

9th June 2017

## Gerflor pick up Government gauntlet with their Total Living Solutions

We need more social housing. That's not the work of the Brothers Grimm, but a startling fact. In January, the Government unlocked £7 billion in a dramatic expansion of the government's affordable housing programme to meet the diverse housing needs of the country. They said at the time, the £7 billion programme will deliver more than 200,000 homes. The Communities Secretary Sajid Javid said, "Our newly expanded affordable housing programme will allow housing associations to build more homes in places where they are most needed, particularly for families who are just about managing".

It's a burgeoning sector where international flooring and interiors specialist Gerflor have devised a stunning range of social housing refurbishment and new build luxury vinyl flooring solutions to meet the exacting demands of developers, builders and local housing authorities. Gerflor has created exclusive vinyl sheet collections to add the plus factor to any refurbishment or new build project. They are continually looking for ways to improve their products that will enrich the lives of the very people who will use them. In the end, it's all about delivering flooring that will enhance the creative opportunity to deliver innovative and worthy building schemes that will stand the test of time.

These advanced vinyl floorings have unique specifications, embrace decorative trends, appeal to tenants and come in a great choice of designs with extra thermal, comfort, acoustic and performance benefits.

Most communal areas in any social housing project need to endure heavy footfall. These communal zones need flooring that's both fit for purpose and durable. It's a remit perfectly suited to one of the most unique and top performing safety floors on the market today.

In 2016 Gerflor won the CFJ/CFA product of the year category with their Taralay Impression Control range. This safety flooring collection is perfect for both refurbishments and new builds. A multi-purpose floorcovering available in 2m sheet format with a Group T wear rating, it's ideal for a host of heavy traffic environments where slip resistance is a must. Available as a dual collection: - 'Safety in Wood' and 'Safety in Design', the range includes realistic woods in contemporary colours and an array of simply stunning, modern designs.

Taralay Impression Control also has a Pendulum Test value +36, meets HSE guidelines (BS 7976-2), a surface roughness of >20 RTM-RZ and R11 ramp test value (DIN 51130), together with providing 24 design-led colourways and is suitable for healthcare, education, retail, public spaces, offices and other commercial interiors. Taralay Impression Control also offers a hygienic solution thanks to a revolutionary UV cured PUR surface treatment for easy cleaning and maintenance. With the Protecso<sup>®</sup> Control surface treatment it's easy to clean, is 100% recyclable, offering a state-of-the-art flooring solution for a myriad of applications.

*Continues >*

9th June 2017

As with most social housing projects the quality of the living area of any refurbishment or new build is crucial in delivering an environment that the tenant both enjoys and benefits from. Whether it's the bedroom, the living room or dining room, it's an area where Gerflor can make a real difference with a number products.

Gerflor's Texline flooring is a Gerflor Fibre Technology (GFT) loose-lay, luxury, domestic sheet vinyl with leading technology which brings fresh solutions to house building projects where looks, performance and fast-track fitting are priorities. At 3mm thick, it is luxuriously cushioned, thermally efficient and sound insulated to 16db. Texline is R10 slip resistant and will take considerable wear and tear due to its 0.3mm wearlayer and has stain-resistant, hygienic, easy-to-clean, pureclean™ surface finish. Texline also benefits from Gerflor's unique construction combination of a compact interlayer and patented GFT textile backing, which enables adhesive-free fitting directly over concrete with little subfloor preparation. Texline is also 100% recyclable and contains 97% recycled fibres in its GFT backing system and has a 15-year product guarantee.

Creation 30 LVT from Gerflor provides an impressive palette of 56 designs and showcases three leading decorative trends: traditional and creative wood, mineral and textile effects. Creation 30 has outstanding technical features and is available in three different installation method ranges: Creation 30 Adhered, Creation 30 Lock and Creation 30 X'Press. Creation 30 tiles and planks have a durable 0.30mm wearlayer and a polyurethane PUR+ protective surface for lower maintenance, easy cleaning and lasting good looks. Slip resistant, they are available in 11 alternative grained finishes, 18 different tile and plank sizes and 31 matching, decorative skirtings with 23 wood and 8 mineral designs. Creation 30 is also 100% recyclable.

All products are manufactured to Gerflor's environmentally-sustainable, life-cycle analysis policy at ISO 14001 certified production sites using sustainable, responsible raw materials and recycled content. They meet the highest international standards and have the lowest VOC emissions.

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

-ends-

**With Compliments:**

Natalie Lake  
The Studio 4  
Grosvenor House  
Central Park  
Telford  
TF2 9TW  
Tel: 01952 234 005  
Email: [nat@thestudio4.co.uk](mailto:nat@thestudio4.co.uk)  
**Issued on behalf of:**

Navjot Dhillon  
Gerflor  
Wedgnock House  
Wedgnock Lane  
Warwick  
CV34 5AP  
Tel: 01926 622 600  
Email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)