



Hitachi Power Tools have been at the forefront of product development for many years striving for continual innovation and cutting edge design. So when they decided to roll out an eye catching branded floor to their dealerships Ecotile interlocking floor tiles were the obvious choice.

The Challenge

Hitachi Power Tools (UK) Ltd have built their reputation on product quality and reliability backed by excellent after sales service and are trusted implicitly by their loyal customers. Always looking for ways to improve and innovate they approached Ecotile Flooring Ltd to manufacture 250m² of interlocking tiles with matching ramps and corners in the Hitachi green, many of which had the Hitachi logo water laser jet cut in to them. The tiles have been supplied and installed free of charge in almost 30 dealerships throughout the UK and are proving an excellent marketing tool.

Location: Key UK Sites

Space: Between 7.5 – 10m² per site

1. In the highly competitive world of power tools, anything that gives a slight advantage can make all the difference.
2. It was important to match the colour of the floor tiles to Hitachi's recognised green which is an integral part of their branding. Colour matching in PVC is notoriously difficult and can take up to 8 weeks but Ecotile achieved it in two to help Hitachi meet their marketing deadline.
3. With so many sites to supply the flooring needed to be very quick and easy to install.
4. The heavy footfall in each shop meant the tiles must be easy to clean to void the Hitachi brand being tarnished.

The Solution

Market-leading manufacturer of interlocking floor tiles, Ecotile, designs and produces its comprehensive range at its UK production facility - providing durable and safe flooring solutions that can be installed with minimal disruption in commercial and industrial applications around the world.

"Our interlocking floor tiles are frequently chosen for flooring projects within retail premises as they offer some vital performance benefits to this busy sector and our ability to incorporate our customers' branding is an added bonus. As a business, we are committed to world class manufacturing standards and have invested in quality to secure our position as the only interlocking flooring tile manufacturer that holds the full complement of quality accreditations and certifications including ISO9001 / 14001, CE Mark, BFI S1 Fire Rating and the R10 anti-slip rating. Furthermore, all of our tiles are REACH compliant and come with a 10-year warranty as standard."

James Gedye - Managing Director, Ecotile.

"This style of store branding has proved extremely successful, partly because our green is so impactful. Ecotile worked with us to get the shade exactly right as it was a colour they hadn't made before and we are very pleased with the result. Our team also found it extremely easy to lay."

Simon Miller, Hitachi Power Tools.

A Sustainable Solution

All Ecotiles come with a 10-year product warranty as standard. Manufactured using the highest grade material, once the tiles have reached the end of their useful life, we will collect the tiles – free of charge – and recycle them to produce the next generation of Ecotile.

To understand the benefits that Ecotile can deliver to your commercial garages, workshops and showrooms. Please call 01582 788 232 or email enquiries@ecotileflooring.com