

La Senza, Nationwide



Entrance Matting

When leading high street lingerie chain La Senza was looking for stylish new entrance mats, it didn't have to go undercover to find a sensible solution.

Howe Green worked closely with the store's designers to craft the ideal product to be rolled out in 60 stores across the country.

As La Senza's unique branding plays a major part in the company's identity, Howe Green was asked to incorporate the company's logo into each carpet for maximum impact. As well as fitting in with La Senza's fashionable image, the matting also had to be able to remove dirt and moisture from the shoes of a constant stream of customers to keep the inside of the shop clean and free of water hazards.

Project:

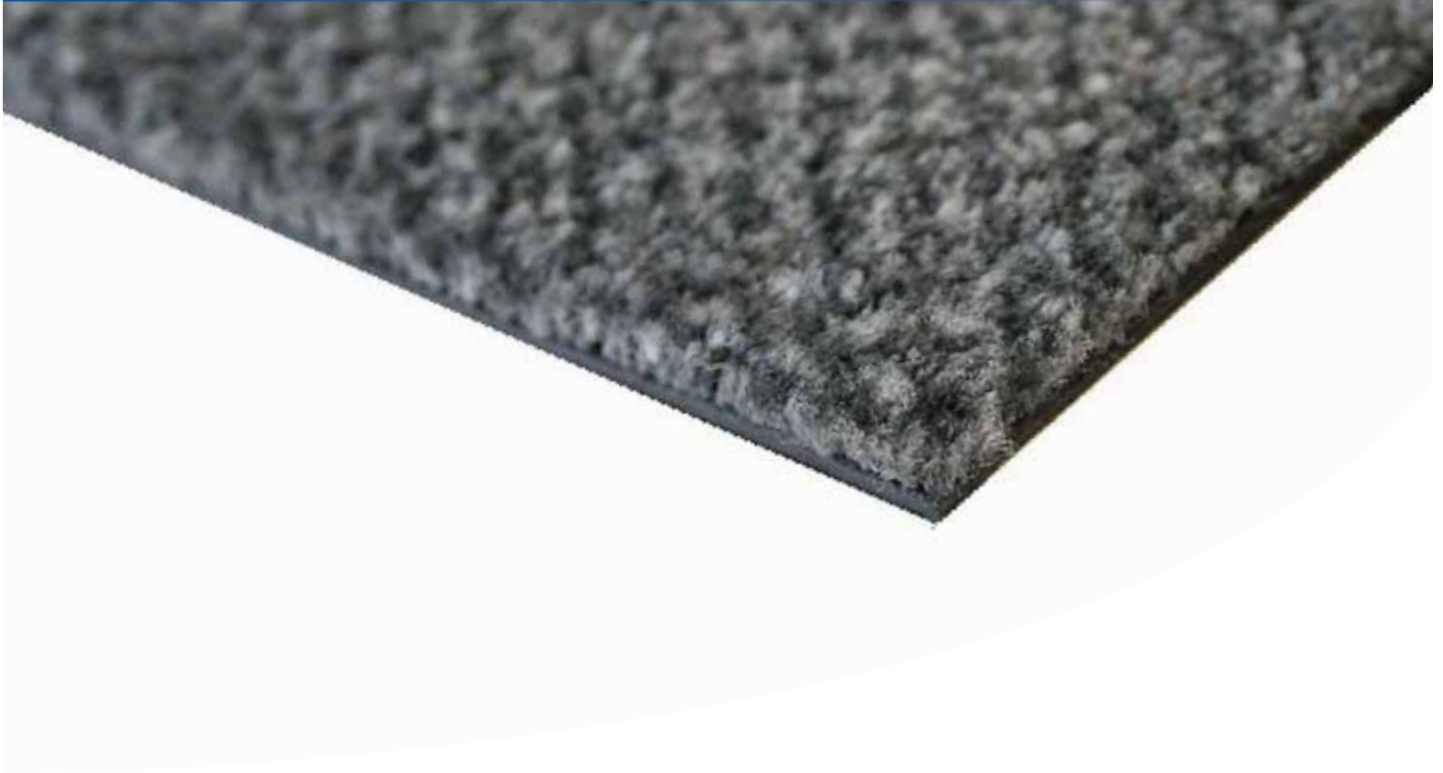
La Senza – 60 stores nationwide

Product:

Broadway high performance barrier carpeting



Broadway high performance barrier carpeting



Performance

The company's Broadway Carpet was chosen because of its hard-working durability and striking appearance. Available in either 2m width broadloom or standard-sized throw down matting, the Broadway range effectively removes dirt and moisture from heavy pedestrian traffic – concealing and locking in the particles until the mat is cleaned.

Manufactured using specially-formulated high density scraping yarns, together with fine polyamide 6.6 yarns enabling superior moisture retention, Broadway is B1 fire retardant and comes in half a dozen standard colours to suit most applications.

As well as offering an eye-catching appearance, Howe Green's matting system can help reduce maintenance costs, diminish legal claims based on slips and falls and improve air quality by removing dirt particles before they enter the building.

Installation

The versatile entrance mats were cut by professional carpet fitters from 2m square sections to fit each individual store's layout – with a radial trim to the top edge. The distinctive logo was inlaid into every carpet using cutting edge, computer-controlled manufacturing techniques and the mats were then retro-fitted throughout the branches over the course of several weekends to allow for minimal disruption to the sales floor and guaranteeing a lasting first impression with La Senza's shoppers.

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