



## Case studies

Construction • Property • Building Services • Environmental

### Client

#### Armstrong Floor Products

### Company Overview

Armstrong is one of Europe’s leading manufacturers of resilient flooring solutions supplied to multiple market sectors.

### Target Sectors

Commercial, Retail, Healthcare & Education

### Targeting Approach

Independent campaigns for

- **Architectural Specification:** Architects, interior designers, main contractors
- **Retail;** Predominantly end user driven
- **Healthcare & Education:** End user clients and associated specification partners

### Services Provided

- Opportunity Creation & Appointment Setting: Introductory/Project Specific/CPD
- Project Identification & Tracking
- Supply Chain Agreement Management
- Business Intelligence & Customer Specific Qualification

### Links

To see the testimonial please click [here](#) or visit the [Armstrong Floor Products](#) website

### Sample of Opportunities Created

Target Area	Client Engagements
Retail	Debenhams Retail Plc, Marks & Spencer Plc, John Lewis Plc, House of Fraser, BAA Plc, Tesco Stores Ltd, Asda Stores Ltd, JD Sports, WHSmith Plc, BHS Plc, Ikea Ltd, Boots Plc, Mothercare Plc, T-Mobile Retail, Matalan, Specsavers, HMV UK, Vodafone Ltd, TK Maxx, Cineworld, JD Sports, Homebase, B&Q Plc, Blockbuster Entertainment Ltd, William Hill, River Island, Waitrose Stores, Thomas Cook Travel Group, Home Retail Group, Stanley Casinos, Whitbread Plc, McDonalds Restaurants Ltd, Lloyds TSB, HSBC, RBS Group
Further Education	De Montfort University, The Open University, Glasgow Caledonian University, Bradford University, Cardiff University, University of Liverpool, University of Manchester, University of Hull, University of Bath, Nottingham Trent University, University of Glamorgan, University of Teeside, University of Kent, University of Wales, Imperial College London

BSF	Kent BSF, Newcastle upon Tyne BSF, Derbyshire BSF, Sheffield BSF, Liverpool BSF, Bradford BSF, Southwark BSF, Sunderland BSF, Durham BSF, Leeds BSF, Lancashire BSF, Haringey BSF, Plymouth BSF, Knowsley BSF, Islington BSF, Newham BSF
Local Authority School Frameworks	Cambridge County Council, Northumberland Council, Pembrokeshire County Council, Cheshire County Council, Durham County Council, Harrow Borough
Healthcare	Sandwell & West Birmingham Hospitals NHS Trust, Sheffield Childrens NHS Foundation Trust, Pennine Acute Hospitals NHS Trust, Northumbria Healthcare NHS Foundation Trust, Barnsley PCT, Wolverhampton City PCT, Shropshire Mental Health NHS Trust, Worcestershire Mental Health Partnership NHS Trust, Western Cheshire PCT, Oxford Mental Health NHS Trust, Liverpool PCT, Thameside & Glossop NHS Trust
Architects	Building Design Partnership, Atkins Design Solutions, Scott Brownrigg, DLA Design Group, Race Cottam Architect, RPS Design, Levitt Bernstein & Associates, Austin Smith Lord, Aukett Fitzroy Robinson, Aedas, 20/20 Liverpool, Black Architecture, Benoy Ltd, Capita Percy Thomas, Anshen & Allen, Broadway Malyan, Bond Bryan Partnership, HOK International, Wilkinson Eyre Architects, McBains Cooper
Main Contractors	Balfour Beatty Construction, Sir Robert McAlpine, Willmott Dixon Group, Costain Plc, Bluestone Plc, Kier London, Shepherd Construction, Galliford Try, ISG Interior Exterior, Interserve Project Services, BAM Construction, Bowmer & Kirkland, Carillion Plc, Bouygues, GB Solutions Ltd, Osborne Ltd, Vinci Construction, Miller Construction, Ardmore Construction, Carillion Plc, Morgan Sindall Group, Skanska UK
Supply Chain Management	Interserve, Bluestone, Miller Construction, Rok, <b>Morgan Sindall Group:</b> Morgan Ashurst, Overbury, Morgan Lovell, Vivid Interiors
Other	Canary Wharf Group, UBS, Royal Mail Facilities Management, Capita Symonds, Stride Treglown, Parsons Brinkerhoff, Ibex Interiors, 8Build, Pacific Interiors