hospitality projects in Australia & New Zealand. Using our stocked product lines of carpet tiles, vinyl planks, woven vinyl coupled with custom carpets and Ready-to-Wear Axminster – designers are offered fresh perspectives to create spaces that look stunning, feel comfortable, and are easy to maintain.

At its core, Signature is an Australian-owned and operated business, backed by an experienced in-house textile team with the expertise to cater to the evolving needs of the hospitality industry. Our solutions enable hotels and other venues to offer a positive and rejuvenating experience for people spending time away from home.

By uncovering the latest trends, technological advances, and performance requirements in commercial flooring, the team consistently develop fit-for-purpose and flexible designer solutions that serve broader goals like guest satisfaction, comfort and profitability.

“Design is key to guest experience in hospitality, with flooring serving as a foundational backdrop.”





## Brand partnership

Whether you're an architect, facility manager, building contractor or interior designer, partnering with Signature offers a distinct list of benefits.

- It's easy to order stock and execute projects on time, given our national presence. Stocked lines can be typically delivered within 3-5 days of placing an order, with custom carpet delivery timelines starting from 8-10 weeks.
- Enjoy an end-to-end solutions partnership, which ensures our team of experts remain at your disposal from ideation through to execution.
- Deliver functional design within budget, despite growing budget constraints. Since flooring is a significant expense in hospitality fit-outs, Signature offers solutions across a range of price points to maximise the return on your investment.

"Signature holds a substantial stock commitment to deliver flooring solutions quickly across Australia & New Zealand."



**Project:** Laundry Brewery  
**Photography:** Chris Pearce



## Design partner and adviser

Count on the expertise of our in-house textile designers to come up with creative carpet solutions for your hospitality project. Here are two ways to collaborate with the business to meet your project goals:

- Choose Signature's on-trend and in-stock products like Ready-to-Wear Axminster carpets, vinyl planks, carpet tiles and woven vinyl to give your project a quick, designer update without the usual wait times.
- Go 100% bespoke with Signature Studio's custom carpet solutions. Get creative with your brief, plus select from five fully customisable carpet mediums – hand-tufted, woven, tufted, modular and dye-injection. Also, refer to the Studio's design book, an excellent repository of design ideas for your next project.

“Bring your vision to life with Signature's customisable design mediums, unique fibres, manufacturing techniques and sumptuous colours.”



**Project:** Chirside Park Country Club  
**Designer:** BSPN Architecture  
**Photography:** Dylan James





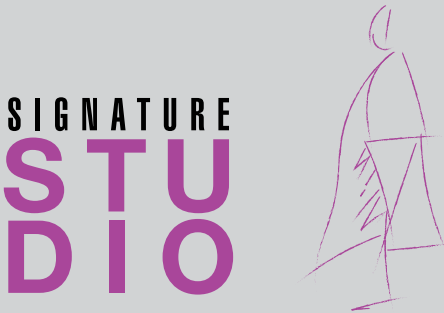
# Bespoke services

Looking to design flooring your way? Collaborate with Signature Studio's textile design team to create exclusive, colour-rich and bespoke carpets that align with your hospitality space.

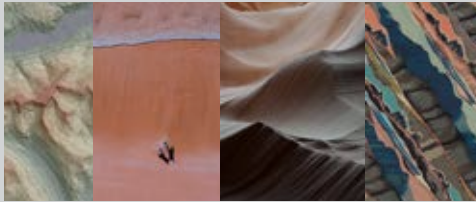
## THE CUSTOM CARPET WORKFLOW

The process starts with ideation, where you liaise with the Studio team to crystallise your design brief. Our designers then create 3D room visualisations to help you bring your idea to life. Once approved, we create a handtrial/carpet sample to help you get a real sense of the design.

Next, the production process is set in motion in our state-of-the-art manufacturing facilities. This is where your design is transformed into a beautifully crafted custom floor covering.



### 1. DESIGN BRIEF/INSPIRATION



### 2. CONCEPT DESIGN



### 3. FLOOR LAYOUT



### 4. VISUALISATION



### 5. HAND TRIAL



### 6. INSTALLATION





## Pubs, clubs and gaming

Signature's body of work in hospitality extends to some of the trendiest and most design-savvy pubs, clubs and gaming venues in collaboration with the country's leading design studios and architects. While each venue is dramatically different from the other, the thing that ties them together is design.

