

SECTOR: RETAIL
CLIENT: TILE GIANT
SOLUTION: GTI MAX DECOR

Gerflor takes large leaps with Tile Giant

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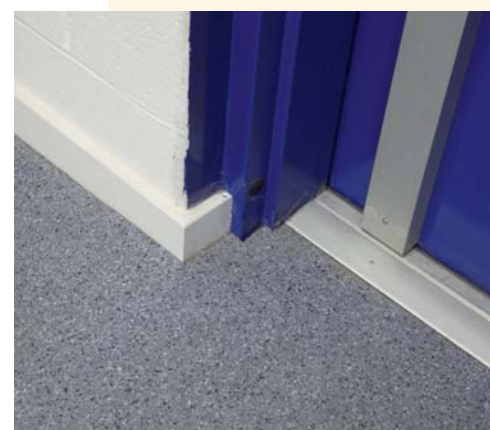
Clive Ward, Managing Director, Clive Ward Partnerships

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 Decor 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".



For further information on Gerflor's latest innovations:
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The tiles are 635mm x 635mm (also 650mm x 650mm 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 loose lay 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.



Technical Properties

Product Description	GTI Max Decor
Thickness EN 428	6.0mm
Wear layer thickness EN 429	2.00mm
Weight EN 430	9380g/m ²
Size EN 426	635 x 635mm [GTI Connect] 650 x 650 [GTI Control]*
Classification	
Norm/Product specification	EN 649
European classification EN 685	34-43 class
Fire rating EN13501-1	Bfl-s1 class
Static electrical propensity EN 1815	≤2kV
Slip resistance wet DIN 51130	R10 class
Performances	
Wear resistance EN 660.1	≤2.0mm ³
Wear group EN 651	T
Dimensional stability EN 434	≤0.25%
Residual indentation EN 433	≤0.10mm
Thermal conductivity EN 12524	0.25W/(m.K)
Shore hardness D EN ISO 868	≥55 HD
Colour fastness EN 20 105-B02	≥6 degree
Chemical products resistance EN 423	Good
Surface treatment	PUR+
TVOC after 28days ISO 16000-6	<100
CE Marking	
CE	EN 14041

* Available upon request