

nora® floorcoverings  
made of rubber –  
leading worldwide

## Shops & Stores

Free of PVC

# nora®





## **nora® rubber floorcoverings create a convincing atmos- phere in the commercial and service sector**

The **nora®** floorcovering system of **nora systems GmbH** focuses on the special demands made by commercial and service projects. **norament®** and **noraplan®** floorcoverings are suitable for almost any area.

Over 260 colours in the standard range, numerous design and surface options, matching accessories, **norament®** stairtreads and, of course, the possibility to implement customer-related, bespoke, colours offers an unlimited scope for creative design:

For example to implement a harmonized visual appearance in various functional areas. Also suitable for using inlay floor design or combined installation for design elements, company logos, and floor-marked routes up to the combination with other materials.

### **Proven in practice**

On the following pages we illustrate examples of various projects which show how it is possible to contribute to a permanently positive atmosphere in the commercial and service sector just by installing **norament®** and **noraplan®** rubber floorcoverings. Let us inspire you!



### **Space for creative design**

Whether colour accents, harmonious designs or pronounced surfaces – the wide spectrum of the **nora®** range is convincing. This is the key to providing space for inspiration and creative implementation:

- **surfaces with a strong individual character or pleasantly subdued**
- **expressive or subtle aesthetic designs**
- **wide, fascinating range of colours**
- **colours and surfaces which can be perfectly combined for inlay designs and combination installations**
- **co-ordinated coverings for different requirements with a consistent appearance**

### **Groundbreaking product properties**

- **extraordinarily wear-resistant and extremely long useful lifetime**
- **environmentally compatible\***
- **permanently resilient**
- **anti-slip properties**
- **easy and cost-efficient cleaning**

\*We will be pleased to send you detailed information on request



**EMAS**  
VERIFIED ENVIRONMENTAL MANAGEMENT

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quality inspections  
by



Certified:  
DIN EN ISO 14001

The Blue Angel  
is the worldwide  
most successful label for  
environment-oriented products.



Awarded for all **noraplan®**  
standard floorcovering



Certified  
according to  
ISO 9001

# BREE Store

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*BREE Store, Munich*



Pure aesthetics reign in this BREE Store in Munich. Characterised by puritan looking furniture and fittings giving absolute priority to the presentation of the merchandise. The sand-coloured floorcovering **noraplan® uni** is an important element of this concept.



## FORTIS Group, Credit4me Shops

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*Credit4me Shops, Duisburg*

The international Fortis Group is implementing a new consumer finance concept in Germany by establishing a network of credit shops right next door to fashion stores, optician's shops, mobile phone shops and drugstores. The lounge-like shops provide a welcoming and relaxing environment where young people can find information about consumer credit packages and take out small loans. The new clay-coloured **norament® 925 serra** rubber floorcovering with its exclusive natural slate look is a key aspect of the shop concept. It blends in harmoniously with the wooden walls, aluminium elements, merchandise display walls and spotlight rails featured in the shops.



*Credit4me Shop, Bonn*





## CBR COMPANIES Stores

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*CBR Store, Mosbach*

In the CBR Companies Stores, a high-quality environment, characterised by naturalness and highlighting young fashion, was created by installing **norament® 986 cara** square tiles.

The rubber floorcovering looks like polished limestone, gently reflects the light, and like its stone counterpart each tile is unique.

It also offers high walking comfort, good footfall sound absorption, excellent anti-slip properties, and its classic beauty is still emphasised even in larger areas.



## LUNA Stores

The first of the stores of approx. 450 – 555 m<sup>2</sup> for high-quality ladies wear was opened in Heidelberg. The Bensheim Shopdesign Planungsbüro Cronauer + Romani and **nora systems GmbH** jointly developed a bright special design for these shops based on the extremely UV-resistant floorcovering **norament® 986 luxor**. The floorcovering was produced as m<sup>2</sup>-tiles and, thanks to colour contrasting joint-sealing, provides a restrained, yet partitioning accentuation.



