

# RETAIL



COMMERCIAL  
VINYL FLOORING

**Prima**  
PAVIMENTI SPECIALI





SHOPPING MALLS  
OUTLETS  
FLAGSHIP STORES  
CONCEPT STORES  
OUTLET STORES  
TEMPORARY STORES  
LARGE SCALE RETAILING  
SPECIALIZED DISTRIBUTION

DURABLE CONTINUOUS SURFACES  
NON-SLIP SURFACES  
SOUND-ABSORBING  
CERTIFIED SOLUTIONS  
SAFE AND SANITIZABLE  
ECO-SUSTAINABLE  
DESIGN AND CUSTOMIZATION

## DESIGN STAGE

Designing and selecting vinyl floorings for a commercial structure must satisfy several requirements.

A shopping mall is a structure that includes a supermarket or an hypermarket, surrounded by a range of stores and a food court. In addition to aesthetics and the possibility of customising the environment, the size of the surface to be covered, performance, resistance to foot traffic, frequent washing, sound absorption, waterproofing, slip resistance and hygiene play an important role.

Our structured approach is based on over 40 years of experience in the flooring sector – certified sustainable solutions and the know-how of listening to our customers to always provide the right answer to every need.



ACQUIRED **KNOW-HOW** IS EXPRESSED  
IN THE **EFFECTIVENESS**  
OF THE PROPOSED **SOLUTIONS**

## SAFE AND LASTING CHOICES

### FEATURES AND DETAILS

**Durability:** durable floors, resistant to traffic and heavy loads. Resistant to residual footprint. The best compromise between resistance, ease of movement and acoustic comfort.

#### EASY MAINTENANCE

Scratch and impact resistant. Very easy maintenance thanks to stain-resistant treatments: floors can be cleaned with neutral, environmentally friendly products.

#### SAFETY

Floors designed to prevent accidents, non-slip, tactile paths for the visually impaired.

#### GUARANTEES

We are structured to be with the customer every step of the way, from design to delivery, to provide targeted solutions to meet project requirements.

#### LIFESPAN

The life expectancy of a surface finish is determined by a combination of mechanical, chemical, thermal shock, and wear stress. These stresses are typical and different for each environment. Durable flooring refers to flooring that lasts for a long time without deterioration or loss of performance.

**QUALITY IS VISIBLE  
AND 100% CERTIFIED**

### ACOUSTIC COMFORT

Integrated solutions to help reduce walking noise.

#### DESIGN

A wide range of finishes and color options for floor and wall coverings, specific solutions for every environment, with customization options.

#### SHORT INSTALLATION TIME

Very fast installation time, application on existing floors with considerable time and cost savings.

#### EXPERIENCE

For over 40 years we have been dealing with the flooring of reference companies in every sector.

#### SUSTAINABILITY

Our solutions apply the highest health and wellness standards, made from recycled and recyclable materials.

#### LEED

Prima Pavimenti solutions includes a LEED® information statement detailing how it can contribute to the building's LEED credits.





# SOLUTIONS RETAIL AREAS

## MALL REFURBISHMENT

INDOOR GALLERY  
STORES  
FOOD COURT  
CONGRESS CENTER  
EXHIBITION AREAS  
PUBLIC RESTROOMS  
STAIRS  
PARKING  
OUTDOOR GALLERY  
OUTDOOR PLAY AREAS

To maintain the quality and efficiency of a shopping centre's flooring at all times, resin coatings are ideal for restyling and renovation projects, thanks to their reduced intervention time and customisable solutions that combine functionality and design for better management and sustainability, benchmarks for the entire property sector.

Approaching a flooring renovation project in a commercial building, or in more or less complex shops, requires a structured partner whose experience and know-how guarantee the result, respect for the project's time and cost, and who also knows how to work with the design studio, the property, the company and all the operators involved.

Efficient flooring makes the environment more comfortable and safer. It contributes to the success of the design



## LVT LUXURY VINYL TILE

Produced in both tile and plank formats across a range of patterns, colors, and styles, they offer endless layout possibilities thanks to their modular format.

