

(PILKINGTONS CASE STUDY – BOOTS THE CHEMIST)

CASE STUDY: BOOTS THE CHEMIST, NEW STORE AT DRAKE'S CIRCUS, PLYMOUTH

Getting the corporate identity exactly right is a crucial element with every new store opened by Boots the Chemist. As a major High Street 'name', the continuing success of the Boots brand rests at once on creating a sense of 'familiarity' with customers, whilst at the same time keeping abreast of contemporary retail aesthetics.

This approach has been adopted with great success at Boots' flagship store in Plymouth. Located at the heart of the prestigious new Drake's Circus shopping mall in Plymouth town-centre, this 1700m² single storey unit opened its doors in October 2006 with the full Boots retail 'offering' – pharmacy, health & beauty, baby, opticians and food & drink.

The store has that indefinable – but very recognisable – Boots quality in every aspect of its interior design. Boots' Architectural Manager, Philip Wxxxxxx, was acutely aware of ensuring that every detail was spot on. Working closely with Nottingham architects, Lewis & Hickey, he set about creating what he calls a 'premium retail environment':

“We knew from our experience of other Boots’ stores in Plymouth and across the UK that footfall would be heavy,” said Philip. “This obviously meant we needed flooring that would be both pleasing on the eye and durable enough to withstand wear and tear for many years.”

Having previously specified Quiligotti Terrazzo flooring tiles at other Boots’ stores, it should have been a routine decision to repeat the process at Drake’s Circus.

Unfortunately, the floor slab at the store – as provided by the developer – was in such a bad state that the remedial work required would potentially have dislocated the entire building and interior design schedule. It would have created serious knock-on effects for every aspect of the store’s design, opening date and marketing.

‘Slimline’ provides a time-saving solution!

To overcome this setback – and following urgent consultations with Quiligotti Sales Director, David Gxxxx – it was decided that time could be ‘clawed back’ by using an alternative and innovative type of flooring tile from the Quiligotti Terrazzo range, ‘Slimline’, which could nevertheless be specified in Boots’ standard flooring colour.

‘Slimline’ tiles come in at a thickness of just 18mm which makes them ideal for both the refurbishment of floors and

also where limited floor bedding depth is available. They are quick and easy to lay and are supplied 'pre-polished' so no on-site grinding is required.

In addition, none of the well-known characteristics of Quiligotti Terrazzo floor tiles - including their strength, wear and fixing properties – are compromised. To the relief of all concerned, 'Slimline' tiles provided the 'fast track' solution Boots were looking for.

Available in a range of attractive and contemporary-looking finishes from four main design groups (including Granite, Galaxy, Rustic and Marble), Terrazzo 'Slimline' has proved itself time and again in other high-footfall locations including supermarkets, shopping malls, railway stations and airports.

In illustrating how effective Quiligotti 'Slimline' tiles can be in off-setting many of the knock-on effects created by a highly specific flooring problem, we hope this case study provides a suitable introduction to what is a highly versatile product.

For more information on 'Slimline' and the full range of other Quiligotti Terrazzo flooring products – standard or

bespoke - make sure you call us today on 0161-727 1187 or
e-mail Q.sales@Pilkingtons.co
