

PARTERRE 

PREMIUM VINYL CASE STUDY

Vital Design



PROJECT NAME

Vital Design

PROJECT LOCATION

Portsmouth, NH

TYPE OF PROJECT

Corporate Office Space Renovation

TOTAL AMOUNT

8,000 Square Feet

PRODUCTS SPECIFIED

InGrained Lancaster Weathered

FusedToo Infrastructure Glass

FusedToo Infrastructure Steel

FusedToo Infrastructure Concrete

Vertu Moonlit Linear Oak

Vertu Spaced Linear Oak

THE CLIENT

Vital Design is a digital marketing agency situated in the heart of historic downtown Portsmouth, NH. As a proven heavy hitter in the world of website development, design and inbound marketing, Vital has seen unprecedented growth in clientele within the past several years. That growth, coupled with a surge in hiring, prompted Vital to seek out a new space with a much larger footprint.

In addition to installing improved lighting and sleek new office furniture, Vital was looking for the perfect flooring installation to tie the various interior design elements together—both in terms of the overall aesthetic, and also in relation to the agency's eccentric branding efforts. Here's how Parterre provided the perfect vinyl flooring solution for this growing digital company.

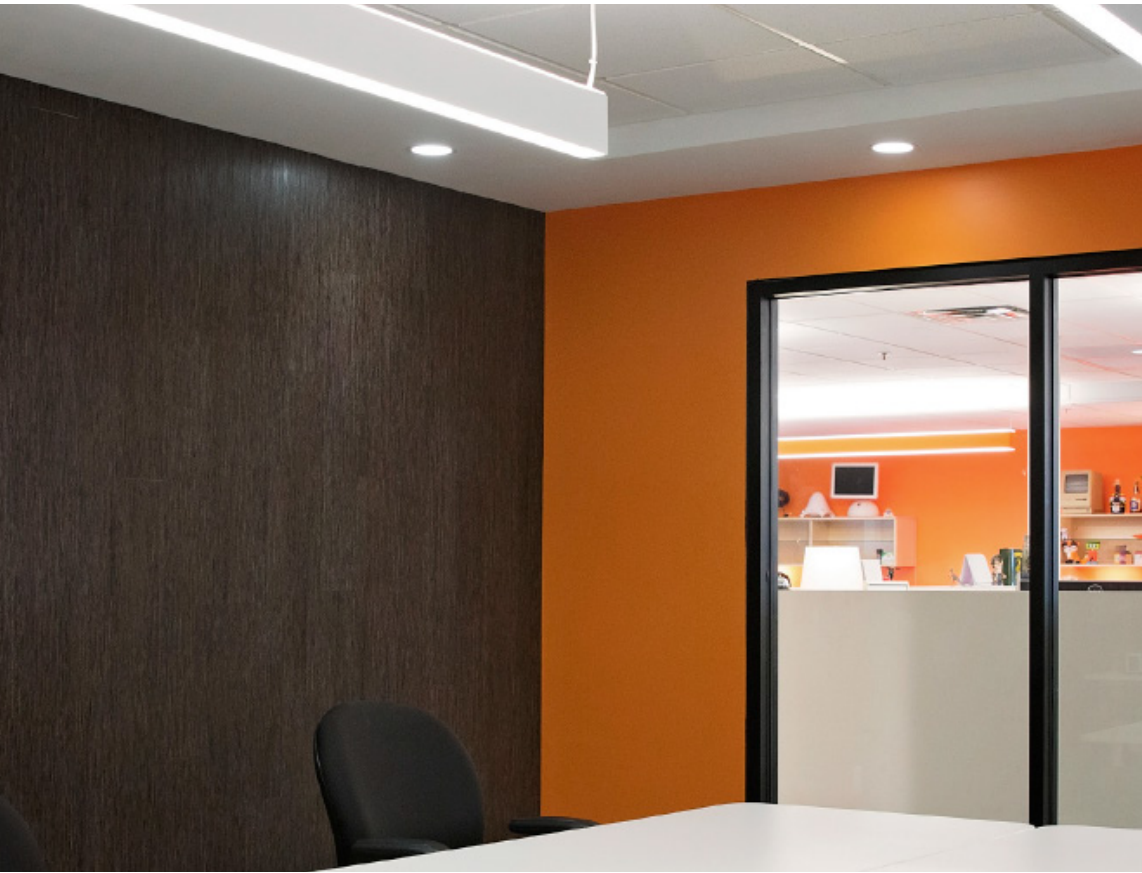




THE CHALLENGE

As with any renovation project within a historic building, there's bound to be some specific challenges. In Vital's case, the challenge was finding a way to strike a balance between preservation and enhancement of the existing conditions—but at the same time remain on brand with Vital's love of the color orange. What's more, the space being renovated featured an electric mix of brick walls and new dry wall—meaning the flooring chosen would need to be versatile enough to mesh with the old and the new.

But it didn't just stop at design specifications. Because Vital is a growing company that often hosts events, the new flooring needed to be durable enough to withstand a heavy flow of foot traffic, as well as the usual wear and tear a winter in New England can bring about. And lastly, the timing of the renovation project was accelerated to the extent that any flooring installation would need to be swift and efficient.



THE SOLUTION

Working with Vital's internal creative team, Parterre's flooring specialists determined the best way to balance the many design elements of the existing and new space was to focus in on a single color schematic and then implement various plank vinyl flooring products accordingly. Luckily for Vital, the color orange was relatively easy to design around—which is why it was ultimately decided that the color grey would be the foundation for all future flooring applications.