Luxury Vinyl Tiles come in several installation options: glue-down for heavy traffic, loose-lay for quick renovation, and click system for floating installation. Surface treatment guarantees protection for easy maintenance and extra resistance to scuffs, scratches, and stains.

## HETEROGENEOUS VINYL

Heterogeneous vinyl flooring is composed of several layers, including a printed sheet for limitless design possibilities. Available in tiles and rolls, they offer ideal solutions for heavy traffic environments such as hospitals.

The top layer of the heterogeneous floor coverings is covered with a special surface treatment that maintains their appearance over time and ensures maximum durability and ease of maintenance. Also available in anti-slip and acoustic versions.

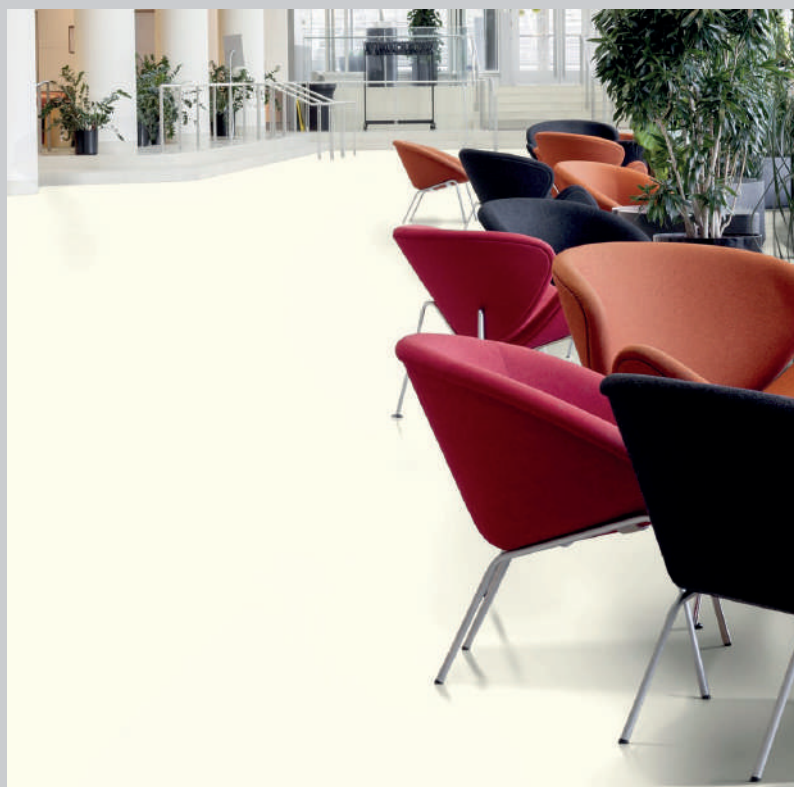
## WOOVEN VINYL

Dickson® woven floors are made from innovative fibers and technologies, combine vinyl resistance with the aesthetic benefits of natural fibers. They are durable, comfortable, stylish, and easy to lay.

Unique properties, comfort, resistance and design. Wooven vinyl flooring more resistant to stain and easier to clean.

COMBINE  
DESIGN & FUNCTIONALITY





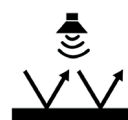
Modular heterogeneous vinyl flooring



LVT high traffic, Carrara Marble and Breccia



Scratch and  
impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean

# INDOOR GALLERY

Luxury Vinyl Tiles and modular Heterogeneous provided in a wide range of materials, colours and patterns to create a customized and unique floor. The boundaries of design are pushed by allowing architects and designers to express their creativity and create unique customer experiences through the floors.

Solutions designed to facilitate renovations with floors that can be installed quickly, limiting the closing time of the commercial structure.

