



DESIGN  
SERVICE

# FLOORCRAFT

SONIC CUT CREATIVE FLOORING DESIGNS  
Unequalled creative possibilities for your flooring



THE ULTIMATE  
FLOORING EXPERIENCE





DESIGN  
SERVICE

# FLOORCRAFT

## CONTENTS

■ Design service: The process	4
■ Personalise your space	6
■ Stimulate your environment	18
■ Simple signage	28
■ Design library	34

---

iQ product range - "Girl with a Pearl Earring"  
Johannes Vermeer - special design for Material  
Xperience 2015 show, Tarkett NL



# DESIGN SERVICE: THE PROCESS

In every building, the floor covering can have a huge influence on the look and feel of the entire environment.

The FLOORCRAFT Design Service helps designers, architects, planners and building owners to make the most of this creative opportunity. This service offers almost limitless scope for stunning effects and eye-catching concepts.

Launched in 1993, FLOORCRAFT is a unique and increasingly versatile service facility. Each idea is explored and visualised. When the final design is approved, it is translated into a computer program for precision cutting.

However simple or complex the original design brief, the service offers clients proven versatility. Our experienced team is ready to apply their FLOORCRAFT's skills to your project, building on your ideas and helping to bring them to life.

The sonic cut components are manually assembled into panels and clear adhesive tape is placed on the surface to hold the pieces together during installation and removed once the flooring adhesive has set.

A detailed plan is provided with all panels labelled. Larger features will be supplied in multiple panels.

Sonic cutting can be used to create intricate designs that will fit together precisely.

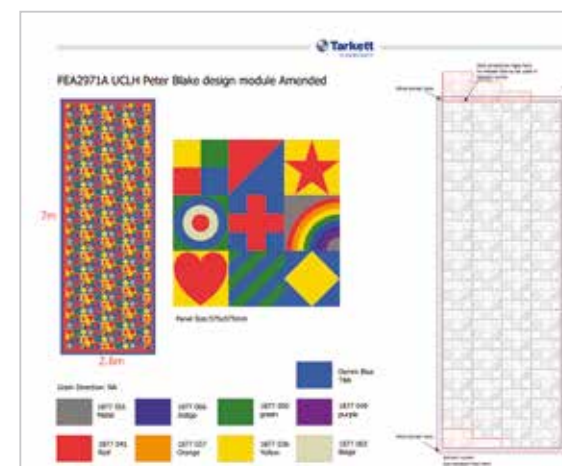
- The sonic blade oscillates at 20,000 cycles per second. This creates a sonic wave around the blade.
- The computer program controls the position of each cut line and also the pattern consistency.
- As the blade approaches the flooring product, molecules move apart in the flooring and a cut line is created with no loss or damage to the material surface.
- The individual pieces are then assembled for a perfect fit.



