

# Housing

## Big Brother House Portugal

### PRODUCTS USED:

Designatex and Secura

Polyflor Luxury Vinyl Sheet showcases in sixth season of Portuguese reality show, Big Brother.

In September 2020 Big Brother: A Revolução, the sixth season of the Portuguese version of the popular reality show aired on national tv channel TVI. For the first time viewers were able to see contestants settling into their new living spaces and were impressed labelling it the 'Best House Yet'.

The show was a production of Dutch-based media company, Endemol who paid much consideration to the interior design across the house, creating an impressive setting for the drama to unfold. The theme of the interior was centred around bringing the outside in, a neutral colour palette was applied throughout, complemented by biophilic feature and botanical elements.

Endemol worked with Thumann Flooring Solutions to source the flooring. They were looking for a solution that would look great on camera and match the theme of the interior. From a functional perspective, the flooring also needed to be durable and easy to clean.

They opted for attractive Luxury Vinyl Sheet (LVS) collections, Designatex and Secura from Polyflor's portfolio. Designatex was installed in Sicillian Oak across the living room and dining room, creating a space that felt warm and cosy. For the kitchen and pantry Secura was used in Powdered Concrete where a clean and contemporary aesthetic was to be achieved. The contrasting wood and stone designs were installed side by side, helping to zone and break up the large open plan space.







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It was important to Endemol that the space was comfortable and usable. Both Designatex and Secura feature a premium backing layer providing warmth and comfort underfoot, whilst reducing noise transfer between rooms. The collections also include a hard wearing R10 level slip resistance reducing the risk of slips, trips and falls; proving particularly valuable in the kitchen and dining areas which were more prone to spillage. Thanks to the unique polyurethane reinforcement (PUR) surface treatment, the flooring was also easy to maintain, meaning cleaning time and costs was significantly reduced, and the flooring was kept looking its best.

Secura and Designatex' contain high quality designs creating the aesthetic of authentic wood and stone. The collections are available in two, three and four metre width rolls allowing for a seamless finish to be achieved, without the need for welding. The premium backing layer also helped mask minor subfloor unevenness. All these features helped ensure an immaculate finish was achieved.

There were also installation benefits to using the premium LVS products. Both Designatex and Secura can be loose laid, this eased the installation process, eliminating the need for adhesive and reducing installation time and costs.

The Polyflor collections ticked all the boxes for Endemol. Carolina Carlos, Production Manager for Endemol commented, *"The flooring offered elegant designs that looked like authentic wood and stone flooring. It was important for the flooring to be easy to clean and the product more than met this requirement. The service we received from Polyflor was exceptional and they exceeded our expectations completely"*.

#### Top benefits:

- Wide range of authentic wood and stone designs
- Two, three and four metre roll width for a seamless finish
- Premium backing layer providing warmth and comfort underfoot
- Reduced noise transfer between rooms
- Looselay format for fast installation

