

19th January 2016

Gerflor inspires at The Building Centre London

The Building Centre in the heart of London's West End is in a sense an alter to the levels of building and design excellence in the UK. It exists to solely promote innovation in the built environment. Established in 1931, the organisation has since developed to become a centre for providing education, information and inspiration to all sectors of the built environment as well as the general public.

It's a facility that promotes and hosts a number of standing permanent exhibitions, providing a wealth of information and research material for Architects and Designers enabling them to more easily make choices and decisions. And International flooring and interiors specialist Gerflor is at the very core of this provision of information.

With a permanent display at The Building Centre, Gerflor are able to provide samples of their high quality flooring and designs to the architectural and design community. Available upon request are also RIBA approved seminars, product selection & technical advice, pricing and quotations from the dedicated London specification team who combined have over 50 years' experience in servicing customers with renovation and new build projects. It's a unique situation and one that Gerflor are extremely happy to engage with.

Gerflor Specification Manager, London Tony Bicknell said, "Having this presence at the Building Centre in London enables us to show case a number of our flooring products to a cross section of Architects, Designers and industry experts. It's also a great way of permanently positioning our brand and products in a London centric location".

Gerflor will have a specific launch event on 10-11th February 2016 at the Building Centre in conjunction with their attendance at the Surface Design Show (stand 306).

Customers can visit the exhibition display and meet the London specification team to discuss specific needs with a glass of champagne thrown in. There will also be a series of monthly events being held at the Building Centre. Dates will be announced throughout the year and further information is available upon request.

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