*LUNA Store, Heidelberg*



## THANKS

The Thanks Store in Mumbai is a compact, luxurious fashion store with an innovative shop-in-shop concept: The architects Chris Lee & Kapil Gupta created a designer and brand zone within the store, where exclusive brands such as Dolce & Gabbana, Fendi, Stella McCartney, Chloe, Van Cleef & Arpels, or Sergio Rossi have their own dedicated shop windows, through which their individuality and exclusivity is highlighted to the full. The avant-garde fixtures and fittings convey extraordinary aesthetics and quality over the 700 m<sup>2</sup> area, where the discrete **noraplan® uni** floorcoverings integrate wonderfully and harmoniously into the composition.



*Photographer:*  
*Fram Petit, India*

## MISS SIXTY Flagship-Stores

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The non-welded rubber floorcovering **noraplan® uni** is part of the generous shop ambience and highlights the high-quality trendsetter image which is consistently shown in the fashion merchandise and the shop design.



*MISS SIXTY, Hamburg*





# Miss Sixty + Energie

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*Quartier 99, Olymp + Hades, Cologne*

The design of the brand area "Killah" reflects a "retro" theme through the colours and styles of past decades.

The main entrance area is designed in 80s style using pink, black and grey. Strongly reminiscent of the 70s, Miss Sixty offers fashion for ladies while the gentlemen's label "Energie" is represented by elements from the 50s and 60s.

The presentation of the merchandise and the design of the floorcovering contribute to the overall interior design and support the trendy, modern nature of the brand.

Various colour shades of **noraplan® uni** and **noraplan® logic** were installed over a 480 m<sup>2</sup> area.



## ENGELHORN ACTIVE TOWN, Rhein-Neckar Centre



The engelhorn active town with its modern styling offers everything from casual fashion and sports equipment to accessories. There is real diversity in the 5,000 m<sup>2</sup> area, which contains departments for fashion, sports, and lifestyle. One example is the trend shop Vero Moda. Designer trends fresh from the catwalk are displayed on the floorcovering **noraplan® uni**, with non-welded joints.



The architecture and the trendy fashion themes make the “Energie Shop” extremely eye-catching; the world-wide Italian manufacturer is one of the most hip labels among the jeans brands. This is reflected by the extraordinary “stripe pattern” of the floorcovering which is a significant element of the shop design: Two colours of **noraplan® uni** are combined with two green shades from **noraplan® logic** range.

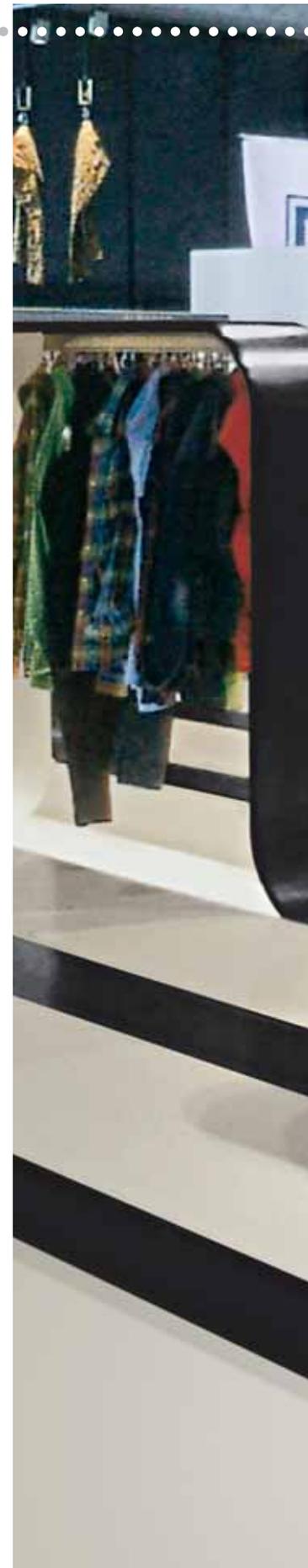
## OTTO KERN Trade fair stand concept

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The fashion label Otto Kern is displayed using a spectacular trade fair stand concept by the Berlin Architecture and Design Firm Formwerk. Waves rise and fall from the floor to form product carriers and display stands, which create a combination of brand identity, high-level design and individuality. The demand for selected quality materials for this concept is met by the durable **noraplan® uni** rubber floorcoverings, which are used in the brand-driven colours of black and white on the floor as well as for the waves; this impresses not only the visiting fashion enthusiasts, but also the professional audience.



