



Case study | Retail

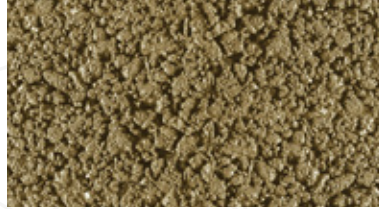
WAITROSE MALMESBURY



 **NatraTex**[®]
Cotswold

“BituChem have an amazing can do attitude, from initial product design/help, to simple order placing, and finally excellent delivery drivers who know this 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



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.

- ✔ Aesthetically pleasing
- ✔ Decorative
- ✔ Cost effective
- ✔ Durable
- ✔ Suitable for traffic
- ✔ Local delivery