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London calling... Gerflor ready to shine at Clerkenwell Design Week

Visit us in The Pavilion, Stand DP 12

The Clerkenwell Design Week in May is looming. International flooring and interiors specialists Gerflor are set to wow the visiting throngs with some stunning examples of just how their innovative flooring ranges are making their mark in not only a host of commercial applications, but in the home too.

With more than 70 years' experience of innovation driven by substantial investment in research and development, Gerflor is one of Europe's largest manufacturers of vinyl flooring. In fact, they're in the top three. Gerflor offers a stunning, inspiring range of vinyl flooring, interior finishes and accessories suitable for a wide variety of contract and residential markets. They are a company that do break the mould when it comes to staid, boring designs. Their range of Luxury Vinyl Tile and Plank (LVT) products and safety flooring products are produced to look stunning, which challenges 'the ordinary' on every level. This is simply not some boring flooring company. Gerflor as a firm, is a collection of open-minded professionals determined and committed to offering trend-setting flooring solutions that really inspire. In fact, 70% of their products are less than three years old. So in a sense that goes to show how innovative and forward-thinking this global flooring manufacturer really is.

Gino Venturelli, Creative Director, Gerflor comments, "LVT performs better aesthetically and technically as opposed to alternative floor coverings. It's a product which is a result of great partnerships between the manufacturing companies and professionals who utilise its properties with pride". Gino also adds, "For LVT, the renaissance is upon us. There will be a rediscovery with the creativity of old and new materials matched only by a strong human contribution in "tuning" the aesthetics of wood, marble and stones through drawings, geometry, laser engraving, sandblasting and various inlays".

On show will be Gerflor's new LVT Creation ranges providing cutting-edge, attractive, design-led solutions for most contract applications. Designed for medium traffic areas /light commercial use is the LVT Creation 55 range and for the heaviest footfall is the Creation 70 range. These sophisticated ranges offer a brand new palette of realistic wood and mineral finishes in tile and plank formats with beveled edges.

In addition to this, the looselay Clic System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments saving customers time and money. Perfect for the retail, hotel, hospitality, administration, leisure or domestic sectors.

The eager crowds will also be able to see a selection of Gerflor's other high-performing products: Taralay Premium Compact and Taralay Premium Comfort from Gerflor mean designers can choose from 120 colour and design options. Treated with a new and improved ProtecSol® 2 surface treatment with extreme stain resistance and a matt finish, no polish is required for the entire lifetime of the product, thus reducing maintenance costs. The Taralay Premium range from Gerflor offers a decorating solution that exceeds expectations, taking the possibilities of vinyl flooring and its applications to a host of new markets and design heights, whilst providing minimal rucking when heavy objects are wheeled across the surface.

Gerflor will also be shining a light on their Taralay Impression Control range which is a new collection of environmentally-responsible safety flooring, providing inspirational design, superior slip resistance and outstanding performance for a host of applications. This dual series comprising of a Safety in Wood and Safety in Design offers realistic woods in contemporary colours and modern all-over designs that relate to up-and-coming trends. If it were a dress it would be on the catwalk! Exceptionally hardwearing, easy to clean and maintain. The range also comes with Gerflor's ProtecSol® Control surface treatment.

Jeff Highcock, Divisional Specification Manager, Gerflor, London also commented, "It really is a case of 'bring us your flooring dreams and we'll make them a reality'. We are all about producing game-changing flooring designs and solutions that fit every environment. In a sense it's about shocking you, but in a nice way".

So it looks like Gerflor will be turning the tables at this year's Clerkenwell Design Week. Forget Mr Normal of Normal Street... Gerflor are ready to showcase some exhilarating flooring designs that are set to sizzle in the Spring sunshine. It seems with Gerflor that trendy and fresh really is the new black!

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