



**“We were looking for a fast,
efficient, durable and sustainable
way to install the floor”**



Now that's ASDA price

**Supermarket chain, ASDA
needed a fast way to install
a cost-effective flooring
solution in its 24 hour store.
IOBAC was the only answer.**

THE CHALLENGE:

In the hectic world of 24-hour retail, time is money. So when ASDA looked for a quick installation solution for the busy cafe area in its Hull store, IOBAC's flooring system was the obvious choice.

ASDA needed the area to be installed overnight during less busy store hours to minimise disruption to sales. The cafe area also acted as a route for large pallets and forklifts to bring stock into the store, so the floor had to be able to withstand significant weight and traffic.



“IOBAC was laid in the busy cafe area overnight”

THE SOLUTION:

IOBAC’s magnetised flooring solution was laid in the busy cafe overnight. This reduced installation time to just hours, compared to the days it takes for traditional adhesive flooring. The IOBAC flooring system has been fitted for 5 years with no reported issues from ASDA.

The Hull store is a 24-Hour, high footfall, large format store, so future maintenance works to a traditionally installed floor would hinder sales in the store. If an IOBAC floor is ever damaged, tiles can be easily replaced in seconds - mitigating loss of revenue for the retailer.

THE BENEFITS:

- › Installation times reduced from days to hours
- › Minimised disruption to 24-hour store trading
- › The durable and stable floor can support heavy foot fall and heavy rolling traffic
- › Minimising loss of revenue through future maintenance works
- › Tax savings from IOBAC’s removable surface

“We chose to specify IOBAC as we were looking for a fast, efficient, durable and sustainable way to install the cafe floor. The entire installation was completed overnight, ensuring sales were not affected.”

- Christopher Peers, National Architectural & Specification Manager