The following pages will provide you with a detailed account of our capabilities with snapshots of some of our most coveted projects and how we typically collaborate with clients to bring their vision to life.

“Choose off-the-shelf convenience or go bespoke. Signature's projects offer a glimpse into the numerous possibilities with designer flooring.”



**Project:** Club Auburn  
**Designer:** Nettletontribe Architects  
**Photography:** Luc Rémond



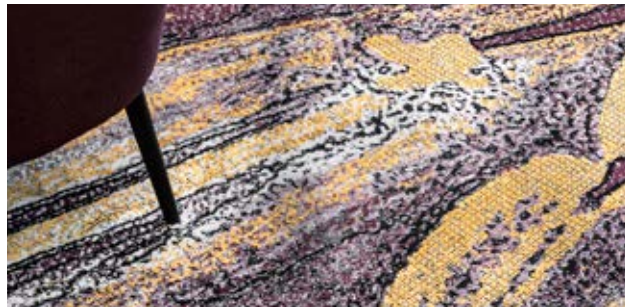
## Chirnside Park Country Club

CUSTOM WOVEN

Chirnside Park Country Club, Australia is a glowing testament to BSPN's and Signature's creative partnership. It's also a gorgeous example of the Studio's capabilities with the woven medium.

The brief was focused on subtle organic textures and motifs found in nature. The architects also provided a detailed mood board, coupled with face-to-face meetings to fine-tune artwork ideas and elements like scale, colour and construction. The Studio team then created designs through digital rendering techniques, fusing hand-drawn motifs, photo collaging and pattern layering.

In the final layout, transparent foliage, tree shadows, dappled light, and micro textures combine to create a statement flooring collection. The earthy colours combine with delicate mark-making/linework to create seamless placement designs. The absence of repeat patterns lends the carpet the appearance of a giant artwork splayed across the floor. Its 80% wool and 20% nylon composition makes it robust and hardwearing but also comforting and supportive underfoot.



**Designer:** BSPN Architecture  
**Photography:** Dylan James









## Dandenong RSL

CUSTOM WOVEN &  
READY-TO-WEAR AXMINSTER

The Dandenong RSL refurbishment project in Melbourne offers evidence of the Studio's versatility and creativity. BSPN's brief stipulated a design inspired by overlapping geometric lines and fragmented shapes contrasted with soft, organic and graduating tones. The architecture studio also provided our designers with an overarching interiors concept including, all intended finishes and looks for the refurbishment. Our process involved working closely with the architects to offer concept ideas, further crystallised through visual communication and close conversations.

The chosen custom woven design feels warm and inviting in the venue's vibrant café and gaming area, highlighting teal, green, and gold tones. In the bistro area, on the other hand, the Studio has implemented a slightly different approach. They've cleverly incorporated recoloured Ready-to-Wear Axminster for a fresh and contemporary look while also creating a seamless transition between the different spaces.



**Designer:** BSPN Architecture  
**Photography:** Renee Green Creative





## Club Auburn

SEMI-CUSTOM MODULAR CARPET TILES

When Club Auburn in Sydney's western suburbs relocated to a new build, architects Nettletontribe reached out seeking the Studio's expertise in custom carpet design. They were looking to create a range of spaces, each with its own identity, appealing to a variety of guests. The brief: to develop distinctive yet harmonised carpet designs for different areas across the two levels of the venue.

We selected modular flooring for its versatility, visual appeal and functionality in commercial interiors. What's also great is a low-minimum order quantity that makes it easy to incorporate a multitude of designs while keeping costs down.

Club Auburn's semi-custom modular carpets are akin to statement artworks. Motifs feel like scattered abstract patterns and run multi-directional across the floors, lending interest and pizzazz to this contemporary hospitality venue. The blended and layered appearance of each design, made from commercial quality nylon, also makes it ideal for high traffic.



**Designer:** Nettletontribe Architects  
**Photography:** Luc Rémond







## Frankston RSL

CUSTOM WOVEN

For the Frankston RSL refurbishment, Melbourne, BSPN Architecture appointed Signature Studio to develop hardwearing, unique yet cohesive custom carpets. The woven medium was chosen unanimously for its luxurious craftsmanship as well as durability and colour variety.

The reception area carpet, for instance, is inspired by the watercolour effects of a feature wallpaper. Its deep blue tones and blue-tinted greys are reminiscent of the nearby ocean. Likewise, the gaming room carpet, which comes off the reception area, relates in terms of softness. This space offers a moody feel with pattern linework in a large-scale placement design that introduces deep burgundy reds to contrast the blues.

