

Aiming to create a high-impact reception area that accurately reflects the agency's somewhat inventive approach to experiential marketing, Jack Morton's London office now features a smooth, grey resin floor, installed and laid by Ryebrook Resins. Providing a perfect setting for the stylised décor and furniture the floor is visually similar to concrete stone, whilst closer inspection reveals a glittering aggregate imbedded in the resin, effectively adding depth and warmth.



Although traditionally associated with more industrial settings, Ryebrook has recently noticed a radical shift in perceptions with architects and interior designers now specifying hi-tech resin systems for innovative establishments including schools, offices and even residential properties. Befitting the philosophy of this global marketing agency, the newly refurbished reception at Jack Morton's is a showcase for their particular brand of progressive creativity. "Ryebrook's resin floor has certainly fulfilled our expectations," comments Quentin Hardie, Facilities Manager at the agency. "As well as helping create an impressive reception area it is extremely practical, being easy to keep clean and particularly hard-wearing."

As Ryebrook had to lay the resin on top of an existing stone floor, there was little tolerance regarding height. The floor was first prepared using a diamond grinder before applying the primer followed by the solvent-free epoxy screed, Ryescreed. Despite only being able to lay the screed to a maximum 4mm thickness, the resulting floor is extremely smooth and inherently strong.

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