

BRAND BOOKLET

**CHROMA™**

Global Flooring Solutions



# A welcome message . . .

from the founders of  
Chroma Global Flooring Solutions

Chroma Global Flooring Solutions was created to partner at the highest level, with serious choosers of flooring products. Our story to date has developed because of our understanding of the flooring industry and our commitment to delivering the highest service standards to the world of flooring.

**We are proud** to be an integral part of our customer's selection process.

**We are dedicated** to providing products and people that enhance our industry.

**We have achieved** so much from our beginning but our journey goes on and we invite you to share it with us.

# We are . . .

A cohesive team of individuals supporting each other and working together with a united goal in mind.

Through discussion and continuous communication, we strive to provide our customers with an extremely efficient and professional service.

Through knowledge and innovation, we prioritise and anticipate our customer needs and industry developments.

Everything we do internally or externally reflects our commitment to our business and to our customers and each other. We show courtesy and look for opportunities to expand and enjoy our team spirit with our customers. Our culture is one of total inclusion and built upon the respect for each other and our customers.

**CHROMA™**  
Global Flooring Solutions

**ChromaRugs™**  
Individual Flooring Solutions

# What do we do . . .

We supply and distribute quality driven, functional, designed, appropriate and relevant flooring products.

Flooring products of the highest quality at every commercial price point within our industry sectors.

Flooring products of different materials, colours and textures. Our product selection includes carpet tiles, broadloom carpets, handmade rugs, machine made rugs, hand finished rugs, luxury vinyl tiles and planks, oak flooring and rubber flooring.

We are specialists in providing our customers with customised versions of all or any of our product groups, resulting in a totally unique and bespoke flooring solution. We openly demonstrate the provenance and processes of our chosen manufacturing partners confidently assuring corporate responsibility for people and our environment today, tomorrow and throughout the lifetime of our projects. We support our industry through active participation in industry initiatives and the continuous professional development of ourselves and our customers.

# How we work . . .

We visit architects, designers and clients introducing product innovations. We work as project partners assisting in the development of specific flooring specifications. We provide a fast and comprehensive sampling service, design services, colour matching and produce product blueprints in various file formats and methods to help our customer visualise their ideas and inspiration.

We provide unlimited sampling and mock up areas if required to ensure the perfect solution is achieved. We offer a comprehensive one stop shop approach to flooring ensuring our customers have all they require to proactively, and professionally provide their clients with creative and thoughtful interior schemes that set them apart from their competition.

We assist and work with interior fit out companies providing them with flooring products selected and priced with their business objectives in mind, enabling them to deliver modern and functional interiors at a profit.

We work with builders and developers sourcing the right flooring solution based upon the application needs of the eventual and intended user.

We tailor our solution to ensure we meet their expectation and comply to budget requirements.

We advise and on occasion if required, can provide an installation service demonstrating techniques and processes that reflect good practice.

We supply flooring contractors with appropriate product, either fulfilling our own specification or at times suggesting or advising on alternative solutions to meet programme dates or certain price points.

We encourage transparency within the procurement process to make sure as best we can, to provide products in a timely manner to support contractors with their contractual installation obligations.

# A few of our clients . . .

- Marks and Spencer's
- Porsche Automobile  
Manufacturer
- BMW Automobile  
Company
- Mercedes - Benz
- Oasis fashions
- Mango fashions
- Selfridges
- Harrods
- Jimmy Choo
- Harvey Nicholls
- Valentino
- Nationwide Building  
Society
- Rolls Royce
- Jaguar Land Rover
- Sony
- Samsung
- Fenwicks
- Starbucks
- Austin Reed
- SoHo House Private  
Members Clubs
- Somerset House
- South Place Hotel
- Saudi Embassy
- Warner Brothers
- Everyman Cinema
- Nandos
- Weatherspoons
- German Embassy
- The Devonshire Club
- The Serpentine Gallery





# Our brand values . . .

Integrity

Value

Service

Quality

Accountability

Attentiveness

Knowledge

Experience

Pride

Respect

Dedication

Professionalism

Understanding

Listening

axminster  
rugs  
leisure  
rubber  
wilton  
vinyl  
wood  
tile  
carpet  
s  
residential  
floating  
residential  
workplace  
broadloom  
axminster  
hotels  
healthcare  
hospitality  
wilt  
carpet  
tiles  
rugs  
leisure

**CHROMA**<sup>TM</sup>  
Global Flooring Solutions

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