

# Amtico Project

Amtico Offices:  
Coventry & Solihull

---



Coventry and Solihull,  
West Midlands



Office



Amtico Signature,  
Designers' Choice,  
Entryway



AMTICO BIO

# amtico



**For the last 60 years, Amtico has been designing, manufacturing and distributing its pioneering luxury vinyl tile (LVT) flooring to homes and businesses in 130 countries around the world from its home in the West Midlands. Originally a joint venture between American Biltrite and manufacturing giant Courtaulds, Amtico was launched in 1964 and has been made in the UK ever since.**

To celebrate the company's 60th anniversary and six decades at the forefront of LVT flooring, Amtico has refurbished its Coventry headquarters and Solihull offices with spectacular new floors that blend classic and bespoke designs with popular and on-trend colours, to showcase Amtico's creativity, durability and versatility.



AMTICO BIO

As part of the company's sustainability journey, all of the floors were specified with Amtico Bio.





"For six decades, our commitment to design and British manufacturing has allowed us to create unique and beautiful LVT flooring – our Coventry and Solihull sites reflect our craftsmanship and values as we celebrate our 60th anniversary. The designs are a testament to the quality of our LVT products, the creativity of our designers and the expertise of our CAD and manufacturing teams."

**Holly Johnson**  
Marketing Director  
Amtico

British  
manufacturing  
expertise  
since 1964





## Featured Products:



**Onyx Marble**  
AROSOM30

---

**Polished Gold Stripping**  
AROAPL78

## Featured Pattern:

### Bespoke

Subtly drawing on its 1960s heritage, visitors to Amtico's HQ building in Coventry are greeted in the entrance area by a bespoke diamond-inspired polygon motif and pattern, created by the in-house design team to highlight the company's diamond anniversary. The team chose Onyx Marble with Polished Gold feature stripping for the design, showcasing the versatility of the Signature LVT collection and Amtico's bespoke services.

Featuring a central pentagon motif, the grand-scale, bespoke laying pattern creates a visual impact in the entrance area and demonstrates Amtico's precision cutting abilities. The pattern itself takes inspiration from the beautiful inlaid marble floors of the 20th Century, with the in-house design team adding a contemporary edge by experimenting with colour and scale. The understated tribute to the 60th anniversary also provides a strong visual link between the office and factory areas, located next to each other at the Coventry facility, with the Polished Gold feature stripping and Onyx Marble details continuing throughout.



20YR COMMERCIAL  
WARRANTY



AMTICO BIO

[amtico.com](https://www.amtico.com)





Buxton Oak in Halycon Pleat by Bespoke Laying Pattern featuring Onyx Marble and Gold Stripping



## Featured Products:



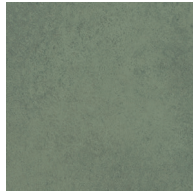
**Buxton Oak**  
AROW8660



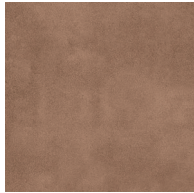
**Encaustic Jasper**  
AROAEN45



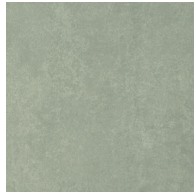
**Diffusion Malt**  
AROADF44



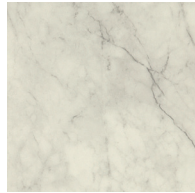
**Encaustic Okra**  
AROAEN18



**Stucco Clay**  
AROAUC47



**Diffusion Aloe**  
AROADF88



**Onyx Marble**  
AROSOM30

**Polished Gold feature stripping**  
AROAPL78

## Featured Pattern:

### Halcyon Pleat

The office area features a sprawling Halcyon Pleat laying pattern in timeless Buxton Oak and a variety of shades from the Colour Edit palette and Onyx Marble, combined with an elegant 9mm Polished Gold feature stripping to tie in with the bespoke design in the entrance area. The in-house designers continued the pops of colour to the stairs with Tollymore Oak, Colour Edit and Onyx Marble on the risers, playfully showcasing the possibilities of Amtico flooring.



