



Laying down the red carpet



**“This is extraordinary!
We walked down this red
carpet with our family...
it’s impressive!”**

Key Details

Location:
Reykjavik, Iceland

Client:
Reykjavik City Council

Date:
August 2023

Products:

- **Tyregrip®**
- **Prismo® Preformed Thermoplastic**

Application details:

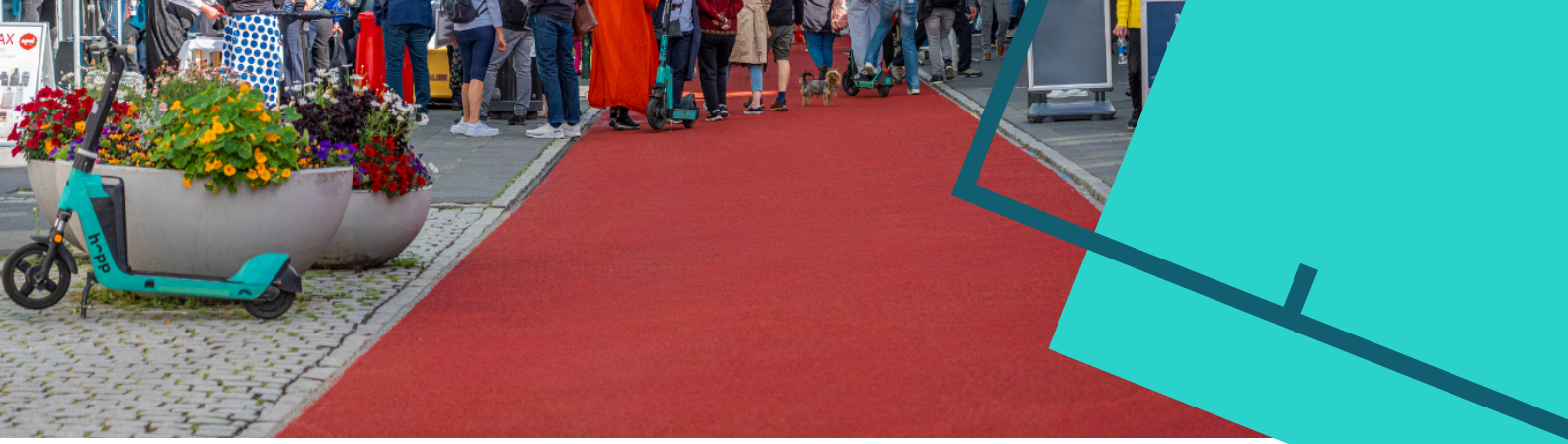
- **‘Red carpet’ street**
- **Reykjavik city logo**
- **Pedestrian symbols**

The Challenge

Reykjavík City Council launched the Reykjavík City Scheme as part of a wider design program to encourage urbanisation and enhance the city’s public spaces, including the pedestrianisation of key roads. As part of this initiative, the Council aimed to revitalise Laugavegur, one of the main shopping streets, which had become heavily worn and faded.

The street required a durable refresh capable of withstanding heavy foot traffic while maintaining vibrant colours. A surface with excellent slip resistance was essential to ensure ongoing pedestrian safety. Additionally, the solution needed to align with the city’s sustainability goals by providing long-lasting performance with low maintenance.





Solution

To refresh the worn surface of Laugavegur, the team applied an even coat of red Tyregrip® high friction surfacing using a serrated squeegee, followed by a broadcast of aggregate. Tyregrip® was specially selected for its exceptional durability, slip resistance and ease of application, making it well suited for high traffic environments.

Prismo® preform, supplied pre-cut and pre-assembled, enabled a fast, precise application of the Reykjavík city logo and pedestrian symbols, and delivered a skid-resistant finish.

Result

Our Tyregrip® product created a bold 'red carpet', reinforcing a new pedestrian only status. Its excellent slip resistance improved safety in one of Reykjavík's busiest shopping areas, supporting the city's goals for accessible and vibrant urban spaces. Our Prismo® decorative preform provided clear signage and eye-catching design with an anti-slip finish. Its UV-stable pigments ensure vivid colour retention and its long service life reduces maintenance. Together, these materials delivered a vibrant, long-lasting finish that supports both safety and the city's vision for people-focused public spaces.



About Prismo® Preform Decorative

Our decorative preformed thermoplastic offers a vast range of benefits such as...

- ✓ **Sustainable formula** containing up to 45% recycled materials.
- ✓ **Highly slip resistant** for safe, long-term pedestrian use.
- ✓ **Exceptional durability** with a long service life in all conditions.
- ✓ **Easy to apply** without the need for specialist equipment.