

Amtico Case Study

Friska

Featured Collections:

amtico spacia

amtico
makes it
possible



Weathered Oak

Friska

Location: Bristol & Birmingham

Sector: Hospitality

Collection: Spacia

Products & Laying Patterns: Weathered Oak,
Sun Bleached Oak - Stripwood

Friska restaurants have a clear mission: "To redefine your expectations for how a breakfast and lunchtime place makes you feel."

Friska restaurants are welcoming, relaxed and comfortable spaces, offering a friendly eat-in or takeaway experience. Central to the success of the chain has been the light, airy and contemporary feel of its outlets.

So, when it came to the design of two new restaurants in Brindley Place, Birmingham, and The Eye in Bristol, Friska founders, Ed Brown and Griff Holland, wanted a look and feel that complemented

the company's values, including their commitment to sustainability and ethical sourcing.

During early projects, Friska had used engineered oak, but for Brindley Place and The Eye, the Friska team wanted to explore a broader range of wood tones that could be achieved within budget for natural materials.



Sun Bleached Oak



Weathered Oak

Friska

After consulting Bristol-based Story Design, Amtico Spacia was specified for the flooring in both outlets due to its ability to offer excellent durability and performance for high footfall areas, while remaining cost effective.

When it came to brand cohesion, Friska's Brindley Place and The Eye both shared a common aesthetic, but retained their own

independent feel with varying designs and accent touches.

The same flooring collection was used in both to bring a consistency to the spaces, with the company opting for Sun Bleached Oak and Weathered Oak. The wood effects provide cool, contemporary environments, while echoing a distressed finish in natural grey tones.

LVT

flooring for high-traffic performance, durability and easy maintenance.

Friska

amtico spacia

Designed for durability, designed to last, Spacia comprises 96 products and patterns across Wood, Stone and Abstract palettes that deliver exceptional floors.

Introduce design-led quality to every project with distinctive woods, stunning stones and vibrant abstracts. Spacia's high performance products have durable 0.55mm and 0.3mm wear layers, which are backed by a 10-year warranty.



10YR COMMERCIAL
WARRANTY



Sun Bleached Oak

Featured Products:



Laying Pattern
Stripwood



Sun Bleached Oak
SS5W2531



Weathered Oak
SS5W2524



Sun Bleached Oak



“Amtico really opened up the design options for both stores, presenting finishes and styles that previously weren’t possible with other materials. The flooring also offered the practical benefits of being easier to install and maintain throughout its life cycle.

“We also established early on that Friska were looking for a scheme that wasn’t ‘gimmicky’ in any way. So a simple Stripwood pattern was employed, with the random nature of wood effect helping to make the overall look and feel convincing. Plus, from a sustainable perspective, it’s made in Coventry, so the transportation requirements were far less than other products.”

Kenton Simmons
Designer and Proprietor
Story Design

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Weathered Oak

FRISKA

FEEL GOOD FOOD

“The Eye has expanded Friska’s market in Bristol, while Brindley Place demonstrates the company’s expansion plans into other cities. As the Amtico Spacia has been so successful in these outlets, it’s likely the flooring will remain a consistent element in any future projects further down the line.”

Griff Holland
Owner
Friska

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