The Café area boasts a feminine and daytime mood with soft peaches and subtle colour diffusions into green. The pattern inspirations here come from large geometric shapes and topographic lines. The Sports Bar uses the same palette as the Café but takes on a more masculine design, inspired by naturally occurring veins in marble, with the regimented patterning of geometry.



**Designer:** BSPN Architecture

**Photography:** Renee Green Creative







# Mulgrave Country Club

CUSTOM WOVEN

After developing a trusted relationship with Signature during Phase 1 of the club's renovation, BSPN Architecture collaborated during Phase 2, desiring a complete venue transformation. While the detailed brief demanded a different inspiration for each area, the Studio had to ensure all designs worked cohesively in the final installation.

For instance, the carpets in the Bistro, Mulgrave and Heritage dining areas are inspired by a trowelled plaster finish effect with soft paintbrush strokes mimicking the delicate underside of oyster mushrooms with ribbon-like linework. The palette includes eucalypt greens and soft mushroom pinks, moving into rust reds. The design is of a large, abstracted scale, showcasing bold contrasts in the Bistro area while moving to a softer, subtle variation of the design in the Mulgrave and Heritage rooms.



**Designer:** BSPN Architecture  
**Photography:** Renee Green Creative











Woven Axminster

Woven Axminster is the gold standard in custom carpets for hospitality spaces. It's a durable, wool-rich carpet created using state-of-the-art Axminster looms. This weaving technique makes the most complex and intricate designs come alive in high definition and a range of colours. Using Signature's custom Axminster program, our in-house designers can take your ideas and transform them into beautiful and practical designs that lend comfort, personality and luxury.



**Project:** Chirnside Park Country Club  
**Designer:** BSPN Architecture  
**Photography:** Dylan James

Handtufted

Hand tufting delivers a premium feel, making it a popular choice for wall-to-wall carpets and one-off bespoke rugs in hospitality venues. The technique endows carpets with softness and the ability to sport rich colourful designs. What's more, since carpets are deeply textured, the construction style lends itself to eclectic décor styles. Imbue personality and durability in your projects with hand tufted floor coverings composed of silk, bamboo and wool yarns.



**Project:** Altona Sports Club – Bistro  
**Designer:** BSPN Architecture



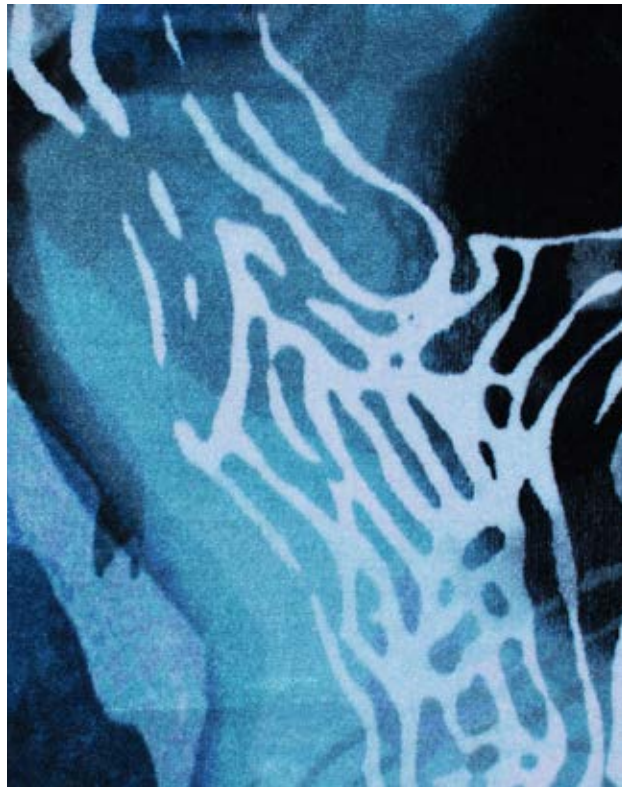
## Tufted

The tufted medium features a combination of cut and loop constructions creating a textured effect. What's more, the combination of high and low pile heights ensures carpets are sturdy and hardwearing. Tufted floor coverings are typically crafted from solution dyed nylon (SDN). Choose from a kaleidoscope of colours, metallics and fluorescent yarns to create a statement carpet or rug for your project. Ideal for rooms with heavy foot traffic.



