

SECTOR: RETAIL
CLIENT: GIANT
SOLUTION: CREATION WOOD (MINERAL & SLATE),
TARASAFE, TARALAY INITIAL COMFORT

A giant solution from Gerflor!

“With Gerflor, we don't only get hard wearing flooring but a great looking floor that we also use as part of our display. Instead of detracting from our bikes, the product sets them off while complementing the tone of our brand perfectly.”

Collette Clensy, Marketing Manager, Giant UK.

Introduction

Giant is the world's most widely known bicycle brand and is rolling out Giant cycle stores across the UK, offering consumers the ultimate retail experience and raising the profile of the brand which is available in over 10,000 retailers worldwide.

Reflecting the company's commitment to high quality manufacturing and technical innovation combined with a unique heritage, the design of the new stores embraces a pallet of rustic but contemporary finishes, using Gerflor flooring and wall cladding solutions to enhance the retail store environment.

Inspiration

The Design Agency, Whiteroom (www.whiteroomuk.com), is involved in the development of the new stores, from concept through to the final roll out. At the beginning of the multi site programme, Whiteroom took its inspiration from the Victorian warehouse which is home to the Giant store Liverpool, the UK's first Giant branded store. This opened in Liverpool in June 2009 and the original brick columns and natural timber floorboards were retained as an integral part of the overall design. Continuing with the need for a rustic theme, Gerflor Creation Driftwood was chosen for its textured and aesthetically pleasing look for the front of house areas, and these wood planks have been used in all the Giant stores opened to date, in Cambridge, Bristol, Twickenham, Rutland and Bromley, each of which is around 500m².

Whiteroom selected Gerflor products after they were recommended by 3 Sixty Displays, the

shopfitter working on the project and an approved installation partner for Gerflor. Paul Butler Director from 3 Sixty Displays Limited, comment: “Gerflor has a wide selection of flooring ranges that offer a 10 year manufacturer defects warranty, and are an ideal and better solution when compared with laminate especially when repairs are required.”

The company had previously used Gerflor flooring solutions on Giant's exhibition stand (approx. 750m²) at the Eurobike show in Germany, a stand created to reflect the store concept that would be adopted across the United Kingdom.

Brief

The brief for the stores required a floorcovering which is practical, durable and fit for purpose within the budget constraints, whilst also making a clear aesthetic statement in the store environment.

Jon Wetherell, Director from Whiteroom, explains: “When we looked at Gerflor as a provider of PVC flooring solutions, we realised that they were the only manufacturer that could provide a range of products that would meet the end client's specialist needs. Offering exactly the flooring that we wanted, with the right range of designs, and the additional benefits of it being hardwearing, easy to install and maintain, whilst the price was within our fixed budget. Not only did the range of products available fulfill all our needs, there was a major benefit in dealing with only one supplier, reducing the time in the overall project installation for the various sites.”



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For further information on Gerflor's latest innovations:
Call: Great Britain - 0044 1926 622 600 or Republic Of Ireland - 00 353 429 661 431
Visit: www.gerflor.co.uk or www.gerflor.ie
Email: contractuk@gerflor.com

Meeting the brief

With the stores dealing with a high throughput of new bikes, plus an extensive hire and demo fleet and managing customer's servicing requirements; there was a natural pre-requisite for non-slip, oil resistant, hardwearing and easy to clean solutions. To meet the various requirements within the stores, Whiteroom selected Gerflor Tarasafe Standard Safety Flooring (Storm) in back of house areas.

Gerflor offers a wide range of vinyl safety flooring solutions and Tarasafe's dense construction and deep inlay of carborundum particles provides permanent slip resistance, it meets HSE guidelines and offers a group T wear rating so is suitable for heavy traffic applications. Sanosol®, Gerflor's patented fungicidal and anti-bacterial treatment is incorporated for added protection.

