

# Willow Florists

BLACKMINSTER, WORCESTERSHIRE



**Client :**  
Willow Florists

**Sector :**  
Retail

**Product :**  
Van Gogh, Burn Ginger  
(VG5-7)

In the summer of 2007, Blackminster based company Willow Florists were affected by serious flooding which left their floor completely ruined.

Getting the business back on track was crucial for owner Cheryl Powell, so as soon as the flood waters receded, repair work began with the installation of a quality floor from Karndean. This also provided a new contemporary look more reflective of the company's brand image.

Whilst aesthetics were a key consideration for the main reception area, where the floor needed to be aspirational yet practical, Willow Florists had other factors to take into account and Karndean's Commercial team were able to recommend a bespoke solution to suit the site conditions.

Firstly, to help retain heat within the unit, Karndean's free floating, dual underlay Versilay sub-floor preparation system was installed to provide thermal insulation between the cold concrete floor and final layer of design flooring. As well as providing a superior surface ready to receive the new floor covering, installing Versilay would also prove crucial for helping reduce noise within the unit during busy trading periods – delivering an impact sound reduction of up to 22dB and an airborne noise reduction of around 58dB.

When it came to choosing the flooring design, Willow Florists opted for the look and feel of real wood by selecting from the popular Van Gogh range. Due to the variety of colours in the product it was decided that Burnt Ginger would help hide some of the mess often created by flower arranging, giving the unit a much tidier appearance. Because the large 48" x 7" planks in the Van Gogh range were quick and easy to install, fitting time was substantially reduced making it business as usual for Willow Florists sooner than they expected.

**Call :** 01386 820104

**Email :** [commercial@karndean.co.uk](mailto:commercial@karndean.co.uk)

**Visit :** [www.karndean-commercial.co.uk](http://www.karndean-commercial.co.uk)

simply beautiful floors