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WOW! New Taralay Impression Control - Safety by Design

In order to break away from the utilitarian designs typically associated with contract safety flooring, Gerflor has coupled its technical expertise with excellence in design in the creation of its latest safety flooring innovation, Taralay Impression Control.

Developed to make a favourable 'impression' where both aesthetics and safety are paramount, Taralay Impression Control provides inspirational design, superior slip resistance and outstanding performance within new build and refurbishment projects, whilst being suitable for most contract and housing installations.

Taralay Impression Control is a dual collection comprising an impressive SAFETY IN WOOD and SAFETY IN DESIGN offer of realistic woods and modern designs in contemporary colours that relate to up-and-coming trends. Created by the global vinyl flooring manufacturer's in-house design and research team, the innovative mix of 24 nature-inspired and creative designs provides specifiers with the breadth of aesthetic choices that they need when formulating interior schemes. This ranges from dynamic to calming effects for differing decorative environments.

"Increasingly we are finding that where a safety flooring solution is needed, looks also count," said John Hardaker, National Sales Manager (Contract & Sports), Gerflor Limited. "This applies where architects, contractors and end-users must combine the necessary specification criteria with aesthetical requirements in, for example, the education, healthcare, sports & leisure, office, retail, hospitality and housing sectors. We are therefore delighted to introduce new Taralay Impression Control, which showcases our design capability alongside our technical competence in safety flooring."

Crucially, Taralay Impression Control has the technical qualities of a safety flooring that can be relied upon when it counts: it is slip resistant to ≥ 36 HSE standards, has a R11 slip resistant rating and has achieved a 20RTMRz micro surface roughness measurement, which indicates a low slip risk in wet conditions.

It is also an exceptionally hardwearing, tough and durable 2mm thick, compact flooring with a 0.70mm thick wear layer and an easy to clean and maintain, hygienic UV cured PUR surface treatment that eliminates the need for waxing and polishing.

In support of the introduction of the new Taralay Impression Control collection, Gerflor has announced that it is running nationwide marketing activities and offering great introductory prices: "As we are eager to share the benefits of new Taralay Impression Control with our customers, we are launching a number of marketing initiatives including a contractor promotion. During the promotional period, contractors can take advantage of price discounts and earn reward points, which are redeemable for big gifts," said Kenny Miller, National Sales Manager (Distribution & Residential), Gerflor Limited.

100% recyclable, Taralay Impression Control is manufactured to Gerflor's exacting environmental standards and policies, including life cycle analysis, at its ISO 14001 certified production sites.

To find out more, to ask for free product samples or to speak to a specialist about Gerflor's flooring solutions and complementary interior finishes telephone 01926 622600, email contractuk@gerflor.com or visit www.gerflor.co.uk.

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