

30<sup>th</sup> July 2021

## Gerflor set to delight Housing Specifiers, Landlords and Tenants at Housing Show (stand B15).

Gerflor is looking forward to exhibiting a comprehensive range of design led, cost effective, decorative, and fit for purpose flooring on Stand B15 at the upcoming CIH Housing event taking place at Manchester Central, 7th to 9th September 2021. The event is Europe's largest and most inclusive housing festival. Housing 2021, the award-winning Chartered Institute of Housing's annual conference and Europe's leading housing festival, returns to a COVID-safe Manchester Central in September after a year of virtual discussions, debates, and dialogue.

With 8500+ attendees, 10 theatres, 500+ speakers, and 400+ sponsors and exhibitors over the three days – it is the biggest meeting place for the whole housing sector. A sector that has, in 2021, collaborated more strongly than ever to show its resilience, leadership and the efforts of its extraordinary individuals who continue to deliver for those living in our communities.

As housing associations and local authorities appreciate that the overall welfare of their tenants must come first, they are increasingly turning to quality manufacturers to provide a variety of innovations that offer design, warmth and above all safety. Gerflor are committed to offering certified social housing flooring which ensures comfort and well-being, whilst meeting strict safety requirements in private or common living areas. Their vinyl flooring solutions also provide high levels of acoustic performance and are available in a collection of designs and colourways popular with tenants. The range of options from Gerflor include solutions for both inside and outside the threshold.

Gerflor's practical, cost effective and decorative vinyl flooring solutions are perfect for a wide range of housing refurbishment and new build projects. The low on the floor cost solutions save customers time and money, are slip resistant and thus meet HSE ≥36 guidelines. They are also easy to install with minimal subfloor preparation required and there is less remedial work and thus fewer call backs. Gerflor's housing collections are tough and durable, loved and wanted by tenants and homeowners alike.

Gerflor's sheet vinyl flooring solutions also provide excellent longevity, outstanding comfort and acoustic performance and are available in a range of popular designs and colourways. Their GFT (Gerflor Fibre technology) products are available in multiple widths, have proven performance, dramatically reduce bubbling, providing less call backs and fewer claims. They can be loose laid up to 35m2 lowering installation times and minimising inconvenience and costs. Moisture and water resistant from above & below, these floorings can be laid over damp subfloors up to 90% RH or where a DPM is not present.

In addition to this, Gerflor's LVT solutions are also a popular choice for housing applications, available in different technologies, colourways, and formats. With unique embossing for added realism the wide choice available for housing projects is perfect for enhancing any housing interior for a warm and contemporary finish.

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Also featuring alongside Gerflor at this year's show will be **Gradus Carpet's Carezone** carpet for 'aged care' which offers a modern design in a choice of contemporary colours that can be used to create attractive interior design schemes. The range is available in both textured loop pile and cut pile providing a solution for care homes, care facilities and residential living.

Gerflors' long-lasting and eco-responsible flooring ultimately makes a serious sustainable contribution to any eco-friendly new build or refurbishment project. As part of Gerflors' commitment to the housing sector and confidence in their high-quality products, Gerflor now also offer a free trial floor area (subject to terms & conditions).

Kenny Miller, National Sales Manager, Gerflor UK commented, "It's great to see the CIH Housing Show back. This hugely popular event provides us with an excellent platform to showcase several of our new collections and to demonstrate our knowledge and expertise in helping Housing Associations and Local Authorities to make an informed decision on their flooring requirements." He went on to add, "with products that are easy to install, are tuned in with the latest decorative trends, provide the all-important safety element, together with being truly fit for purpose with less call backs, we're really looking forward to highlighting the incredible quality of our ranges."

Gerflor has a dedicated technical and specification team for the housing sector with over 70 years' experience in social housing and new build projects. They will be at the show, ready and on hand to speak to customers about their specific service support needs and any other enquiries.

### **A range of solutions for inside and outside thresholds.**

#### **Inside the home- kitchens and bathrooms.**

Kitchens and bathrooms are synonymous with potential slip hazards. It's crucial to choose a floor that offers excellent slip resistance and provides good levels of hygiene. Gerflor has recently updated and expanded its ever-popular Griptex range of residential vinyl flooring. Griptex is a warm and comfortable slip resistant vinyl flooring that is specifically designed for housing & renovation. The collection has been further enhanced with creative designs providing specifiers across the social housing sector with even more choice. Griptex is a tough hardwearing vinyl flooring solution that comes with a unique patented textile backing system offering outstanding warmth and comfort underfoot. Combining two Gerflor patented technologies: GFT and GripX slip resistant technology, Griptex has bridged the gap between domestic and contract vinyl flooring solutions and has enabled decorative, cushioned vinyl with tenant-appeal to be installed into homes.

In addition to the Griptex range, Gerflor also has the **Texline** collection that provides greater warmth and comfort underfoot for housing tenants. Texline also has a Gerflor Fibre Technology (GFT) backing and is safer, quieter, and more hygienic than standard vinyl flooring. Made from re-cycled plastic bottles it's another Gerflor eco success story!

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## **Inside the home- living rooms, kitchens, bedrooms, communal areas**

For Housing Associations, Local Authorities and Specifiers looking for stunning designs coupled with high performance, the Creation LVT collection from Gerflor offers various formats, designs, and traffic-resistance qualities. Gerflor's Creation range is an extremely well -established credible, world class brand constantly delighting designers with a host of vibrant, stunning designs that both inspire and stimulate the senses.

The most popular designs and colourways have now been selected for UK customers, and branded as the 'Creation 55 LVT Essential Collection'. Creation 55 for medium traffic provides the ideal flooring solution where looks are as important as performance and durability. Available in Dryback, Loose-lay and Clic formats for additional choice.

## **Inside the home- Disabled wet room adaptations and bathrooms.**

Where there is the risk of potential slip hazards, Gerflor delivers the ideal solution offering outstanding slip resistance which is key to the safety of tenants and homeowners. Tarasafe Ultra H2O is a high-performance safety flooring for wet and dry, barefoot, and shod environments. It is HSE +36/R11 slip resistant, exceptionally durable and offers outstanding performance for a host of applications where safety from slipping is crucial.

## **Outside the home - For communal areas.**

Taralay Impression Control from Gerflor is suitable for medium to high traffic areas. For housing specifiers, the range offers 18 references. Voted CFJ/CFA Product of the Year at the 2016 Flooring Industry Awards the Taralay Impression Control collection is ideal for hardworking places and has been developed specifically for an extensive range of housing applications. Taralay Impression Control offers Safety in Numbers. It has an HSE 36+ pendulum test value,  $\geq 20 \mu\text{m}$  surface roughness and a R11 wet slip resistance rating. With a Group T wear rating it's also ideal for heavy traffic environments. It also offers a hygienic solution thanks to a revolutionary UV cured PUR surface treatment for easy cleaning and maintenance.

To see, touch and discover the very latest, innovative housing flooring solutions come and meet the Gerflor Housing Team on **Stand B15**, 7-9th September 2021, Manchester Central.

Alternatively, contact us to learn more about Gerflor solutions, ask for a free sample or to speak to a specialist today by calling 03332 412901, emailing [contractuk@gerflor.com](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations.

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