20YR COMMERCIAL  
WARRANTY



AMTICO BIO

[amtico.com](https://amtico.com)

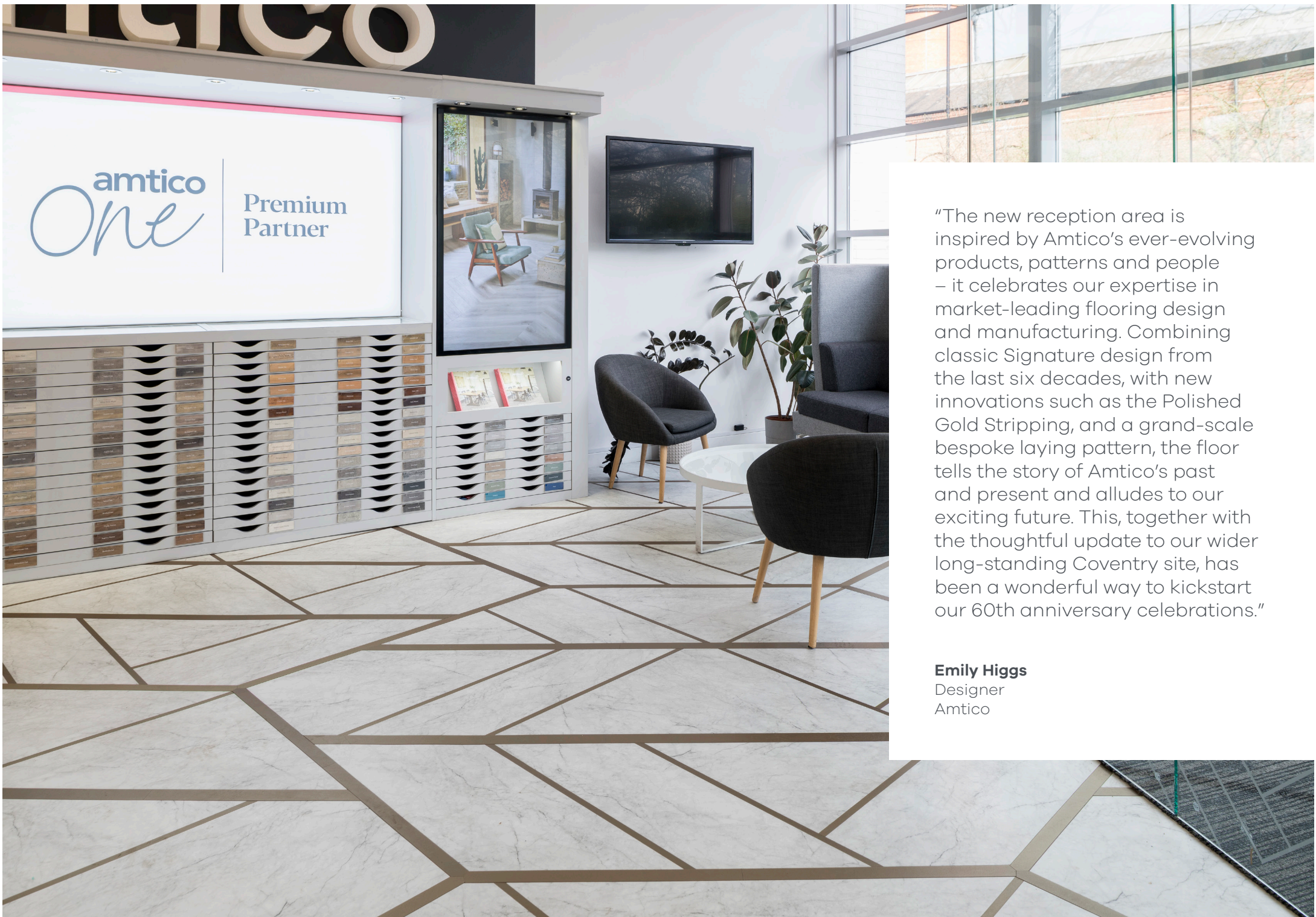




a leader in quality  
**a brand people believe in**  
a passion for design  
a continuous history of  
manufacturing innovation

