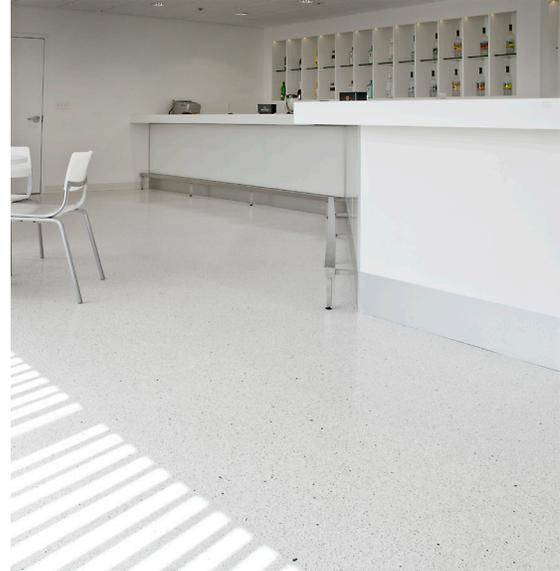


**Contract Flooring**  
Bacardi Limited  
Braintree, MA

**Floorazzo™ Gem**  
Pearl



## Floorazzo™: Beyond Healthcare

For Bacardi Limited, known internationally for brands such as Bacardi, Martini and Rossi, Dewars, Grey Goose and more, developing a strong brand presence in the United States has been of the utmost importance for the last 50 years. Since opening its headquarters in Midtown Miami in 1964, Bacardi U.S.A offices have been added across the country to provide a local presence for regional sales and management teams and to host promotional events for industry personnel.

To promote the Bacardi family of products in the Northeastern market, Audrey Strom, Senior Associate at Gensler, was commissioned to design a new Bacardi U.S.A. office in Braintree, Massachusetts.

Hosting events for industry professionals, it was important to spotlight the entertainment and bar area with a clean, modern design that would appropriately reflect the brand image. Ms. Strom and the Bacardi team determined that an opulent white would most accurately represent the vision they wanted to convey and a search for suitable white flooring immediately began.

Durability under regular foot traffic and minimal maintenance regiments by the cleaning service were pivotal requirements for choosing the flooring. Traditional Terrazzo flooring had the luxurious look that management desired but with space constraints, maintenance routines and the concern of cracking, the team continued searching for an alternative.

Ms. Strom discovered Floorazzo™, the prefabricated Terrazzo tile that would make installation in the smaller bar and lounge areas possible. Manufactured in a quality controlled factory using a responsive polyester resin base material, Floorazzo™ tiles are stain resistant, easy to clean and won't crack. The decision was easy and the team selected the color Pearl from the Floorazzo™ Gem collection.

"We love the design, layout and overall look of the floor. It is easy to care for, and we would strongly recommend Floorazzo™ to anyone considering a terrazzo-like flooring alternative," stated Kathy Willcutt, Administrative Assistant at Bacardi U.S.A., Inc.