

Case Study: Seamless Flooring Systems

Midlands Perfumery Wholesaler – Customer Service Area Revamp

Client: Midlands Perfumery Wholesaler

Project: Revamp to Customer Service Area

Project Value: £14,000

Products: RS PU SL 4mm Self-Smoothing
Polyurethane Screed

Area Coverage: Approx. 300m²

Completion: September 2025

Project Duration: 4 Days

Client Requirements

A Birmingham-based perfume wholesaler sought to improve both the appearance and performance of their busy customer service area. The existing concrete floor had become worn and uneven due to heavy daily use, including pallet trolleys and high footfall. This not only affected the visual presentation of the space for visiting customers, but also posed a potential health and safety risk due to trip hazards.

The client required a hard-wearing, seamless flooring solution that would be aesthetically pleasing, easy to maintain, and provide long-term performance - all while causing minimal disruption to normal business operations.

Overview of Work

Following a detailed site survey and consultation to understand the client's operational needs and brand considerations, Zenith recommended the installation of a 4mm polyurethane self-levelling screed.

The chosen system offers excellent durability, reduced maintenance requirements, and a smooth, seamless finish ideal for commercial customer-facing environments. A light grey colour was selected to complement existing brand aesthetics and enhance lighting reflectivity across the space.

To further strengthen surface protection, a final clear polyurethane seal coat was applied. This provided added UV stability and increased chemical resistance - a practical consideration in an environment where occasional product spillages may occur.

The project was scheduled over two phased visits, ensuring that the facility could continue to operate with minimal disruption. The works were delivered on time and within budget.

Outcome

The refurbished floor has significantly improved the look and feel of the customer service area, enhancing both functionality and safety. The seamless finish provides a professional and welcoming environment while supporting the client's ongoing operational needs with a low-maintenance, long-lasting flooring solution.

Images can be found on the following pages.



