

12 August 2014

Gerflor takes large leaps with Tile Giant

Tile Giant which is owned by the Travis Perkins Group has opened a new implant store at Wickes, Borehamwood, Hertfordshire... and one of the toughest vinyl flooring tile ranges on the market has been specified as the floor covering choice.

International flooring specialist Gerflor has been chosen to supply their GTI Max Decor product. GTI Max is designed for the heaviest traffic in both industrial and retail areas where durability is a must. This was hugely relevant for Tile Giant as they needed a product that would take the daily grind of pallet trucks. The new venture between Tile Giant and Wickes will see the two brands working closely together to help increase the range and quality of tiling products available. Clive Ward, Managing Director, Clive Ward Partnerships commented, 'as a shop fitting company we constantly deal with the Travis Perkins Group. We wanted a product that would segment the Tile Giant brand within Wickes. Gerflor GTI Max enabled us to do just that. We opted for the Titanium design and also used the Gerflor Aluminium trim'.

GTI Max Decor offers the highest resistance for intense traffic. The multilayered construction comprises of two fibre glass grids either side of an homogenous sheet and is specifically reinforced to withstand static and dynamic loads. The backing is 4mm black homogenous sheet and the surface is a 2mm coloured homogenous sheet. Ian Moss, Store Development, Tile Giant said, 'We chose Gerflor's GTI Max Decor because we wanted a product that would make us stand out within the Wickes Store. In a sense creating a 'shop within a shop' that would really define the Tile Giant brand. Ian Moss went on to further comment, 'we also needed something that would be extremely hard-wearing and easy to lay. GTI Max Decor hit all of these objectives'.

The tiles are 635mm x 635mm (also 650mm x650mm on special order) and are available in five stunning designs, with the flexibility for logos to be included. Interlocking edges ensure the loose lay tiles can be laid quickly, with minimal sub floor preparation over poor quality, damp sub-floors, or even straight over existing surfaces. And because there is no adhesive to apply and dry, the installation can be done quickly without closing the facilities and losing turnover.

Clive Ward went on to finally say, 'I've always been very impressed with Gerflor products and specifying GTI Max for Tile Giant wasn't a difficult choice. It easily met all the criteria head on. I especially like the looselay application of GTI Max as it meant we didn't need a flooring contractor to lay it, saving us time and money'.

GTI Max is 100% recyclable and as tiles are loose lay, individual ones can be removed and replaced easily minimising disruption. GTI Max Decor is treated with PUR+, Gerflor's unique system, allowing easy cleaning and improved resistance to scratching, significantly delaying the need for waxing and also provides excellent resistance to chemicals. It comes with a group T wear rating with slip resistance on the wet ramp test with oil to DIN51130 and rated at R10. The GTI Max Decor product is available with a range of accessories including corner systems and connecting profiles offering a complete solution.

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, or visiting gerflor.co.uk for the latest innovations.

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FACT SHEET:

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Products used: GTI Max Decor

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