

Bolidtop 525: a thousand words in one surface

The House of Marketing (THOM) is the first and so far only one of its kind in Belgium. An excellent starting position to get going with challenging marketing assignments. To improve marketing strategies and to support the implementation of those strategies is the most important objective. If necessary, all experts join the assignment, because – says THOM – “if you are working with one of us, you are working with all of us”. In this way all the knowledge is being shared and the creative part of the brains is constantly stimulated and built up. That is exactly why the THOM professionals, because that is what they are, do not consider the marketing issues of each assignment as a problem, but as a challenge.

[Architect bureau](#) Crepain Binst shared the same mentality when it came to the design of the by THOM newly bought corner building behind their existing office. With this purchase THOM enlarged its office and has had renovate this new building to make it fit in with the style of the original [office](#). Working at THOM means working long hours and the team spirit needs the right encouragement as well. An austere and boring working environment was therefore absolutely unacceptable. This aspect had to be taken into consideration with both the design and interior. Typically one of those jobs that require a reliable partner that can add valuable input to the process. Crepain Binst, familiar with their outstanding results due to many years of cooperation, recommended to have Bolidt supply the floor finishes. And there you are, the dazzling [Bolidtop](#)® 525 is an utterly effective means of communication for THOM. At a single glance the floor tells THOM's customers what they can expect from the marketeers. Professional work, quality, creative solutions, colourful ideas, commitment and passion.

Bolidt does not communicate in writing but in flooring.