*Otto Kern Trade fair stand, 2005*







## CECIL Shop Concept

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*CECIL, Citypoint, Nuremberg*

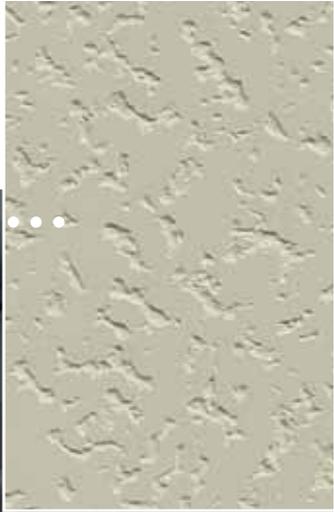
Generosity even on small areas – the CECIL shop concept is presented on the 1 m<sup>2</sup> tiles of **norament® 986 luxor** in the special colour 4744 with accentuation stripes in the colour 4619.

This high-quality, harmonious floorcovering design forms a discrete base for the CECIL brand and attention is drawn to the product range.

# ALLIANZ ARENA

The 4,000 m<sup>2</sup> "brand world" on the third level of the Munich Allianz Arena, with its shops and restaurants creates an additional point of attraction for 8,000 to 9,000 visitors per day. The highlights of this mall are the FC Bayern München Megastore and the Allianz Shop, which were both equipped with **nora**<sup>®</sup> floorcoverings – **norament**<sup>®</sup> **986 metro**, **norament**<sup>®</sup> **925** and **noraplan**<sup>®</sup> **uni** – to further emphasise the adventurous ambience for the fans.







## HARRODS LG Electronic Store

Stylish shopping, exclusive brand quality, and the elegant presentation of goods have a long tradition in Harrods, the world-famous top shopping address in the heart of London. The classically beautiful rubber floorcovering **norament® 986 cara**, with its finely structured design image of limestone and its fine, mat-silk polished surface, meets the high demands of Harrods. In the 200 m<sup>2</sup> LG Electronic Store the tiles, installed with accentuation stripes, create an aesthetic space where the products are displayed like modern design sculptures.





## WELTBILD PLUS Stores

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WELTBILD PLUS Store, Schleswig

The colours of the displays and the **norament® 925 lago** rubber floorcovering are precisely coordinated and interspersed with contrasting shop fitting elements to create a perfectly harmonious overall effect and a sales-promoting environment. **norament®** floorcovering was used in the current Weltbild Plus Stores relaunch, and it was also a feature in the original stores.



## DRESDNER BANK AG, branch concept

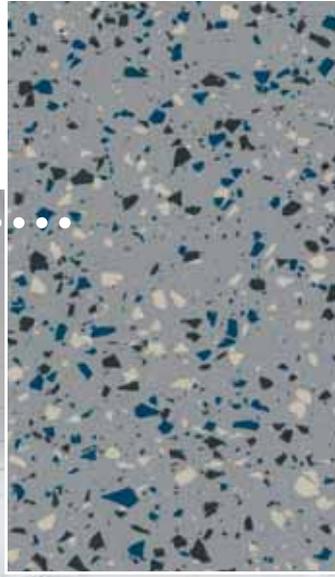
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For the customer branches of the Dresdner Bank AG in Germany, this special design was developed using **nora's** rubber floor-covering **norament® 986 luxor**.

As an alternative to joint sealing, the defined squared structure of the floor was achieved using 4 mm accentuation stripes in the same design.



