Gold Coast, Australia, 14 June 2012; HC Floors, Australia's leading floor covering specialist for the medical industry, has today launched a new website designed by national marketing firm, Marketing Eye.

The website is a collaboration of ideas and examples of the work that HC Floors has undertaken.

"HC Floors is a brand that is well known in the medical field particularly with the industry's best architects and builders," said Marketing Eye Managing Director Mellissah Smith.

"When we took on this project, we understood that we would be working with a trusted brand that is well-recognised for quality, advice and service in the industry.

"The quality of their product is unparalleled in the industry and it is married with the experience of knowing what floor coverings best suit what environments.

"We were immensely proud to work with such a professional organisation that epitomises all the elements of a strong, industry leading brand."

For more information, please do not hesitate to contact me on 03 9692 7600.