

7th July 2014

## Clever new flooring from Gerflor couples top class design with cutting edge technology

The international design influences of global vinyl flooring manufacturer, Gerflor, are well showcased in its new Texline collection of ready-to-install, loose-lay flooring that showcases the latest decorative trends in a down-to-earth priced flooring for all areas of the home.

Whilst Gerflor's ever-improving design and surface technology give added realism and better surface finishes to Texline's top class wood, mineral and all-over designs, its construction technology provides exclusive installation and practical benefits for house builders and householders alike.

For example, 3mm thick Texline is incredibly comfortable and exceptionally quiet underfoot as its built-in, patented Gerflor Fibre technology (GFT), noise-absorbing backing layer is sound insulating to 16db. Highly durable Texline also takes the wear and tear of the busiest homes with ease due to its 0.3mm wearlayer with a stain, scratch and indent resistant, easy-to-clean, PureClean™ surface finish. This superior surface treatment also ensures that Texline will remain looking good for longer.

Plus, as Texline is waterproof from above and below, it can be confidently used in bathrooms and wherever spillages are likely, whilst its R10 slip resistant surface makes slipping less likely.

Importantly, installation is made effortless as sheet vinyl Texline comes ready-to-install and does not need adhesive: it only requires a knife to cut to size. In addition to the environmental benefits of eliminating adhesive and adhesive residue, dimensionally-stable Texline therefore streamlines installation by permitting up to 35 sqm of glue-free fitting directly over concrete and most existing smooth floorings, with minimal subfloor preparation and without applying ply or latex to the floor.

In addition, Texline benefits from an integral, 90% RH resistant, waterproof membrane to allow for installation without the need for new subfloors to fully dry out.

As Texline ingeniously remains flat and automatically compensates for uneven surfaces, it also gives a better overall finish to the floor. Plus, it can be walked on immediately without needing glue to 'go-off'.

From an eco-friendly perspective, Texline, like all Gerflor floorings, scores highly. It is 100% recyclable, made using environmentally-friendly materials and processes and contains 97% recycled fibres in its GFT backing system, which is made using recycled plastic bottles. The emissions from a Gerflor vinyl floorcovering are well below requirements. Almost 100% of Gerflor's production waste is recycled and used to manufacture interlayers or backings in compliance with technical specifications and regulations.

Texline has a 15 year product guarantee and comes in convenient two, three and four metre width options to minimise waste and avoid joins.

-ends-

**With Compliments:**

Sarah Johnson  
Thorn PR  
Oak Cottage  
High Street  
Mayfield  
TN20 6AB  
Tel: 01435 872996  
Email: sarah@thornpr.co.uk

**Issued on behalf of:**

Navjot Dhillon  
Gerflor  
Wedgnoek House  
Wedgnoek Lane  
Warwick  
CV34 5AP  
Tel: 01926 622 600  
Email: contractuk@gerflor.com