

why concrete?

concrete tile, overlay and countertops

*“The floor is the most important element in the space, creating a **dynamic** viewing experience, a centrepiece that enables people to be **inspired**.”*

Designers will:

create a unique, stylish appearance with unequalled presentation of product, service and inspiration.

form an individual, distinctive look which employs hard, yet tactile materials that become the interior face of the store and emphasize the brand.

entice the customer with a clear, flush floor offering the promise of interesting product. Maintaining an uninterrupted plane, providing the customer with a sense of beyond.

encourage customers through the sales process. From curiosity, to seduction and selection - an ongoing interactive journey.

showcase, creating a gallery for the product to be brought to the foreground and viewed.

transport you out of the normal retail environment to another world. To not just sell product, but experiences. The creation of a calm oasis inside the frantic design of a shopping mall.

present a distinctive look, and help brand the retail experience.

offer a space that allows the customer to experience the ritual of selection.

simplify the process of product comparison and selection through minimalism, function and sophisticated finishes.

sanctuary, created by the material used, resulting in an inviting space where the floor adds richness and softening influences.

In **retail** Concrete Collaborative architectural products will:

enhance / focus the customer's eye on what is being sold, while complementing the floor stock.

brand / create and uphold the image of the retailer, marketing the brand and selling the company.

impact / influence the customer experience and create a pleasurable ambience for the retailer.

last / with ease of maintenance and durability defining a retail floor that improves gracefully with age.

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collaborative

collaborate
w: concrete-collaborative.com.au
e: sales@concrete-collaborative.com.au
p: 1800 OVERLAY (1800 683 752)