## FEATURES

- Wide range of colors and patterns
- Resistant to heavy traffic
- Scratch and impact resistant
- Resistant to residual footprint
- Ease of installation and replacement
- Ease of cleaning and maintenance
- Variable thickness depending on collections
- Fire reaction class Bfl-s1
- Commercial classification: 34 Very Heavy

## ACCESSORIES

Tactile paths for the visually impaired

**LVT**

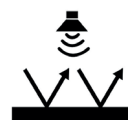
**MODULAR  
HETEROGENEOUS**

RETAIL

**Prima**  
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Scratch and  
impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean

# FLAGSHIP STORE

## LVT HETEROGENEOUS WOOVEN VINYL

In a tailor-made project, i.e. a flagship store designed and built to communicate the brand identity of a brand through the adoption of a precise style and a unique design, we work closely with the retail project manager and the technical management to create the flooring that meets all project requirements: from technical performance to design.

### FEATURES

- Visual and acoustic comfort
- Resistant to heavy traffic
- Scratch and impact resistant
- Resistant to residual footprint
- Ease of installation and replacement
- Customized design
- Ease of cleaning and maintenance
- Variable thickness depending on collections
- Fire reaction class Bfl-s1
- Commercial classification: 34 Very Heavy

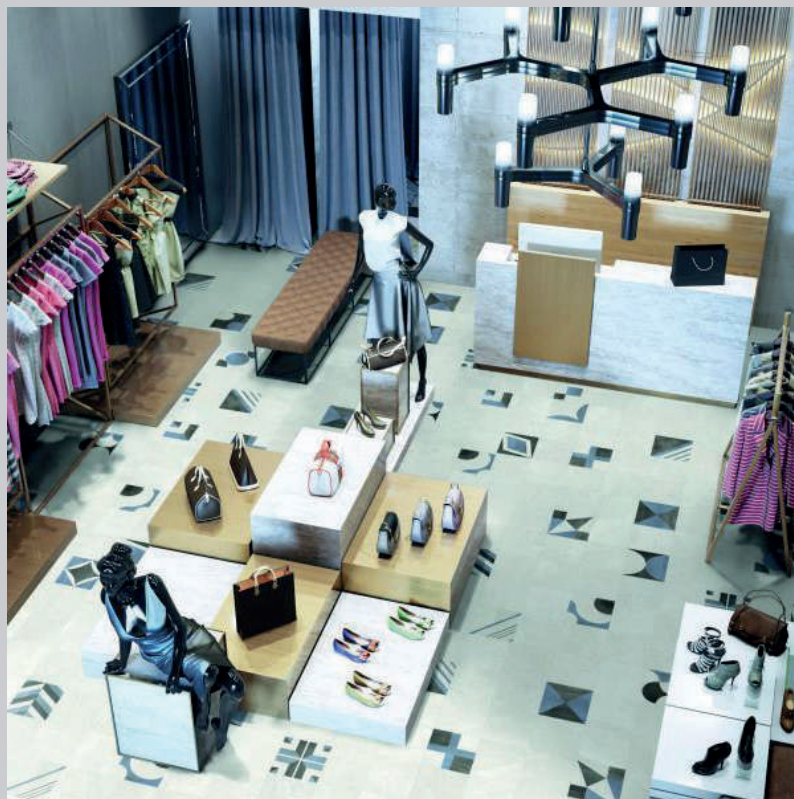
### ACCESSORIES

Product display supports

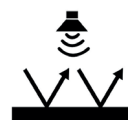
RETAIL

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Scratch and  
impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean

# CONCEPT STORE

The concept store is a multifunctional commercial space that offers products and services of various kinds in a coherent and evocative setting.

Solutions also suitable for fitting rooms that represent the decisive place where the purchase choice takes place. Offering a pleasant, tidy and comfortable environment improves the shopping experience and allows customers to make purchasing decisions with total peace of mind, encouraging them to return.