1 Initial Sketches are developed into final designs.



2 Final designs are drawn using computer software to produce cutting programs.



3 Detailed plans make installation easier.



4 Cutting programs are transferred to our sonic cutting machines.



5 The cut pieces are then assembled in our factory.



6 Ready to be sent to the site for installation.



# PERSONALISE YOUR SPACE

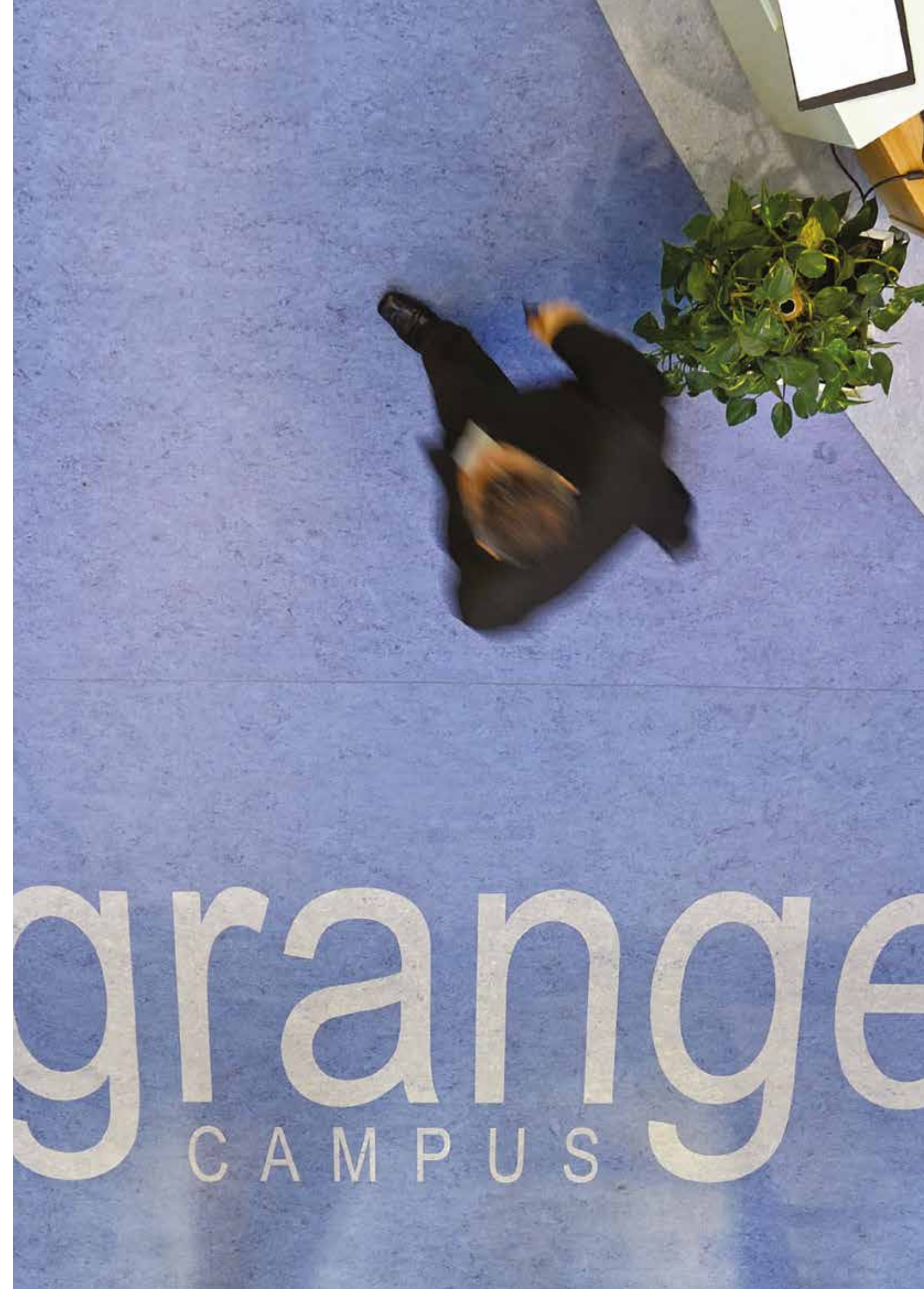
A logo and image are important elements of an organisations' identity.

FLOORCRAFT can incorporate this into the overall floor concept to create a welcoming and recognisable atmosphere for customers, visitors and staff.

From basic lettering, to logos and emblems, your identity can be easily transformed into a feature for inclusion in the floor.



Name: Grange Academy  
Country: United Kingdom  
City: Kilmarlock  
Products: Linoleum Veneto xf<sup>2</sup>





---

With the FLOORCRAFT standard design collection you can lend a unique identity and high end look to your floor and space at a reasonable cost.



---

Name: Wexham Park Hospital  
Country: United Kingdom  
City: Slough Berkshire  
Products: iQ Granit





Name: Salisbury Hospital  
Country: United Kingdom  
City: Salisbury Wiltshire  
Products: Eclipse Premium







Name: Jamie Oliver's Fifteen Restaurant  
Country: United Kingdom  
City: Watergate Bay Cornwall  
Products: iD Inspiration

Sonic cut component pieces fit together perfectly. When assembled into an approved design, even complex designs can be completed with extreme accuracy.

#### DESIGNER FLOORS

This bespoke design was created by FLOORCRAFT using sonic cut Luxury Vinyl Tile flooring material. Each sonic cut piece was individually assembled into panels to create this fantastic contemporary interior.







---

The FLOORCRAFT Design Service has helped to create countless individually customised flooring schemes for healthcare, education, retail and housing sectors around the world.

Tarkett's flooring collections offer hundreds of colours and textures, and a versatile professional palette delivers attractive and stylish design effects.



