



Case Study: **Care Home**



# Alexandra Grange delivers the highest standards of care within a five star luxury environment.

## EQUINOX<sup>TM</sup> TONES

- Quality Prism<sup>TM</sup> yarn
- Provides good wear performance
- Easy to maintain
- Modern range of colours
- Cost effective flooring solution for the healthcare market

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 An Ulster Group Company



Alexandra Grange, owned by Hallmark Care Homes, one of the UK's leading care providers, aims to provide a supportive and welcoming community for residents, relatives and friends, which includes luxury lifestyle living

## The Issue

Alexandra Grange believes that at this stage in life it's time for their residents to relax and live in luxury. With this in mind the home wants to create, through the use of colour and textures, a homely, warm and modern atmosphere with light, bright open spaces and cosy, intimate areas which are distinctive yet welcoming.

"We want our bedrooms and circulation areas to be elegantly finished and to provide our residents with the utmost comfort. We want to provide a range of living spaces including luxurious suites, platinum and gold bedrooms, which are all individually finished, including some with their own sitting areas. Some of our residents are also living with dementia so the products we use in finishing the building have to be suitable for their needs".

## The Solution

danfloor supplied 3,000 square meters of Equinox Tones in a variety of colours from the neutral tones of Marsh Honey, Chanterelle and Moss Bell to the more vivid colours of Scarlet Cup, Midnight Disco and Birch Rust. The range was laid in a number of locations from corridors and lounges to bedrooms.

Key to the decision in selecting Equinox Tones for Alexandra Grange was Hallmarks previous experience with the product. The Equinox range has been used in a number of homes due to its look and feel as well as its performance and durability.

"We have previously used Equinox Tones and have been impressed with how well it performs in such a demanding environment. During a typical day the carpet will come into contact with wheelchairs, liquid spills and abrasive cleaning chemicals, but it still maintains its colour and appearance." Says Jacqueline Farguson Interior Designer for Hallmark Healthcare.

"The Equinox range is a cost effective solution for our needs and gives us complete peace of mind." Jacqueline continues "there is a varied range of colours which means we can create a co-ordinated interior design scheme for any room or home".

## The Outcome

Alexandra Grange is exceptionally pleased with the Equinox Tones range which includes the following key features:

- Made from the Prism™ fibre which enhances the colour of the carpet and minimises the effects of visual soiling
- Includes mædical™ an antimicrobial yarn treatment which kills micro-organisms when they come into contact with the fibre
- Has an impervious backing which stops surface spills reaching the sub floor.

## About Equinox Tones

As part of danfloor's extensive Healthcare collection Equinox Tones offers outstanding performance, superior styling and a comprehensive warranty making it suitable for flooring applications within Care Homes, Sheltered Accommodation and Retirement Villages.

Manufactured using the Prism™ fibre Tones is a cut pile, solution dyed range available in 24 contemporary colours. The tonal design makes this carpet suitable for bedrooms and circulation areas in a variety of environments, including dementia units.

For more information about our healthcare products visit [www.danfloor.co.uk](http://www.danfloor.co.uk) or call 0844 915 1000