*DRESDNER BANK branch, Seligenstadt*



## MOBILCOM, shop concept

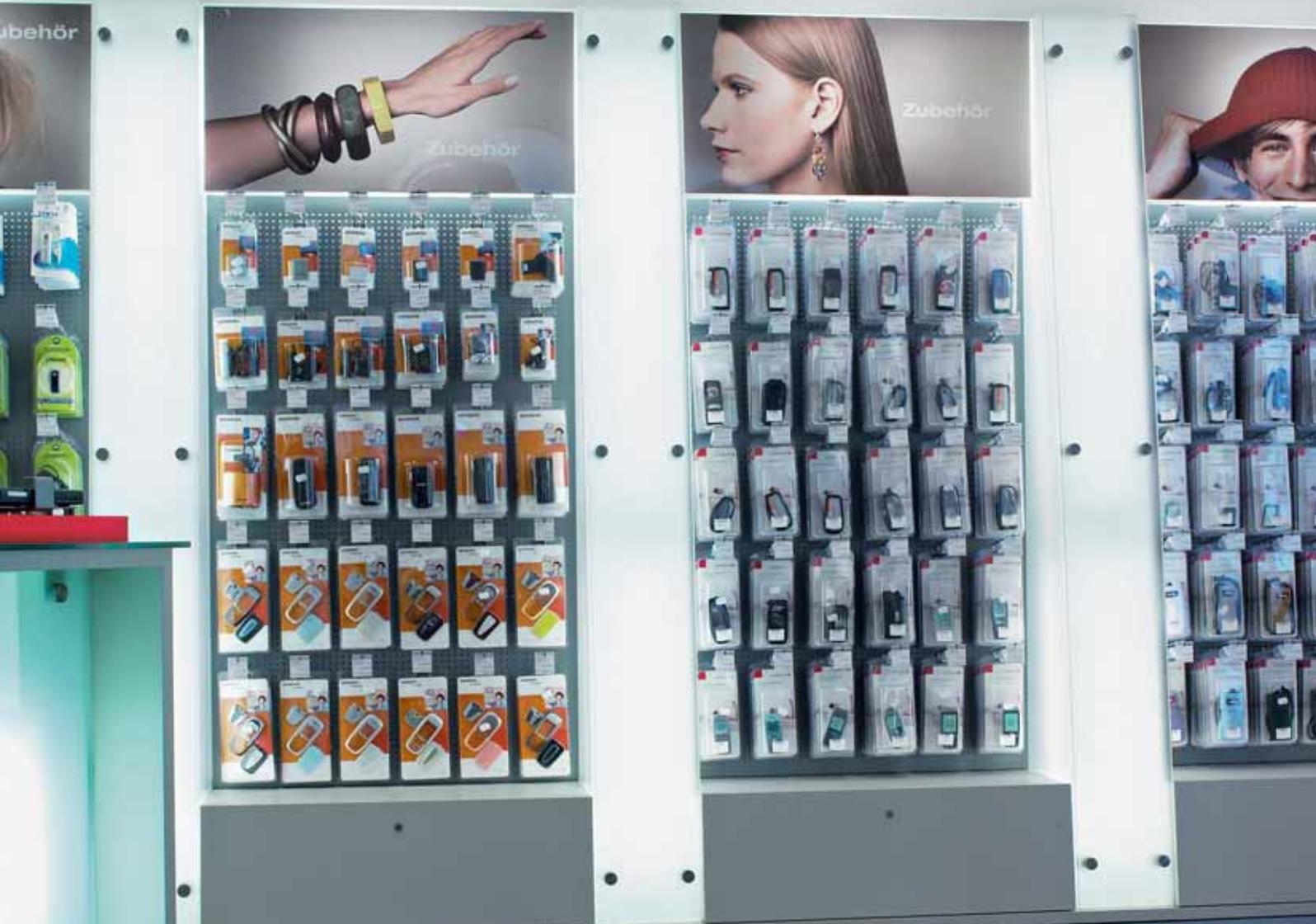
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Mobilcom-Shop, Erfurt

The primary objective of mobilcom's new shop concept is to give the brand an image and make it tangible. The rubber floorcovering **norament® 986 metro** is simplistic and robust like concrete, full of character with its macropore structure and thus meets this requirement by combining modernity with practicality. Martin Hermann, responsible for mobilcom shop construction, and Klaus Müller from the design and planning firm in Ludwigsburg agree that the anthracite-coloured floorcovering ideally complements the bright and elegant interior design in the approx. 250 shops.





