

# PROJECT BRIEF



## flooring design for a better environment™

**PROJECT:** Bobux Retail Store, New Zealand  
**INSTALLATION:** BeeJay Flooring  
**ADHESIVE:** Kiesel Star100 antimicrobial adhesive  
**FLOORING:** Polyflor 'Forest fx' in European Oak

### BOBUX

#### THE BOBUX STORY IS TRULY INSPIRING,

What started as a parents' desire to keep comfortable shoes on their daughter's feet is now an international business success with distribution of their products to over 32 countries worldwide.

Bobux is a leading innovator in children's footwear, promoting eco-friendly practices and shoes that protect and promote healthy development as little ones take their first steps.

Their eco-friendly philosophy, which carries right through to their materials and even packaging, was an important consideration when designing their new retail store in East Tamaki, Auckland.

"We wanted flooring that is eco-friendly and has a natural look, representing everything that our brand stands for" says Lance Turnbull, Global

Business Development Manager for Bobux International Ltd. "We chose Polyflor Forest FX because it had performed exceptionally well in our previous store and achieves the desired realistic timber appearance, bringing a warmth and natural impression to our retail space."

Forest FX is a heterogeneous vinyl sheet flooring that uses authentic reproductions of popular wood designs. European Oak was selected from the striking 14 colour pallet, giving the store a relaxed, open and inviting appearance.

Consistent with the Bobux eco-friendly philosophy, Forest FX is Green Star compliant and manufactured under ISO 14001EMS (Environment Management System). It has a polyurethane reinforcement (PUR) that provides

enhanced protection, making it easy to clean and maintain. This was an important requirement specified by Bobux, considering many little feet and often hands are coming into contact with the floor on a daily basis.

The PUR also facilitates a 'lifetime polish-free' guarantee as part of the recommended maintenance regime, reducing chemical and water usage by 55% compared to traditional cleaning - further enhancing the environmental benefit.

Highly durable and simple to install, the realistic wood effects of Forest FX perfectly befits modern retail interiors, creating a practical and comfortable environment with a design focus.



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