

# CFR

Carpet & Flooring Review

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## Features

Vinyl  
Training  
Fitting tools  
Cork

## Plus

Amtico profile  
Zone - bedroom  
StyleFile

Simply  
beautiful  
floors

Alternative Flooring has a creative and workable package for its Be retailers, incorporating initiatives all linked to the company's national campaign.

## Stand takes **centre stage**



The new corporate Be stand from Alternative Flooring gives strong in-store presence to flooring and is a striking modular concept incorporating the traditional carpet display methods with contemporary lifestyle graphics. The bespoke units have modern lighting and are finished in chrome, perspex and anodised metal.

These units are in response to extensive research and the need to provide the end user with identifiable brands on entering a carpet retailer's store.

It is a simple recipe – the consumer is persuaded by the lifestyle imagery and press, searches for the selected flooring and then is presented with the same professionalism and image when in-store.

The display comprises three main double units and a single corner or feature stand. Each double unit conveys a specific message:

Be Natural – a strong lifestyle image with a simple grid system to display the numerous textures available in natural fibre flooring;

Be Inspired – key lifestyle messages along with a display of the wide range of textured wool carpets;

Be Creative – an innovative design showing the customers how to be creative and design their own custom-made rug. The display demonstrates the simple process and the

options available;

Be Featured – promotes the new and latest trends in both natural and wool.

Consumers connect with the images and touch the product, which in turn helps retailers engage more strongly through appealing to the senses. Be retailers have heaped praise on the stand, which incorporates a quality package.

Mike Barber, Barber Flooring, Stratford-upon-Avon says "the stand is contemporary and eye-catching," whilst Joe Cass from Dovetail Carpets, Norwich adds "it is easy to use and the staircase is a great touch."

John Attenborough, Classic Carpet Company, Leicester concludes: "The stand is pride of place in our store and shows the upmarket flooring to its best effect. The Be unit is user-friendly allowing the consumer to browse and feel."

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