Stairs feature Tollymore Oak with Colour Edit risers and gold edging, rising from an Onyx Marble and Gold Stripping field





amtico  
One

Premium  
Partner

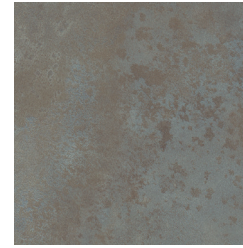
"The new reception area is inspired by Amtico's ever-evolving products, patterns and people – it celebrates our expertise in market-leading flooring design and manufacturing. Combining classic Signature design from the last six decades, with new innovations such as the Polished Gold Stripping, and a grand-scale bespoke laying pattern, the floor tells the story of Amtico's past and present and alludes to our exciting future. This, together with the thoughtful update to our wider long-standing Coventry site, has been a wonderful way to kickstart our 60th anniversary celebrations."

**Emily Higgs**  
Designer  
Amtico





## Featured Products:



**Grey Burnished Metal**  
AROARH13

---

**Polished Copper Stripping**  
AROAPL45

## Featured Pattern:

### Large Parquet

The Solihull office's refurbished main entrance now features a stunning combination of Grey Burnished Metal from the Signature collection with Polished Copper feature stripping, laid in Large Parquet. The look pays tribute to Amtico's long manufacturing heritage in the West Midlands. The adjoining corridor features the fresh tones of Hackfall Oak laid in the Chevron laying pattern and extends into the office space on the ground floor.

Grey Burnished Metal continues up the stairs to the first floor in Russet Burnished Metal. The workspace upstairs features a captivating blend of Wood and Stone laying patterns that reveal the flexibility and creativity that can be achieved with the Signature collection.



20YR COMMERCIAL  
WARRANTY



AMTICO BIO

[amtico.com](https://amtico.com)



## Featured Products:



**Russet Burnished Metal**  
AR0ARH44

## Featured Pattern:

### Broken Bond

The use of metallics continues to the upper floor, where Russet Burnished Metal is laid in Broken Bond, a well-known classic laying pattern showcasing the tonal variation of the tile, whilst the warm, rusty tones compliment the buildings statement lighting featuring metallic rose gold finishes.



## Featured Products:



**Hackfall Oak**  
AROW8790

## Featured Pattern:

### Chevron

The lower floor offices are greeted by Hackfall Oak laid in Chevron, a timeless laying pattern, which offers a subtle sense of direction. This elegant pattern creates a stylish walkway with a comforting aesthetic.





Grey Burnished Metal in Large Parquet with Polished Copper Stripping





"Over the years, Amtico has become synonymous with style and quality craftsmanship, so naturally we were thrilled to be involved with this project. We were mindful of causing minimal disruption during the installation process, and found the communication with Christina and her team regarding this, to be highly efficient throughout. We're really pleased with the end result and it was an absolute pleasure to work alongside each other."

**Paul Cassell**

Managing Director  
PMC FLOORING LTD



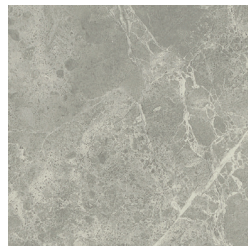
## Featured Products:



**Hackfall Oak**  
AROW8790



**Onyx Marble**  
AROSOM30



**Grigio Classic Marble**  
AROSCA37

## Featured Pattern:



### **Gable Parquet Large & Gatsby Square Large**

Gable Parquet Large in Hackfall Oak welcomes staff on the first floor, and extends into a blend of Onyx Marble and Grigio Classic Marble, the laying pattern morphs into Gatsby Square Large in a truly eye-catching way.



20YR COMMERCIAL  
WARRANTY



AMTICO BIO

[amtico.com](https://amtico.com)





**antico**  
flooring