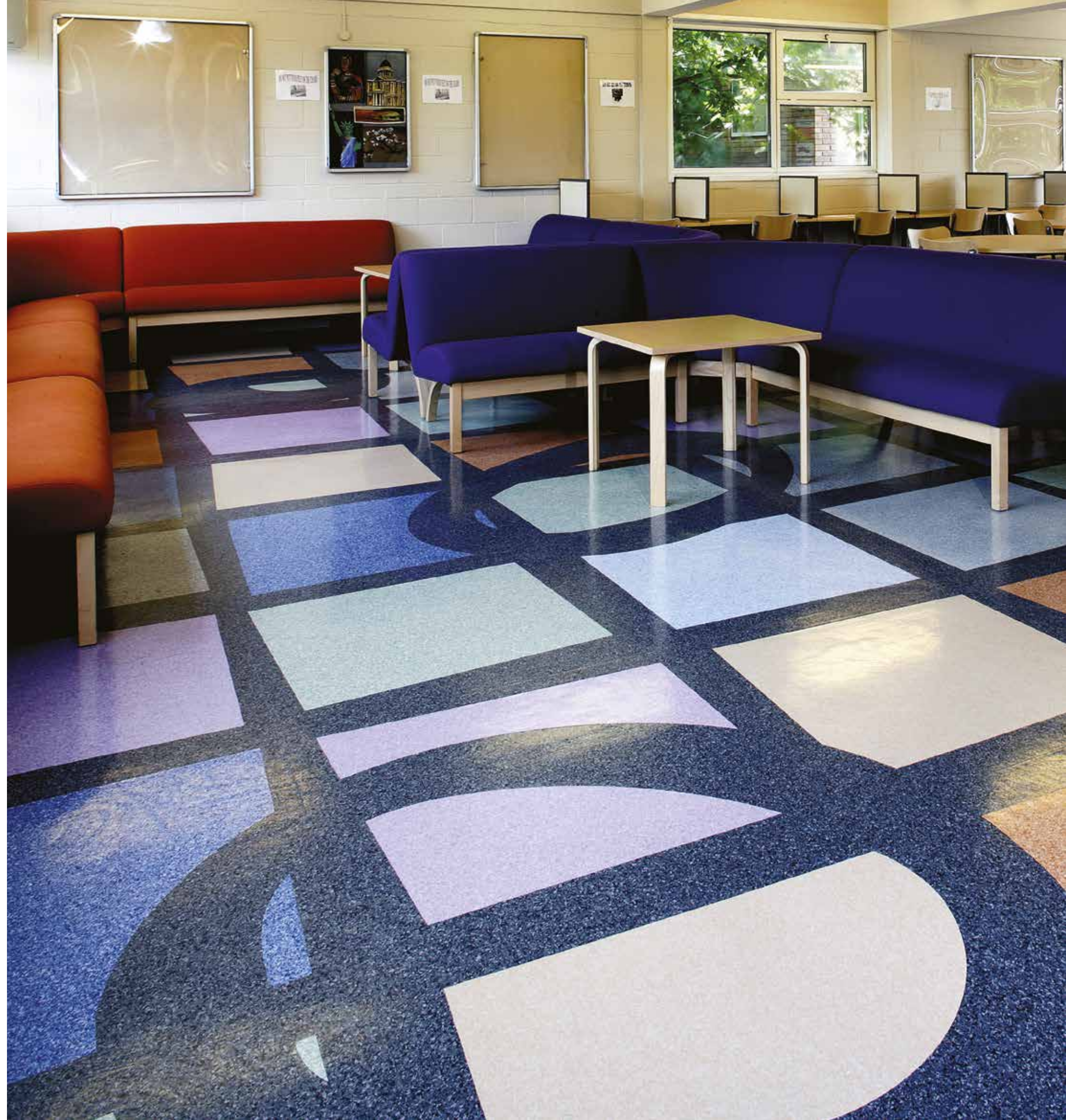
---

Name: Foxes Biscuits Two Sisters food group  
Country: United Kingdom  
Location: Yorkshire  
Products: iQ Eminent





Name : Lampton School  
Country: UK  
City: London  
Products: Eclipse





# STIMULATE YOUR ENVIRONMENT

In modern hospitals and nursing homes, attitudes about interior design and consequently flooring have changed considerably. Whereas before it was only about the function and performance of a room, today design concerns also play a major role. Research has shown that a stimulating environment promotes recovery. Appearance, colour and design make a valuable contribution.