## FEATURES

- Visual and acoustic comfort
- Resistant to heavy traffic
- Scratch and impact resistant
- Ease of installation and replacement
- Customized design
- Ease of cleaning and maintenance
- Variable thickness depending on collections
- Fire reaction class Bfl-s1
- Commercial classification: 34 Very Heavy

## ACCESSORIES

Product display supports

**LVT**  
**HETEROGENEOUS**  
**WOOVEN VINYL**

RETAIL

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Project: Ikea Villesse (GO) - Italy



Scratch and  
impact  
resistant



Non-slip



Eco-Friendly



Easy  
to clean

# SPECIALIZED DISTRIBUTION

## LVT HETEROGENEOUS WOOVEN VINYL

The large surfaces of a Specialized Large Retailers store need resistant and functional solutions, with a good aesthetic appearance, usually homogeneous and quite neutral.

### FEATURES

- Visual and acoustic comfort
- Resistant to heavy traffic
- Scratch and impact resistant
- Customized design
- Ease of installation and replacement
- Ease of cleaning and maintenance
- Variable thickness depending on collections
- Fire reaction class Bfl-s1
- Commercial classification: 34 Very Heavy

### ACCESSORIES

Product display supports

RETAIL

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LVT Terrazzo Classic version



Scratch and  
impact  
resistant



Non-slip



Eco-Friendly



Easy  
to clean

# SHOPFRONT & EXHIBITION CORNER

The shopfront is the first point of contact with customers, it must therefore capture their attention and arouse curiosity about the products on display by convincing them to enter the store.

A wide variety of colors, textures and shapes to create unique and original spaces. Easy to install and remove without damaging the subfloor, modular floors are the ideal solution for the floor or vertical panels of the showcases that need to be modified frequently.

## FEATURES

- Design modular options
- Suitable for vertical surfaces
- Ease of installation and replacement without damages to subfloor.
- Ease of cleaning and maintenance

## LVT HETEROGENEOUS WOOVEN VINYL

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# FOOD COURT

## LVT HETEROGENEOUS WOOVEN VINYL

Canteens, restaurants, cafes and bars are subject to HACCP regulations, necessary in all those places where food is handled and administered.

As these are high traffic areas, the floors must also guarantee maximum resistance to wear and scratches caused by the movement of chairs and tables.

### FEATURES

- HACCP
- Non-slip
- Resistant to heavy traffic and footprint
- Scratch, impact and stain resistance
- Ease of cleaning and maintenance
- Customized design
- Ease of installation and replacement
- Variable thickness depending on collections
- Fire reaction class Bfl-s1
- Commercial classification: 34 Very Heavy

### ACCESSORIES

- Wall coverings
- Connecting fillets between floor and wall
- Tactile paths for the visually impaired

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Public restrooms



Warehouse



Scratch and  
impact  
resistant



Non-slip



Eco-Friendly



Easy  
to clean

## OTHER AREAS

The surfaces of bathrooms and toilets must always guarantee maximum hygiene through the use of floors that are easy to maintain, with a limited number of joints. To avoid slipping, floors must provide clear visual and tactile indications through contrasting colors and textures to identify areas where it is recommended to move with greater caution.

### FEATURES

Medium thickness 2-2.5 mm  
Resistant to scratches and footprint  
High rolling resistance  
Low cost ease of cleaning and maintenance

When designing a warehouse, it is important to choose a floor which offers high wear resistance. Solutions resistant to scratches and rolling resistant that do not require special cleaning procedures such as waxing and polishing, with significant savings in maintenance time and cost.

### FEATURES

Variable thickness depending on the load.  
Non-slip  
Hygienic and easy to clean  
Waterproof surfaces due to a limited number or the absence of joints

# HOMOGENEOUS

# HOMOGENEOUS HETEROGENEOUS

RETAIL

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Scratch and  
impact  
resistant



Non-slip



High rolling  
resistance



High resistance  
to stains and  
detergents



Easy  
to clean



Eco-Friendly

# COMPLEMENTS

Wall coverings with high resistance. A surface for floors, walls, display supports and furnishing accessories. A complete solution suitable for any type of environment.

