

adore® retail traffic

Macomb Mall Redefines Commercial Standards

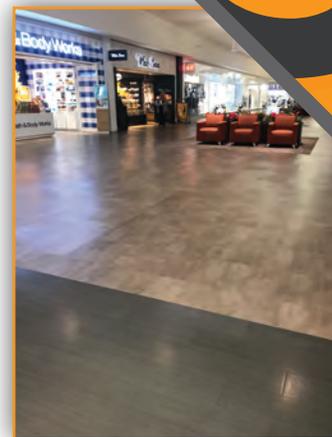
Macomb Mall was opened in 1964, originally occupied by Sears, Crowley's, and Kresge. Despite a renovation in 1999 that added many new retail tenants, the environment was dated. Ultimately winding up in the hands of Lormax Stern Development, who decided the mall needed a facelift to help rejuvenate shoppers' interests in patronizing the retail establishment.

Although mall corridors are heavily trafficked and require the flooring to be resistant, not only to foot traffic, but motorized wheeled and a variety of stain and damage sources; remarkably it was decided to value-engineer their flooring options. A commercial-grade porcelain tile had already been laid during the previous renovation and was still in good shape. However, an upscale look that was easier to maintain became the new vision.

Mark Drane, architect of the project, stated his focus was on appearance and durability, particularly scratch-resistance. Norb Hubert, the flooring contractor for the project, echoed his sentiments and added Naturelle™ flooring products from Adore® are, "top of the line." Working with Marcus Perry, Blakely Products' Specification Director, it was decided to adopt a visual from the design-forward Decoria® LVT line and produce it in the Naturelle™ grade for budget purposes. The abstract linear gray planks coordinate nicely with the field of metallic beige tiles that are more attuned to contemporary trends.

Almost 4 years later, we caught up with Marianne Meyers, GM of Macomb Mall, who confirmed the Adore® LVT still looks brand new and, "has performed beautifully." As in any large-scale, commercial facility, there remains minor residual detritus that can mar the floors. Despite this, both maintenance shifts, day and night, rave about the ease and convenience of keeping up the floors' appearance. Spills and scuffs are easily cleaned during the day, while the night shift uses a ride-on buffer/scrubber that cleans and helps to restore the floors' original beauty.

While recalling his experience on this project, Mr. Perry noted, "Naturelle™ LVT by Adore® not only met the initial budget constraints of reviving an aging mall, but offered a major upgrade in look and performance, creating a more attractive and inviting shopping experience for a new generation of Macomb Mall consumers." This feedback further validates Naturelle™ as a viable commercial solution that considers performance, style, and budget.



"Top of the line."

- Norb Hubert, Hubert Contracting, on Naturelle products by Adore



"performed beautifully"

- Marianne Meyers, Macomb Mall GM, on Naturelle products by Adore



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