Across the main retail areas, Drift Wood from Gerflor's Creation Wood range has been utilised. Supplied as 18.4cm x 121.9cm planks with bevelled edges, it has a highly realistic wood effect design with an embossed grained finish. Other beneficial properties include: it is antistatic, flexible, warm underfoot, has exceptional resistance to indentation and an abrasion group 'T rating' therefore suitable for heavy duty commercial use. The Creation range consists of a 0.7mm pure PVC wearlayer, a design film and a compact underlayer with an overall thickness of 2.5mm. It also benefits from a polyurethane surface treatment (PUR),

making maintenance easier and eliminating the need for initial polishes.

As a backdrop to the main sales area, Dark Slate from Gerflor's Creation Mineral range has been used as wall cladding, adding drama, texture and contrast. Dark Slate is a 30.5cm x 61cm tile and consists of a 2.4mm thick homogeneous wear layer and has a highly textured and realistic surface.

In areas where bikes are stored under the eaves of the roof on the upper floors of the stores, particularly in the Rutland store, the Taralay Initial Comfort Strada Ardoise range was selected. The foam-backed vinyl floorcovering is ideal for medium to high traffic commercial applications. The range is easy to install because of the provision of installation guidelines and benefits from acoustic properties which reduce noise impact by up to 19dB. Featuring ProtecSol®, a unique polyurethane surface treatment for ease of maintenance, Taralay Initial also has Sanosol® protection.

Testimonials

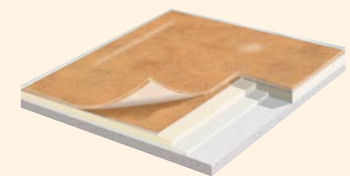
Jonathan Butler, Joint Director of 3 Sixty Displays Ltd (www.3sixtydisplays.co.uk), comments: "The Gerflor products were fit for purpose. The services support from the Gerflor team was also exceptional, always on hand to offer technical and applications advice and often delivering to very short notice. In all the Giant stores, the floors always look as good as new, I'm really impressed."

Creation Wood / Slate



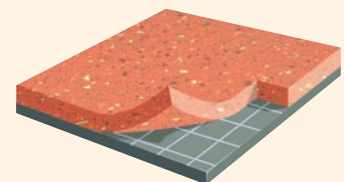
- Tough and impact resistant
- Hygienic and easy to maintain
- Available in strip and tile formats

Taralay Initial Comfort



- Excellent acoustic and shock absorption
- High acoustic performance (19dB)
- Safe-underfoot cushioning

Tarasafe



- Slip resistant surface
- Tough and impact resistant
- Hygienic and easy to maintain

Technical Data

Product Description	Creation Wood / Slate	Taralay Initial Comfort	Tarasafe
Total Thickness EN 428	2.50mm / 2.40mm	3.00mm	2.00mm
Thickness of wearlayer EN 429	≥0.7mm / ≥2.4mm	≥0.65mm	≥0.90mm
Weight EN 430	4400g/m ² / 3700g/m ²	2975g/m ²	2260g/m ²
Length EN 426	15.2x91.6cm 18.4x121.9cm	251m	201m
Width EN 426	45.7x45.7 cm / 30.5x61.0cm	200cm	200cm
Classification			
Norm / Product specification	EN 649	EN 651	EN 649
European classification EN 685	34-43 class	34-42 class	34-43 class
Fire rating EN 13501-1	Bfl-s1 class	Bfl-s1 class	Bfl-s1 class
Static electrical charge EN1815	<2 kV	<2 kV	<2 kV
Performances			
Wear resistance EN 660.1	≤0.08mm	≤0.08mm	≤0.08mm
Wear group EN 649	T group	T group	T group
Dimensional stability EN 434	≤0.4%	≤0.4%	≤0.4%
Residual indentation EN 433	≤0.15mm	≤0.2mm	≤0.1mm
Impact sound insulation EN ISO 717-2	16dB	19dB	16dB
Thermal Conductivity EN 12 524	0.25W/(m.k)	0.25W/(m.k)	0.25W/(m.k)
Colour fastness EN 20 105-B02	≥6°	≥6°	≥6°
Chemical products resistance EN 423	OK	Good	Good
Anti-bacterial & fungicidal treatment	PUR	Sanosol®	Sanosol®
Surface treatment		ProtecSol®	

For full specification details please contact us by phone, fax, email