

Stepping into Gina's shoes...

Established in 1954 by master shoemaker Mehmet Kurdash, and named after his favourite actress, the alluring Gina Lollobrigida, Gina Shoes was created with sheer determination to craft the most beautifully handmade footwear from the finest of materials.

Having become a truly iconic brand that for many years now has adorned the feet of supermodels, leading actresses, high society celebrities, and royal families, this exquisite high end manufacturer and retailer recently decided to relocate to larger premises to fulfil the growing demand for Gina extraordinary footwear and accessories.



A former clothing warehouse totalling over 3,000sqm that was chosen for the new Gina factory, offers a vast production and warehouse facility, as well as a design studio and client viewing area, making it the perfect location to grow this superb brand. However, before Gina could relocate to the new premises, most areas of the facility had to undergo major renovation to ensure the interiors corresponded with the professional identity of the business.

Following consultations with specialist resin flooring company, National Flooring, it became apparent that not one, but a variety of solutions were needed to meet the different requirements within the building. Gina also made it very clear that

the end result had to be synonymous with everything that the company stands for – uncompromising quality, elegance, and style.

For the main production and office areas, the client wanted to create a light and minimalistic look enhanced by a floor finish that could incorporate the colour of the metallic overhead structure, featured throughout the building. Due to health and safety regulations, it was also necessary to incorporate yellow walkways into the design layout.

To fulfil all Gina's requirements, National Flooring chose the specialist range of Degafloor MMA resin flooring systems, which deliver outstanding quality, practicality, and exceptional flexibility in terms of aesthetics.

The existing flooring throughout the entire facility was covered with multiple coats of paint and needed additional floor preparation, which as a result uncovered a large number of bolt holes. These had to be filled before the Degafloor Flake system could be applied, with the total area of 2200 sqm then being installed in just three days.

As forklift trucks are often in operation in the warehouse area, National Flooring recommended the installation of the heavy duty, slip resistant Degafloor QT finish. To enhance slip resistance even further by the roller shutter doors, an area regularly exposed to wet conditions, National Flooring suggested using the Degafloor FB system, which offers exceptional slip resistance even in the most challenging conditions.

The whole project was a real success making the shortlist for FeRFA large project of the year awards. The Degafloor finishes complement perfectly what the client had envisaged for Gina's new factory in terms of usability, aesthetics, and the overall 'wow' factor.

Altan Kurdash, owner of Gina commented, "As a family run business, the relocation of our premises and the refurbishment were a big step and had a great deal of personal importance. We are extremely happy with the standard of the floors and are proud to reveal our new factory to our customers and suppliers."

The glamorous Gina collection can be viewed at www.gina.com

Ends

Notes to Editors:

Degafloor is a leading supplier of MMA based resin flooring systems to a wide range of industrial and commercial environments. Based in Maxey in Cambridgeshire, Degafloor Ltd was established in 2002, although the brand has been operational since 1996. For more information on Degafloor visit www.degafloor.com or contact +44 (0) 1778 342545 or email monika@degafloor.com