

CASE STUDY

BOLON

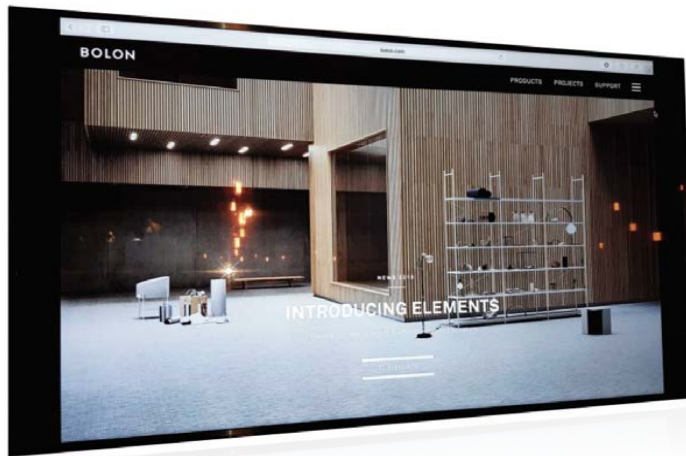
Flooring Concepts is the UK partner for Bolon, a Swedish design brand specialising in woven vinyl flooring which is used mostly in commercial spaces. It operates from its London based showroom and welcomes leading architects and interior designers to view the latest Bolon collections.

The company enlisted Avoira's expertise to manage and install an audio-visual display upgrade which was part of a wider showroom revamp.

This was split into three separate zones, with the centrepiece of the newly refurbished showroom a flexible audio visual system featuring a high impact 75" display screen. This is supported by a series of discreet speakers that blend in with the overall sophisticated ambience.

It's the perfect way to showcase Bolon, which is renowned for its quality, design and performance.

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Business Needs

Flooring Concepts' Showroom and Events Co-ordinator, Alice Tonks explained: "Every year we have a showroom refurb to promote the latest flooring collections."

"We'd previously had the old AV set-up for about five years and this year we had a big revision to our whole flooring range – and with that in mind we wanted to invest in a new display screen and audio set-up to bring everything up-to-date."

She praised Avoira's service, saying: "We'd never worked with Avoira before but after extensive research we decided the company had the best knowledge and solutions and could deliver exactly what we wanted."

"They offered the best advice and support and made sure everything ran very smoothly from start to finish. We are all delighted by what has been achieved."

"It brings flooring collections to life."

Our Solution

Avoira recommended a 75" 4K Samsung display in zone one, with the cable routes and position control switches planned in partnership with Flooring Concepts.

In zone two, the previous 42" display screen and associated audio system could only be controlled from the office in zone one. For maximum convenience the Avoira solution now provides three independent zones to deliver a high quality audio-visual experience.

A Barco ClickShare solution enables any of the 12 staff members to wirelessly mirror what's on their laptop, tablet or mobile phone directly onto the Samsung display screen.

"We use the screen to display high resolution images, play videos and for client presentations. As well as new collection launches we also display information about our company in an engaging and impactful way. It's an important focal point which is why we went for a much bigger screen," says Tonks.

Business Benefits

The impressive Samsung screen has been integral to the project's success.

"The 4K screen portrays lots more detail and has been very well received by our clients and work colleagues. It's important to see as much as possible on a larger scale. Installation images work particularly well," reports Tonks.

"The screen is an integral part of our sales process. It's on from 9am until 5pm everyday showing images. We can also tailor specific content for clients in a very intuitive and easy way."

She adds that "the back-office operating system is discrete, functional and very easy to use."

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