Name: University College Hospital - Macmillan Cancer Centre  
Country: United Kingdom  
City: London  
Products: Micra Premium, Linoleum Veneto xf, Linoleum Etrusco xf







University College London Hospitals NHS Foundation Trust (UCLH) believes that visual art in a hospital has a positive influence on patients' well-being. It helps them to recover more quickly, and helps them to have a more positive attitude. Guy Noble, Art Curator for UCLH: "A number of prominent well-known British artists have developed a flooring design for the waiting rooms on the different floors. We approached these artists due to their reputation for creating challenging and inspiring work. Grayson Perry, Rob Ryan, Sir Peter Blake, Pure Evil and Morag Myerscough have created designs that make the waiting time a bit more pleasant for patients."

Each artist's design is carefully created by the highly-trained FLOORCRAFT team and professionally installed by Axiom Contract Flooring.



Name: University College Hospital - Macmillan Cancer Centre  
Country: United Kingdom  
City: London  
Products: Linoleum Etrusco xf<sup>2</sup>





Name: University College Hospital - Macmillan  
Cancer Centre  
Country: United Kingdom  
City: London  
Products: Linoleum Etrusco & Eclipse Spirit





An attractive environment stimulates recovery.  
FLOORCRAFT is the ideal solution in order to improve the children's ward in hospitals.



Name: Klinikum Salzgitter  
Country: Germany  
City: Salzgitter  
Products: iQ Granit





Name: Girvan Academy  
Country: Scotland  
City: Girvan South Ayrshire  
Products: Linoleum Veneto xf<sup>2</sup>



