

18th April 2019

Gerflor ready and ripped for Elevate 2019 (stand S40)

Elevate is the UK's largest fitness & physical activity trade show. This year's event on 8-9th May 2019 at Excel London is an unrivalled opportunity to learn more about how physical activity, health and performance connect.

The collection of sports and fitness products produced by international flooring specialist Gerflor, deliver the ideal solution for several key areas within any sports or fitness facility including; aerobics and classroom areas, personalised training zones, free weights areas and fitness and cardio vascular spaces, together with reception areas and changing rooms. This year will see Gerflor showcase its world-renowned Taraflex® sports flooring range, the fast-track flooring solution GTI Max together with the award-winning Creation LVT collections, plus it's tough, strong high impact Powershock rubber flooring solution.

Gerflor is an innovative manufacturer of high -performance vinyl flooring solutions perfect for a vast array of fitness markets. Taraflex® sports flooring is the most widely specified indoor sports surface in the world, providing users with optimum comfort, safety and performance when exercising and is available in 17 colours and three wood-effect designs. The new and improved Taraflex® range is now safer, higher performing and offers even more protection than before. The vast majority of the Taraflex® sports flooring collection is treated with Triple Action ProtecSol®, this ensures that no polish is ever required and allows for easy maintenance. It is an 'intelligent' surface treatment delivering the ideal compromise between slide and grip for sports shoes and is also anti-friction burn. The Taraflex® sports ranges are ideally suited for fitness chains with aerobic, functional fitness, cardio zone and studio applications.

Gerflor also has a wide range of innovative products that assist with enabling new fitness facilities to open as soon as possible, or for premises being refurbished to continue to remain open whilst the work is being completed. For those quick refurbishment projects Gerflor will be showcasing their fast-track GTI Max technical tile solution and Creation Luxury Vinyl Tile (LVT) ranges.

GTI Max tiles provide a speedy and durable renovation option for high and heavy traffic areas and can be installed over existing floorcoverings with minimal subfloor preparation, no adhesives and most importantly no need to close the facility with no loss of revenue. Perfect for those fitness applications within a facility where heavy machinery may be kept and utilised by clientele. A fitness facility always requires a floor that can stand up to loading or small movements of machines. In addition to this, if areas do become damaged, customers are able to replace areas easily with minimum disruption to their members. The GTI Max vinyl tile range is the ultimate flooring and is extremely hardwearing and easy to install.

The Creation LVT range from Gerflor has recently been scooping accolades in both the UK and Europe. It's a beautifully crafted collection of luxury vinyl flooring products that's been setting the market alight with its innovative designs, textures and suitability for a host of high-profile projects. It's extremely tough and durable, providing the perfect solution for the heaviest commercial footfall. This year Gerflor will be highlighting its new Creation range which has been revamped to set inspirations free with 35 new colours and designs-perfectly suited to making the right impression in high traffic reception areas as well as cardio zones.

Powershock 300 is a high impact rubber solution for fitness, designed by Gerflor to be both functional and hardwearing. Powershock 300 tiles are made from vulcanised rubber to increase strength and durability, the non-porous wearlayer is impermeable and odourless. They are more durable and easier to clean and maintain than a standard rubber flooring whilst providing up to five times more resistance to indentation, making them perfect for weight lifting areas. *Continues >*

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As another huge highlight for this year's event Gerflor will be also be showcasing its brand-new digital printing service- My Taraflex® which is the first integrated customisation service for sports flooring projects, combining the latest and newest digital printing technology with the exceptional comfort, safety, performance and resistance of Gerflor's phenomenal high-performing Taraflex® sports flooring. Available across all the Taraflex® range, the My Taraflex® digital printing service allows architects and designers to unleash their creativity to deliver a truly unique floor for their clients.

As an increasing number of fitness facilities and wellness centres see a need to create their own 'look and style' Gerflor delivers a set of trends and designs ready to meet the imagination and creativity of architects, designers, gym owners and operators. For inspiration Gerflor has created three amazing themes which feature prominently at Elevate. Drawing inspiration from different textures including natural materials such as wood, stone, marble and concrete, together with graphics and architectural forms, a series of themes and colours are identified.

Industrial- Inspired by industrial architectural buildings, with materials that have oxidised and where rust has formulated. It's becoming a popular choice for contemporary living and working spaces and now is also becoming a popular setting for fitness facilities.

Pop Art- It's all about colour...vivid, bold colours. Think wow, think sixties and Pop Art, think Andy Warhol. Pink is everywhere, pink is cool.

Natural- Inspired by nature, the phenomena of the physical world collectively including plants, the landscape, other features and products of the earth.

These colour-ways and texture effects are integrated with Gerflor's pioneering, flooring innovations making them perfect for today's uber-designed gyms and wellness centres. Gerflor is the perfect design-led flooring partner in the fitness and wellness world thanks to its myriad of design and colour options aimed at delivering sports flooring that not only looks stunning but also delivers the performance levels that gym owners and wellness centre operators now expect.

Come and meet the Gerflor team on stand S40, 8-9th May 2019 at the Excel Centre London to feel, touch and discover a range of stunning exercise and sports flooring solutions. Free site surveys are available upon request.

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 visit gerflor.co.uk for the latest innovations.

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