



**CASE
STUDY**

PROJECT NAME
GREAT STUFF™ Showroom at
The Dow Chemical Company

PROJECT LOCATION
Marietta, Georgia

DESIGN FIRM
Czarnowski Exhibit Services

PRODUCT SPECIFIED
Malta Grid Stone Tile

TOTAL AMOUNT
1,080 square feet

Parterre Flooring Sets Stage for Greatness
with The Dow Chemical Company

Parterre Flooring is proving to be “great stuff” for The Dow Chemical Company. At the Dow Building Solutions retail business headquarters in Marietta, Georgia, luxury vinyl flooring from Parterre defines the showroom space for the company’s GREAT STUFF™ product line – the number one selling brand of insulating foam sealant in North America.

Completed in April 2009, the showroom features product displays, two conference rooms and an eight-foot tall larger than life can of GREAT STUFF. It is used as a meeting space for internal and external customers of GREAT STUFF. Parterre’s Grid 18” x 18” stone tile, in color Malta, was used throughout the space. Inspired by hip, inner-urban trends, Grid offers a concrete look with a subtle geometric pattern in an upscale color palette. It reflects today’s natural, yet edgy approach to commercial interiors.



"We selected Parterre for its high-end, contemporary style," explains Dow Marketing Communications Manager Janet Hansen. "The upgraded flooring is the perfect link to our number one selling brand, and it coordinated well with the nearby carpet and red GREAT STUFF™ displays."

product highlighted



Matta Gold Stone Tile

The red GREAT STUFF™ can with the yellow cap has become a recognizable product for do-it-yourselfers and construction professionals looking to make their homes or buildings more energy efficient and comfortable. Designed to play off this recognizable look, the product's showroom mirrors the colorful, upbeat branding of GREAT STUFF.

"The flooring was treated as a key design element within the space," says Hansen. "To really define the area, the floor was cut in a curved shape. The ceiling tiles, painted black with a red grid, were then arranged to mirror the shape of the floor. The result is a modern, energized space that invites customers to further explore the GREAT STUFF product line."

As the marketing headquarters for the brand, the showroom offers a great space for brainstorming and nurturing the creativity behind the product. "We're always coming up with fun and unique ways to market GREAT STUFF to our customers - whether it's our NHRA Racing sponsorship, online Handyman Challenge or 100s of Uses contest," says Hansen.

Besides reflecting the creativity of the showroom, the flooring also provides the practical advantages of vinyl, including extreme durability and easy maintenance. It features a heavy-duty, high-density clear wear layer that ensures the product stands the test of time - even in high-traffic areas. Parterre flooring requires minimum and routine maintenance to retain its original "like-new" appearance and high-performance characteristics.

Ultimately, the flooring's combination of superior durability and modern style is the perfect solution for the GREAT STUFF™ showroom, even as visitors come in and out and displays continue to evolve. The Parterre flooring is sure to be a stand-out surface for a truly great Dow product for years to come.

PARTERRE

FLOORING SYSTEMS

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*GREAT STUFF is a trademark of The Dow Chemical Company (Dow) or an affiliated company of Dow.