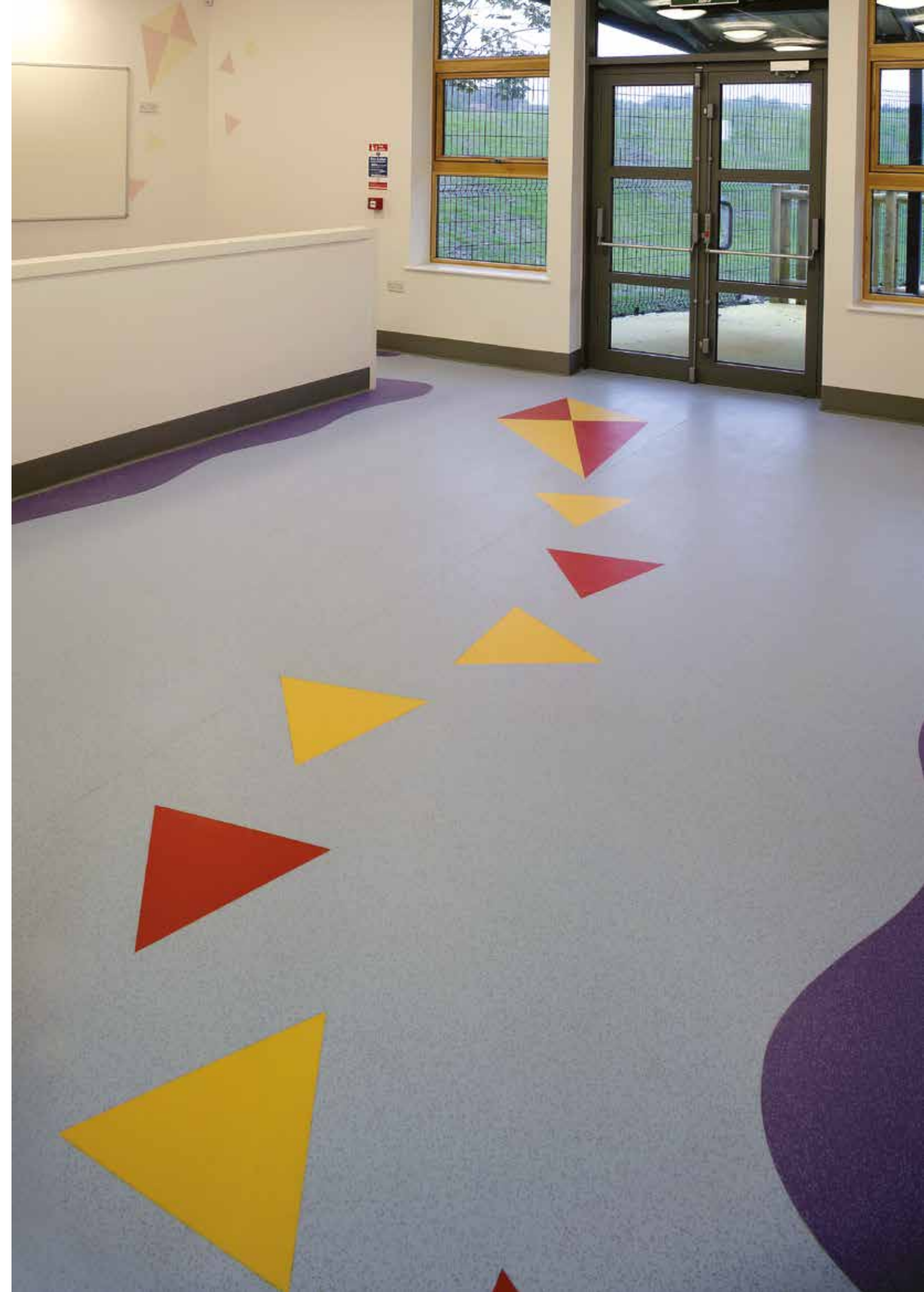


# SIMPLE SIGNAGE

Add signage to your flooring with the help of the FLOORCRAFT Design Service. Signage helps people to find their way and can make them feel safer, giving them a familiar environment.



Name: Romford Hospital  
Country: United Kingdom  
Town: Romford Essex  
Products: Eclipse Premium







Name: Zorghotel Zwijnove  
Country: the Netherlands  
Town: Zwijndrecht  
Products: iQ Granit








---

Name: Leicester Royal Infirmary  
 Country: United Kingdom  
 City: Leicester  
 Products: iQ Granit




---

Name: De Vlietoever  
 Country: Belgium  
 Town: Bornem  
 Products: iQ Granit



# DESIGN LIBRARY

The FLOORCRAFT Design Library has an extensive range of standard designs that can be implemented in any colour, and with practically any flooring in the Tarkett portfolio (please see you local sales rep for complete up to date list). You can also choose to provide us with your own design or to create a design together with our designers.

## ROSETTES & BORDERS



3D Pyramid



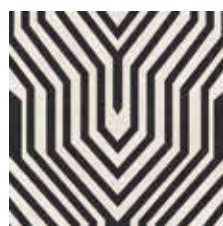
Around



Baroque



Celtic Rose



Convergence

FLOORCRAFT webpage



## URBAN & DIGITAL INSPIRATION



City



Flash code



Map dots



Music



Shopping time

## NATURAL FEEL



Birdy



Dandelion



Waterbanch



Ecology



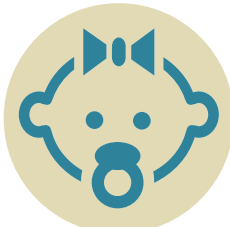
Expressice flower





The library also fulfills the specific needs of educational establishments. There are standard designs that are appropriate for different age groups and can be used in a creche, nursery, primary & secondary schools and higher education.

BABIES



Girls



Koala



Plane



B



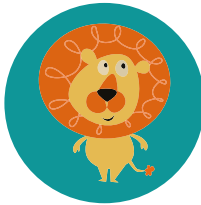
1



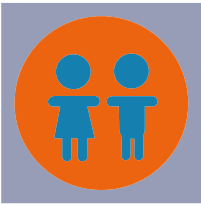
FLOORCRAFT webpage 



CHILDREN



Lion



Boy-girl toilet



Alien

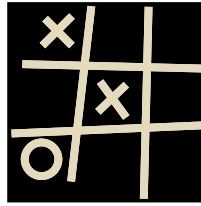


Panda

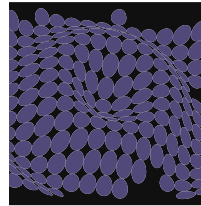


Crossroad

TEENAGERS



Oxo



3D circles



Player



Globe



Atome



The appearance of the floor can be emphasised by using imaginative decorative borders. In addition to aesthetic appeal, these designs can also be used to define different areas, or to indicate a path for pedestrians.