## Dye injection

If you're looking for unique ways to creatively design your carpet, digital printing could offer a fitting solution. Using high definition 76 DPI inkjets with a durable white nylon carpet substrate, Signature's designers can create detailed graphic patterns across various textured bases. In combination with a varied palette of vibrant colours, the dye injection medium offers endless possibilities in design. Ideal for area rugs, carpet tiles and wall-to-wall carpets.



**Project:** Club Auburn  
**Designer:** Nettleontribe Architects  
**Photography:** Luc Rémond

## Modular carpet tiles

Signature's custom modular offering provides designers with a world of creative and functional benefits. Not only does it open doors to custom and semi-custom design opportunities, but the modular medium also ensures a robust and hardwearing floor that can withstand heavy traffic in hospitality areas. The Club Auburn project is an outstanding example of semi-custom modular carpet tiles at work. You can now go custom with modular flooring in three easy steps.

1. Pick an existing base pattern and texture
2. Select an overlay pattern and colour
3. Choose a shape





## Ready-to-Wear Axminster

Give your hospitality project a quick update without compromising on aesthetics and style. When time is of the essence – Signature's Ready-to-Wear Axminster carpets offer the perfect combination of flexibility, convenience and design. Choose from an assortment of coloured graphics for a speedy transformation without the usual wait times associated with custom carpets. The Ready-to-Wear range is a suitable choice in both hospitality and other commercial installations where exceptional performance is desired. Whether you're looking to refurbish an old hospitality venue or installing flooring for a brand-new build, enjoy great looks, lasting value and a cost-effective solution with this off-the-shelf range.

“Signature's Ready-to-Wear designs are currently in stock. Enjoy convenience, performance and style without long wait times.”





# Carpet tiles

Evoke comfort and make your guests feel right at home with Signature's durable range of carpet tiles. With endless options in pattern, colour and texture, design floors that are on brand and uniquely yours. Modular offers the additional benefit of zero downtime in case of damage. Say goodbye to disrupting guests, revenue loss and high maintenance costs with individual tile replacement options available.

If sustainability is a priority, we have you covered. All carpet tile collections are low-VOC, and GreenTag certified for reduced environmental impact. Customise by colour, acoustic backing (Comfi Bak®) or in 10 Shapes by Signature for a minimum order size.

“Signature has the most extensive collection of stocked colours across a range of carpet tiles, planks and shapes.”



Collection: Raw Elements by Signature Floors  
Photography: Mike Baker





## Vinyl planks

Enjoy efficiency, flexibility and a streamlined project flow, with precious time saved in bespoke and large-scale projects. Signature's commercial-grade vinyl planks feature true-to-life renditions of wood and stone designs. For creative and unexpected outcomes, pair vinyl planks with our modular carpet tiles and woven vinyl ranges.

These robust and high-performing planks come with a 0.55mm wear layer to camouflage scratches and indentations in high traffic areas like passages, bathrooms and breakout areas. But there's more. 88 Planks, one of our most distinctive vinyl plank ranges is now available with a GreenTag Certification and Declare Labels. All plank ranges are currently in stock for delivery in Australia & New Zealand.

“Can't find the right plank size for your flooring project? Ask about our customisation options today.”



**Declare.**

## Woven vinyl

Enjoy the best of both worlds – the comfort and texture of textiles and the uncompromising performance of vinyl. Woven vinyl is a durable and stylish alternative to carpet tiles and vinyl planks, offering a range of benefits for designers of the built world. Woven vinyl is waterproof and slip-resistant, reducing injuries from slips and falls in hospitality settings. With 19dB sound absorption – guests can enjoy less walking noise without the need for an additional acoustic underlay.

Add contemporary flair to hospitality settings. The woven fabric is naturally waterproof, easy to maintain and shows no visible seams – ensuring an uninterrupted and flawless finish in commercial interiors.

“Colour block or colour code areas with this sustainably manufactured flooring material composed of 10% recycled materials.”



**Project:** 2 Park Street, Sydney  
**Designer:** Intermain  
**Photography:** Simon Whitbread

**Collection:** 88 Planks by Signature Floors  
**Photography:** Mike Baker



**innovation & inspiration**



**Signature Floorcoverings Pty Ltd**  
Unit A 698 Great South Road Penrose 1060 Auckland  
tel 09 414 2001  
**[signaturefloors.co.nz](http://signaturefloors.co.nz)**