

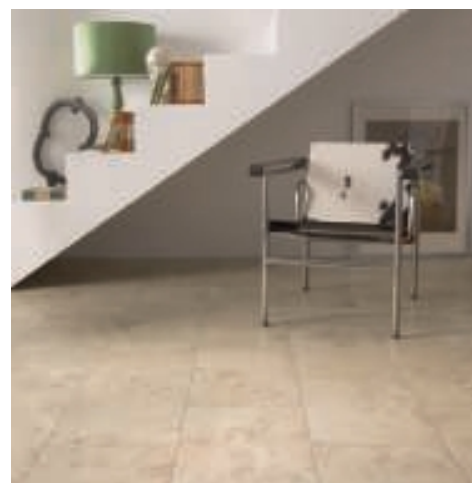


# I am: the one and only

Every company must dream of reaching the pinnacle of the genericised trademark - that point when the brand becomes synonymous with its industry or sector. Think Hoover, think Google, think Amtico.







▶▶▶look less like laminate and more like real wood – they want to see a few natural features like knots and cracks running through wood grain or fragments of fossil in a stone, things that make the products feel real.

‘At the same time, I think we used to be a little too literal with some of our products. For example, if you’re a specifier and you want something that has a stone or a concrete feel, you don’t necessarily want it to look exactly like concrete – you want a beautiful, refined concrete feel, something that has a nice aesthetic, colour and a texture. That seems to be the conversation we are having more and more. Usability is vital – we always have to think practically at the same time.

As part of its radical brand overhaul, and to inspire designers and specifiers to experiment with exciting new product combinations, Amtico has grouped its new

product ranges according to shade or tone. Designers and specifiers can now choose from Wood, Stone and Abstract ranges that include collections such as Golden Woods, Design Woods, Neutral Stones, Warm Stones, Abstract Elements and Abstract Indulgence. ‘The new range of formats, product ranges and cutting options opens the door even wider for designers, enabling them to express their creativity in a more daring way,’ Lorna reveals.

Before we take our leave, we ask Lorna where she and the design team get their inspiration from. ‘Not many flooring companies can boast a dedicated team of designers who travel the world to bring the latest trends to their customers, but we see design in a different light.

‘We travel a lot to cities, suppliers and to exhibitions. Product design and development is at the heart of everything we do and we often find inspiration in the

most unlikely of places. Our team comes from a variety of different backgrounds and creative influences, so we are never tied down to a specific house style. Instead, we look to the future, seek out new ideas, gain feedback from customers and absorb the latest trends in order to create designs that will stand out from the crowd.

‘Most of the product creation is done in-house and this allows us to explore a multitude of materials and textures as part of the design process. This has resulted in some really exciting designs over the years and our latest portfolio goes even further, demonstrating how product combinations and design layouts can enhance the way flooring is perceived. We are looking forward to seeing how the new range and brand image is received by both our customers and the wider design community.’

I Am impressed ●