Zubehör

Zubehör

Zubehör

com

# E-PLUS Shop Concept

In E-plus shops all over Germany, the shop fittings have a uniform, discreetly technical appearance. Integral to this concept is the floorcovering **norament® 986 luxor** in a special bespoke colour.

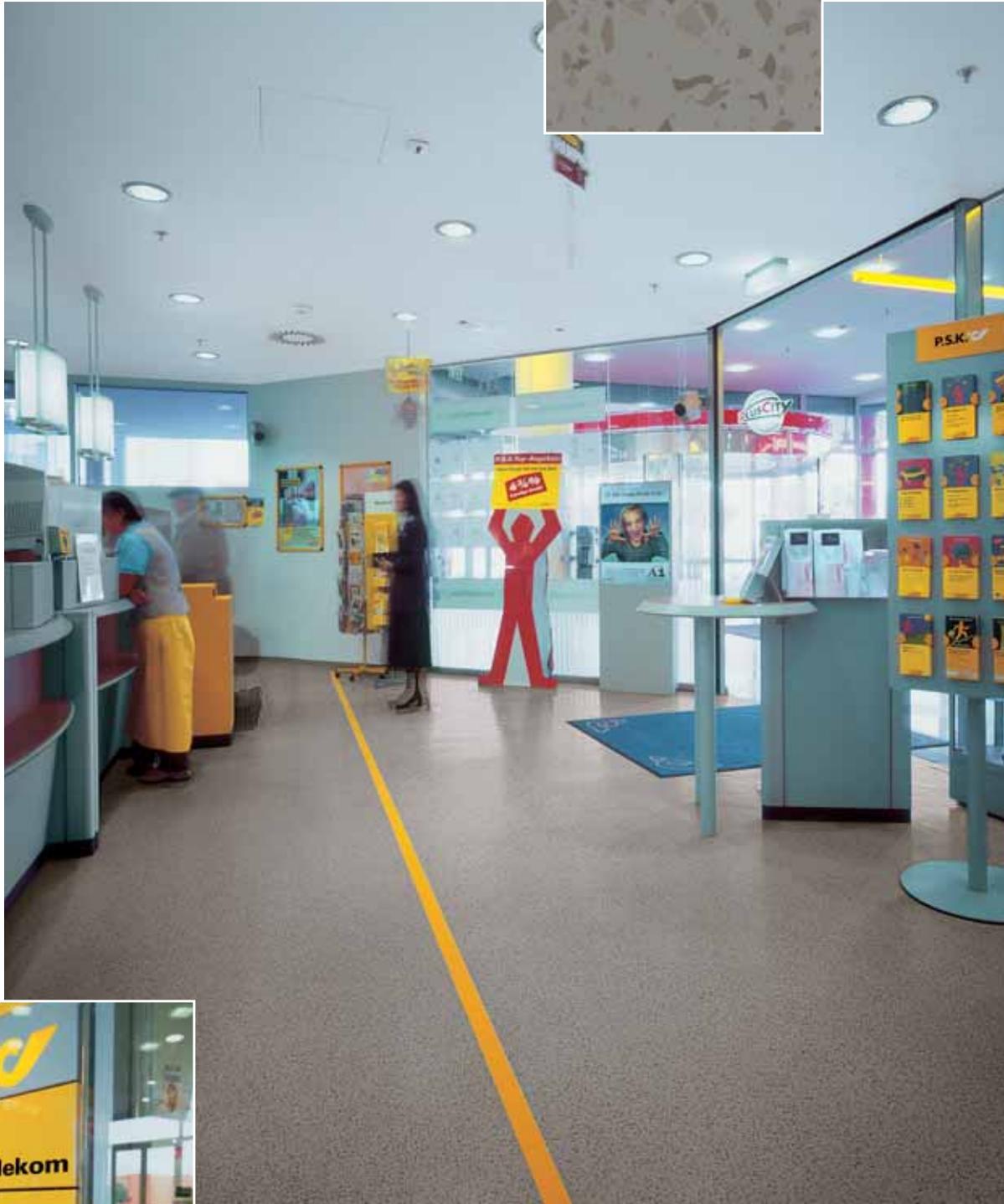


*e-plus Shop, Heidelberg*

## POST OFFICES, Austria

One example of several hundred post offices in Austria where the same floorcovering design was installed.