## FEATURES

Total thickness: 2 mm  
Color palette that can be matched to the floor  
Matching weld beads  
Suitable for commercial applications  
Guaranteed performance throughout the product life cycle  
Fire reaction class B-s2,d0

Solutions that combine safety, functionality, aesthetics and value-for-money.

## FEATURES

Non-slip  
Soundproof  
Integrated contrast profiles  
Photoluminescent profiles available  
Colors matching with those of the floor  
Quick installation  
Variable thickness depending on collections  
Fire reaction class Bfl-s1  
Commercial classification: 34 Very Heavy

## ACCESSORIES

PVC interior and exterior corners for stairs  
Step guards  
Tactile paths for the visually impaired

## WALL COVERINGS

## PRODUCT DISPLAY SUPPORTS

## STAIRS

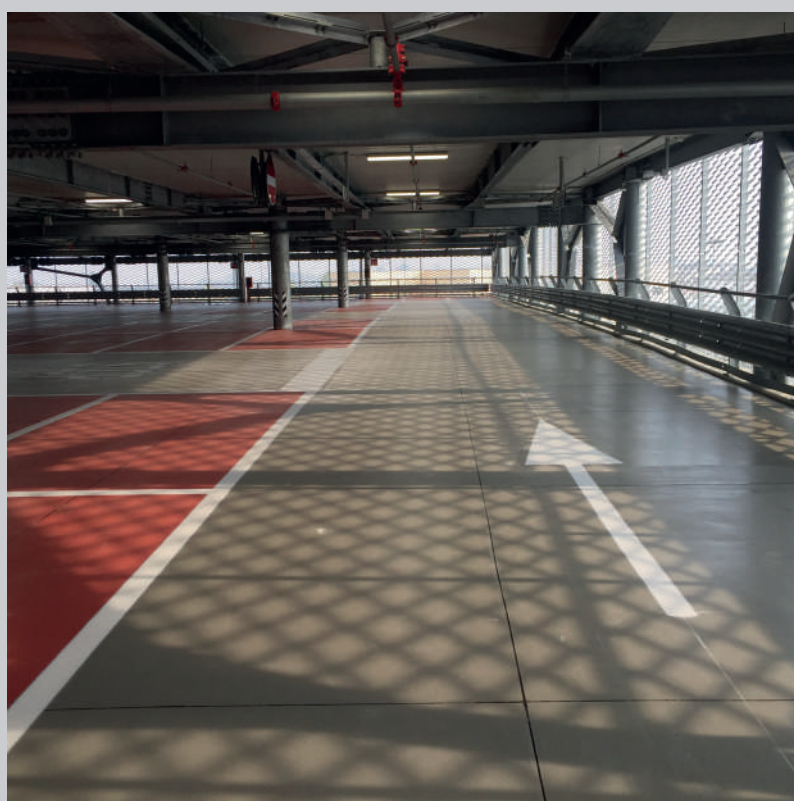
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Project: COOP Figline Valdarno (FI) - Italy



Project : Serravalle Outlet - Italy



# PARKING AREAS

A parking space is not a must, but it is a worthy strong point for a building. Resin coatings are the most widely used and recommended for this type of surface as the resin itself has resistance, durability, and functionality. Multilayer epoxy or multilayer polyurethane systems can be used. OS8-OS9-OS10-OS11 criteria are satisfied. Colors, flooring, individual parking spaces, and signage can all be highly customized.