In addition to its design flexibility, Parterre's luxury vinyl flooring product proved to be the perfect pairing for Vital's renovation project due to its resilience, ease of maintenance and superior durability as compared to traditional flooring products. Lastly, Parterre's luxury vinyl flooring installation was a simple process that required little more than a straight edge and a utility knife—which for Vital meant a seamless application process with little to no disruption during business hours.

“Parterre’s luxury vinyl flooring helped us achieve an eclectic, yet natural aesthetic in our new space,”

Z A C G R E G G

Founder and managing partner, Vital



C O N C L U S I O N

Another unique element of Vital’s renovation project was the application of Parterre’s vinyl flooring product to various walls found throughout the new space. This type of application allowed for a more compelling wall feature—something regular paint just can’t accomplish. It also enhanced the space two-fold, making each room it was applied to appear larger.

When the project was completed, Vital’s new 8,000-square foot space featured a stylish and sleek array of Parterre luxury vinyl flooring product. The vinyl flooring product proved so popular that it was also used in other areas of the 24,000-square foot commercial office building.

“Parterre’s luxury vinyl flooring helped us achieve an eclectic, yet natural aesthetic in our new space,” said Zac Gregg, founder and managing partner at Vital. “I was impressed with just how many design options there were to choose from. I’m also consistently impressed with just how durable and easy to maintain the new floors are.”

Parterre utilized a plethora of luxury vinyl flooring products to outfit Vital's new workspace.

SELECTED VINYL FLOORING OPTIONS INCLUDED:



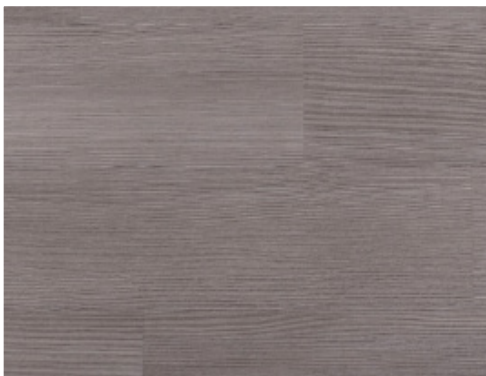
LANCASTER WEATHERED

from Parterre's InGrained Resilient Plank collection, which matches the essence of a historic building, was used to add a more distinctive and distressed pattern to the walkways throughout Vital's open office layout.



INFRASTRUCTURE GLASS, STEEL AND CONCRETE

from Parterre's FusedToo Resilient Tile collection was utilized in Vital's lobby, kitchen and other common areas in order to give the space an unconventional linear wood look.



MOONLIT LINEAR OAK AND SPACED LINEAR OAK

from Parterre's Vertu Resilient Plank collection were used in the walkways between the workspaces to help create an atmosphere with a more contemporary feel.