

Lano walks the walk at the Paramount County Hotel

The ability of Lano Carpets to deliver soft flooring solutions within any interior has been strikingly affirmed with the carpet now adorning the floors at the Paramount County Hotel, Basingstoke.



Taking inspiration from Lano's Walk of Fame collection, over 650 square metres of woven Axminster Carpet is now providing an impressive feature within two main areas of this busy hotel.

Mike Watson of MI Design was adamant that the carpet selected would be chosen on the basis of accuracy of design and its ability to make an impact on the feet and eyes of visitors.

Recognising the key to running a successful hotel is to secure repeat business and bookings, the Paramount County Hotel sought to create an ambiance that would provide a talking point for guests and so it turned to Lano Carpets to do just this within the conference rooms and banqueting hall.

With 365 standard designs in the Walk of Fame collection, each of which can be re-coloured using 16 stock tones at no extra



cost, Mike Watson chose a striking Panel Design with a central motif and an elegant floral leaf in the ground as well as in the panels, to satisfy his own demands and to ensure that his client received a carpet that marries design with performance.

Mike Watson, MI Designs explains his reasoning behind choosing Lano Carpets:

“The impressive choice offered by the Walk of Fame collection immediately caught my eye and enabled me to specify a carpet that matched the strict brief perfectly. The entrancing blend of colour and design will undoubtedly prove to be a conversation piece for guests.

“However, we also had to overcome practical issues that could have affected the desired impact. The function room is regularly used as two, partitioned through the centre, so the

key was to choose a pattern that would look equally balanced as either one complete vision, or two separate ones. Using the expertise of Lano and the experience of flooring contractors Pocklington, West Yorkshire, we have successfully given the hotel the carpet that hits the mark in design, flexibility and most importantly of all in real world performance.”

For further information on Lano - Project Division please telephone Natural Elements on 020 7253 2111, or visit our page in the Directory.