## FEATURES

Homogenous, non-slip surface  
Resistant to chemicals, oils, fuels, de-icing salts, lubricants, acids and diluted bases  
Wear-resistant and durable  
Resistant to wheeled vehicle traffic  
Highly customisable  
Underground car park  
These solutions contribute to the building's Leed score

## ACCESSORIES

Underground car park Horizontal and vertical signage-  
Tactile pathways for the visually impaired

**MULTI-LAYER  
EPOXY SYSTEM**

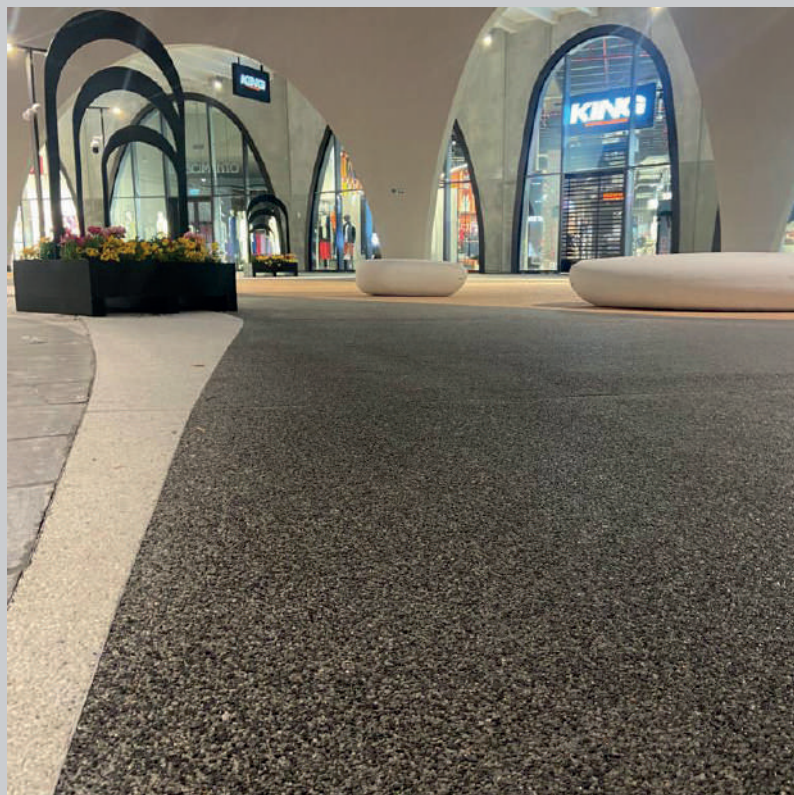
**POLIURETHANIC  
MULTI-LAYER**

**DRY POLISHING  
SYSTEM**

RETAIL

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Project: TO Dream Urban District (TO) - Italy



Project: San Marino Outlet



Draining



Frost  
Resistant



Non-slip



Eco-Friendly

# OUTDOOR GALLERY

For the long lasting eco-friendly redevelopment of outdoor pedestrian or vehicular light areas,

Prima Drain Stone® is an outdoor flooring system totally permeable and environmentally friendly, complies to the hydrological cycle. It is essential to select certified materials that help to improve outdoor areas by ensuring drainage or rainwater filtering and avoiding the creation of new impermeable surfaces (such as asphalt and cement) and/or unstable ones (such as self-locking paving stones and loose gravel).

Composed of natural aggregates mainly from production waste, with different grain sizes, kinds and colors, blended with a special eco-friendly binder.

## FEATURES

- Permeable
- Sustainable
- Wide range of natural aggregates
- Customizable for inclusion
- UV resistant
- Head Island Effect
- Frost Resistant
- Short Installation time
- Easy cleaning and maintenance
- Respects the most important Minimum Ecological Criteria
- These solutions contribute to the building's Leed score