**BORDERS & BLOCKS**



Harlequin Border



Braid Border



Circle Border



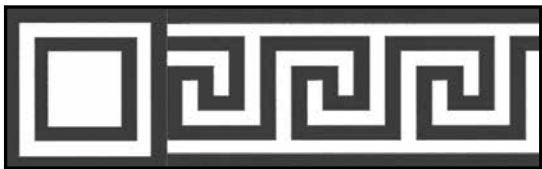
Square Border



Rope Border



Floral Border



Roman Key Border



Geometric Border



Ribbon Border



Surf Border



Victorian Border



Traditional Border





# FLOORCRAFT

## ■ WESTERN EUROPE

**Austria** Tarkett Holding GmbH,  
Niederlassung Wien – Tel. +43 1 47 88 062

**Belgium** Tarkett France Belux  
Tel. +32 16 35 98 80

**Denmark** Tarkett A/S – Tel. +45 43 90 60 11

**Finland** Tarkett Oy – Tel. +358 9 4257 9000

**France** Tarkett SAS – Tel. +33 1 41 20 42 49

**Germany** Tarkett Holding GmbH, Bereich  
Objekt – Tel. +49 62 33 810

**Greece** Tarkett Monoprosopi Ltd  
Tel. +30 210 6745 340

**Italy** Tarkett S.p.A. – Tel. +39 0744 7551

**Luxembourg** Tarkett GDL SA  
Tel. +352 949 211 8804

**Netherlands** Tarkett Holding GmbH,  
Vestiging Nederland – Tel. +31 416 68 54 91

**Norway** Tarkett AS – Tel. +47 32 20 92 00

**Portugal** Tarkett SA – Tel. +351 21 427 64 20

**Spain** Tarkett Floors S.L  
Tel. +34 91 358 00 35

**Sweden** Tarkett Sverige AB  
Tel. +46 771 25 19 00

**Switzerland** Tarkett Holding GmbH, Bereich  
Objekt Schweiz – Tel. +41 043 233 79 24

**Turkey** Tarkett Aspen – Tel. +90 212 213 65 80

**United Kingdom** Tarkett Ltd  
Tel. +44 (0) 1622 854 040

## ■ EASTERN EUROPE

**Baltic Countries** Tarkett Baltics  
Tel. +370 37 262 220

**Czech Republic** Tarkett France SAS, org.  
slozka – Tel. +420-271 001 602

**Hungary** Tarkett France SAS  
Tel. +36 1 437 8150

**Poland** Tarkett Polska Sp. z o. o.  
Tel. +48 22 639 31 68

**Russian Federation** ZAO Tarkett RUS  
Tel. +7 495 775 3737

**Slovakia** Tarkett France SAS, org.zlozka  
Tel. +421 248 291 317

**South East Europe** Tarkett Trade d.o.o.  
Tel. +381 21 7557 649 (44) 569 12 21

**Ukraine** Tarkett UA  
Tel: +38 (0) 44 569 12 21

## ■ ASIA AND OCEANIA

**Australia** Tarkett Australia Pty Ltd  
Tel. +61 2 88 53 12 00

**China** Tarkett Floor Covering (Shanghai) Co.  
Ltd. – Tel. +86 (21) 60 95 68 38 ext 841

**North East Asia** Tarkett Hong Kong Limited  
Tel. +852 2511 8716

**India** Tarkett France (India Branch)  
Tel. +91 11 4352 4073

**South East Asia** Tarkett Flooring Singapore  
Pte. Ltd. – Tel. +65 6346 1585

## ■ AFRICA

**Tarkett International**  
Tel. +33 1 41 20 41 01

## ■ MIDDLE EAST

**Tarkett Middle East**  
Tel. +961 1 51 3363/4

**Israel** Tarkett International  
Tel. +33 1 41 20 41 01

## ■ NORTH AMERICA

**USA** Tarkett Inc. – Tel. +1 713 869 5811 /  
Johnsonite – Tel. +1 440 543 8916

**Canada** Tarkett Inc. – Tel. +1 450 293 173

## ■ LATIN AMERICA

**Brazil** Tarkett – Tel. 55 12 3954 7108

**Argentina - Chile - Uruguay**  
Tarkett Latam Mercosur  
Tel. 54 11 47 08 07 72 / 54 9 11 44 46 88 82

**Colombia - Panama - Bolivia - Ecuador -  
Paraguay - Peru - Trinidad and Tobago**  
Tarkett – Tel. 55 11 9 8410 9310

**Mexico /Central America**  
Tarkett Latam Mexico – Tel. 52 735 392-3948