



## **Waitrose Malmesbury**

Revitalising a Retail Space

# Project Details

**Client:** Waitrose Malmsebury

**Location:**

**Sector:** Retail

**Date:** 7th August 2014

## Project Overview

**Sector:** Retail

**Location:** Malmesbury

When the Waitrose Malmesbury store was undergoing construction, a suitable **coloured paving** was sought for their 200 space car park.

There were several factors to be considered for this project. Firstly, the surface product needed to be durable – as there would be heavy traffic from customers visiting the retailer. The material also needed to complement the location, being situated just outside the Wiltshire town of Malmesbury on the edge of the Cotswolds. With a reputation for quality, the external **decorative hard landscaping** needed to harmonise with the client brand.

### The Coloured Paving Solution for Waitrose Malmesbury

**NatraTex Cotswold** was the chosen **coloured paving** for this project. Used to differentiate between pedestrian and vehicle lanes, the demarcation between vehicles and pedestrians improved customer safety while offering an alternative to resin bound surfacing. Laid at 30mm depth NatraTex was found to possess the durability required to withstand the high levels of use. The natural aggregate of NatraTex Cotswold complimented the location while fitting seamlessly with the Waitrose brand identity.

To achieve the fantastic result, NatraTex worked with Simons Construction to meet the technical and conceptual elements of the hard landscaping materials. The NatraTex Cotswold **coloured paving** was delivered in insulated transport to site meeting the quantities and schedule requested by the contractor over a two day period.

The Waitrose Malmesbury store opened its doors to customers on 7th August 2014

# Project Gallery



## Project Gallery



## Feedback From Our Client

### What our clients say

"BituChem have an amazing can do attitude, from initial product design/help, to simple order placing, and finally excellent delivery drivers who know thie product, and how best to transport it correctly. BituChem is the best in the country for what they do, the originators of the coloured asphalt market, and still the best. Our only choice."

**Lee Comley, Managing Director - Recom Surfacing LTD**

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