**norament**<sup>®</sup> in special design 26 is supplied as tiles and installed without joint-sealing. This is added to by accentuation stripes and rubber skirting in the matching colour. The entire volume is approx. 70,000 m<sup>2</sup> of floorcovering. A decisive factor for the use of the **nora**<sup>®</sup> floorcovering was its durability mat-silk surface and the easy cleaning.



Post office, Linz/A

# NIEDERMEYER PHOTO SHOP

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*NIEDERMEYER shop, Vienna/A*

The company of Niedermeyer consistently implemented its tone-in-tone design concept in various shops with a total area of approx. 6,000 m<sup>2</sup>. The floorcovering **norament® 986 luxor** with mat-silk surface and harmonious granular design in customized special colour blends in excellently with the total colour scheme. This floorcovering meets the highest demands, especially in terms of its UV resistance, which is beneficial in heavily glazed areas.





## APOTHEKE IM BAHNHOF, Pharmacy, Potsdam

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The elegant and lively contrast design of **norament® 986 luxor** in one standard and one special colour excellently matches the pharmacy's furniture and also functions as a floor-marked route.





# HOLLYWOOD MEGAPLEX, St. Pölten/Austria

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Visitors and workers get the best perspectives of this 7,500 m<sup>2</sup> multiplex. The combination of the rubber floorcoverings **norament**<sup>®</sup> special design 26 and **noraplan**<sup>®</sup> plus in several colour shades not only creates an exciting, decorative atmosphere but is also extraordinarily wear-resistant, eco-compatible and easy to clean.



## URMEL toy retail stores

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URMEL is committed to selling “excellent quality toys” which are lovingly made, professionally crafted and environmentally friendly. True to the company’s philosophy, the materials used for the fittings and furnishings in the most recent outlet also had to reflect these exacting requirements. Environmentally friendly **norament® 925 lago** rubber floorcovering, with its dark blue base colour, perfectly fits in with the overall colour concept. It also fully satisfies the customer’s requirement of joint-friendly walking comfort, outstanding durability, easy and cost-effective cleaning.



*URMEL store at the Rhein-Neckar Centre in Viernheim*





# Aesthetic appeal through creative accentuation

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Inlay floor design and the combination of various colours, designs and surface structures of the **nora**® system present additional options for the conceptual interior design.

The interplay with other materials such as stone, carpet or wood also offers new attractive options. Corporate designs with company logos and colours, meeting points, floor-marked routes, space-structuring elements and ornaments can be excellently implemented. The elastic, dimensionally stable rubber material and the modern, practical cutting techniques (e.g. water-jet cutting) are the ideal prerequisites for accurate implementation.



**norament**® accentuation stripes are the ideal solution to provide simple and economic accentuation options. The luxor design is available in 2 colours and a width of 4 mm.

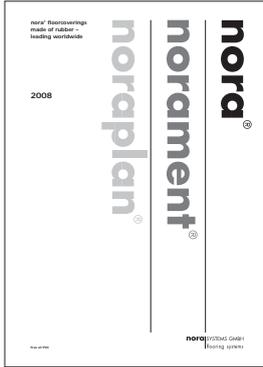
We are here to support you.  
Be creative!





For detailed product information on **nora**<sup>®</sup> floorcoverings, please request your copy of:

- assortment brochure
- inlay brochure



- environmental brochure



Industrial Park Freudenberg

**nora systems GmbH** develops, produces, and markets highly resilient floorings made of rubber – as well as shoe components – under the brand name **nora**<sup>®</sup>. The company has more than 900 employees worldwide and had sales of 165.7 million € in 2007. Just about everyone has probably already stood on **nora**<sup>®</sup> products, whether in their own shoes or on floorings. After all, they can be found in kindergartens and universities, hospitals and airports, production halls, warehouses, and office buildings, trains, streetcars, and ships, stores and shopping centers, and on many other surfaces as well.

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