

## *A High-End Retail Flooring Solution to Satisfy Customer Appeal and Employee Comfort*

Kohler Signature Showrooms sell exclusive, high-end kitchen and bath fixtures, surfaces, and custom vanities, as well as provide expert consultation services to designers and homeowners. To support their mission of contributing to “a higher level of gracious living,” Kohler’s architectural and design group established a national relationship with Liquid Elements Artfully Poured Floors for its showrooms throughout the US.

Liquid Elements’ Smooth Duo, a sleek, contemporary seamless flooring system, was selected by Kohler as the standard for their Signature Showrooms. Recently, Smooth Duo was installed in Kohler Signature Showrooms in Massachusetts. It was important for the floors of these charming showrooms to mirror the beauty and sophistication of the products Kohler sells, but there were other concerns as well. Bobby Watts, District Showroom Manager – Supply New England, said that prior to the selection of Smooth Duo they were drawn to the look of polished concrete for their stores. Once installed, however, employees complained that the floor was too hard to stand on for



Smooth Duo offers more than a sophisticated design, it’s ergonomic and easy to clean too.

### **Challenges for Kohler**

- Floor must have a contemporary look
- Floor must provide ergonomic comfort
- Floor must offer good acoustics
- Floor must be easy to clean and maintain

***“Polished concrete is a much harder floor...since installing Liquid Elements’ Smooth Duo, we are hearing far fewer complaints about foot and leg fatigue.”***

eight hours a day. They were in need of a flooring solution that would provide both the contemporary look they desired as well as ergonomic support for their staff. They also required a floor that would provide better acoustics for their setting.

Smooth Duo seamless flooring was the right solution to meet all their needs. Smooth is a sleek, self-leveling floor that offers depth and mood and comes in a matte, satin, or gloss finish. It stands up to extensive foot traffic and is available in a spectrum of color choices, including the Duo line that was installed in Kohler’s

Burlington and Boston Signature Showrooms. Smooth Duo allows for complementary or contrasting color blends. Despite its rich finish, Smooth Duo is resilient, scratch resistant, comfortable underfoot, and easy to maintain.

“The polished concrete floor is a much harder floor. Our staff members are on their feet the majority of the day and we have found that it is very hard on the associates’ feet and legs. Since installing the Liquid Elements’ Smooth Duo floor, we are hearing far fewer complaints about feet and leg fatigue. Also, the Smooth Duo swirled pattern hides more than the polished concrete. We aren’t seeing the mop patterns we saw on polished concrete after cleaning this floor,” said Mr. Watts.

In addition to Boston and Burlington, Smooth Duo has been installed in multiple Kohler locations including Atlanta, GA; Denver, CO; Wauwatosa, WI; King of Prussia, PA; and Austin, TX.



Liquid Elements’ Smooth Duo is the specified flooring system for Kohler Signature Stores throughout the US.



Smooth Duo, an epoxy, liquid-rich, free-flowing formulation incorporates rapidly renewable raw materials. As shown: installed on a concrete slab substrate with primer, Smooth Duo in Halifax Rain, an aromatic urethane handcrafted finish with a matte top coat.

[www.liquidelements.com](http://www.liquidelements.com)



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