## ACCESSORIES

Tactile paths for the visually impaired

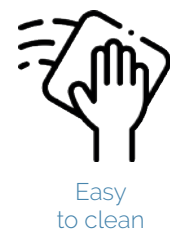
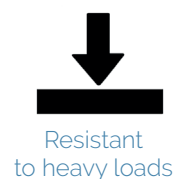
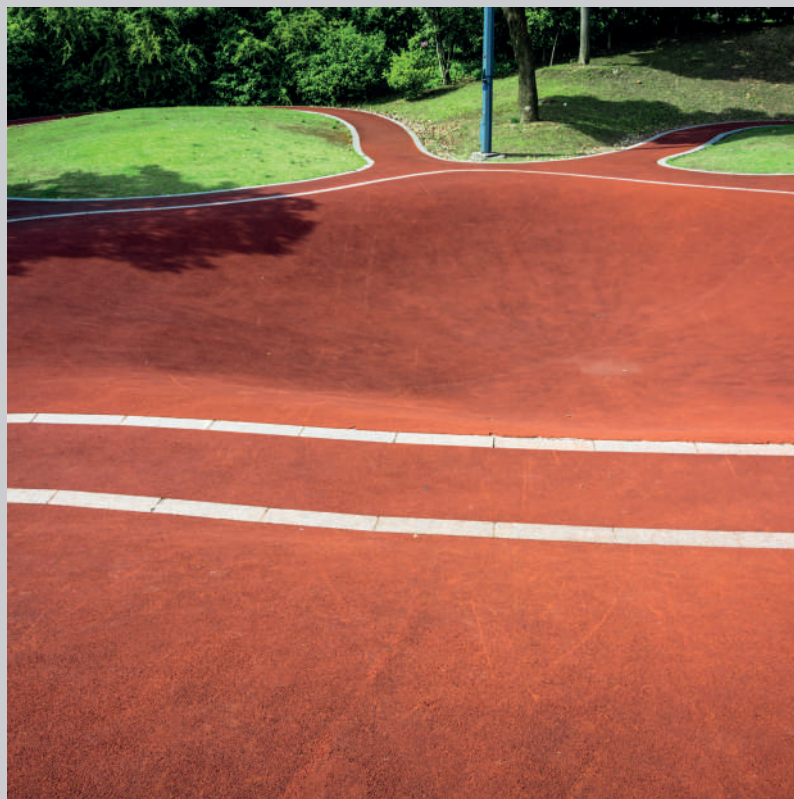
## PRIMA DRAIN STONE®

- > OUTDOOR MALL
- > PEDESTRIAN PATHS GREEN AREAS
- > OUTDOOR RECEPTION AREAS
- > LANDSCAPE DESIGN
- > CYCLE PATHS

RETAIL

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# OUTDOOR

Prima Play® is an environmentally friendly system with acrylic resin in water dispersion and fillers, developed as a solution for bicycle paths, sidewalks, outdoor multipurpose sports facilities and urban areas.

It is ideal for the restoration and beautification of damaged surfaces, for the protection and coloring of bituminous or cementitious surfaces in environments with heavy pedestrian traffic, for pedestrian and bicycle paths, surfaces in stadiums or sports facilities in general or for urban areas.

Also applicable on worn or new asphalt substrates, provided they are sound and cohesive. A wide range of colors (NCS) for a valuable esthetic effect and high technical performances, such as good slip resistance, high elasticity and the correct coefficient of restitution (rebound) of the game balls.

Prima Play® respects the environment as it is made from VOC certified free products.

## FEATURES

- Homogeneous and non-slip surface
- Also applicable on wet ground
- Eco-friendly
- High color stability and UV resistant
- High resistance to atmospheric agents
- High resistance to thermal shock
- Minimal and easy maintenance

## PRIMA PLAY®

> CHILDREN'S PLAY AREAS  
> OUTDOOR MULTIPURPOSE  
SPORTS FACILITIES

RETAIL

**Prima**  
PAVIMENTI SPECIALI



# CASE HISTORY

Our industrial know-how and expertise in this field, our partnerships as well as recognized qualities over the years, have allowed us to become a major player in this sector.

The best calling card is the flooring we have realised. In Italy, in Europe and, in the rest of the world.



SOME OF  
OUR CUSTOMERS

Ikea  
Villesse (GO)  
Italy



IKEA  
Casalecchio (BO)  
Italy



IKEA  
Catania (CT)  
Italy





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## Switzerland

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**Whitelist**  
Azienda impermeabile alla criminalità organizzata



OS 6 Class IV  
OS 26 Class IV  
OG 1 Class III  
OG 3 Class II



# PARTNERS

