

5th May 2017

## Gerflor's award winning collections to be showcased at Clerkenwell

The Clerkenwell Design Week at the end of May is on the creative horizon. International flooring and interiors specialists Gerflor are set to thrill the visiting throngs with some stunning examples of how their innovative flooring ranges are making their mark in a host of commercial applications...and in the home too.

On show this year will be Gerflor's new trends for 2018 as they showcase their LVT Creation ranges which provide cutting-edge, attractive, design-led solutions for most contract applications. Designed for medium traffic areas /light commercial use is the LVT Creation 55 range and for the heaviest footfall is the Creation 70 range which was awarded the coveted 'Red Dot Award: Product Design 2016' by a worldwide panel of 41 experts made up of architects, designers and journalists. With more than 17,000 entries each year The Red Dot Award is one of the best-respected design competitions in the world.

These highly sophisticated ranges offer a brand-new palette of realistic wood and mineral finishes in tile and plank formats with beveled edges. In addition to this, the looselay Clic System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments saving customers time and money. Perfect for the retail, hotel, hospitality, administration, leisure or domestic sectors.

Gino Venturelli, Creative Director, Gerflor comments on the 2018 LVT trends saying, "All vinyl is going through a resurgence in popularity and is quite rightly trending this year. In fact, in many cases it's becoming the choice of designers and architects who want to see a strident move towards increased vibrancy in design and textures that traditional wooden floors just don't offer. Bolt onto this the performance in safety offered by LVT, together with ease of maintenance and one can very quickly see the benefits to the end user or client".

Visitors with a keen eye for design will also be able to see, feel and touch a selection of Gerflor's other high-performing products: Taralay Premium Compact and Taralay Premium Comfort from Gerflor mean designers can choose from 120 colour and design options. Treated with a new and improved ProtecSol® 2 surface treatment with extreme stain resistance and a matt finish, no polish is required for the entire lifetime of the product, thus reducing maintenance costs. The Taralay Premium range from Gerflor offers a decorating solution that exceeds expectations, taking the possibilities of vinyl flooring and its applications to a host of new markets and design heights, whilst providing minimal rucking when heavy objects are wheeled across the surface.

The event will also afford Gerflor the opportunity to feature their Taralay Impression Control range which is a collection of environmentally-responsible safety flooring, providing inspirational design, superior slip resistance and outstanding performance for a host of applications. This dual series comprising of a Safety in Wood and Safety in Design offers realistic woods in contemporary colours and modern all-over designs that relate to up-and-coming trends. Exceptionally hardwearing, easy to clean and maintain the range also comes with Gerflor's ProtecSol® Control surface treatment.

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Nav Dhillon, Marketing Manager, Gerflor UK also commented, “attending this event provides us with the perfect opportunity to really wow the visitors with our stunning LVT designs”. She also added, “Being fit for purpose is also a strong feature of our LVT offer with technologies being better than ever before, offering a look that no one would guess is vinyl”.

Gino Venturelli finally concludes, “Looking back to our very own DNA as a race and indeed planet needs to be heavily considered, and it’s for this reason that we will see many more green colours and textures which reflect nature for 2018. In fact, green may become the new black”.

So, it looks like Gerflor will be throwing a beam of light on LVT trends for 2018. Forget boring, cast dull from your mind. If you’ve got it, flaunt it. It’s a brave new world out there as Gerflor prepare to parade some of their exhilarating flooring designs in the North London Spring sunshine.

Learn more about Gerflor solutions: ask for a free sample or contact us to speak to a specialist today by calling 01926 622 600, emailing [contractuk@gerflor.com](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations

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