

30th October 2015

Gerflor to 'wow' with new 2016 collections at Surface Design Show (stand 306)

This February London's Business Design Centre will see international flooring and interiors specialist Gerflor showcasing their brand new 2016 collection of high quality contract and residential flooring solutions.

The Surface Design Show provides the perfect backdrop for Gerflor to shine a light on their vast array of flooring innovations that will impress any visiting professional. London's Business Design Centre will be bursting at the seams with new products, innovations and inspirations which are set to thrill and inspire over 4000 visitors over the three days of the event.

This year's show offers a unique opportunity to meet architects, designers, specifiers and contractors who are actively sourcing new, cutting-edge and inspiring materials for their live projects. It's a show that provides a perfect shop window for Gerflor's hugely innovative range of products.

Led by innovative Chief Designer Gino Venturelli, the Gerflor Design Centre has a dedicated team of talented designers who are constantly researching into, and exploring up-and-coming new trends. They achieve this by working very closely with interior designers to launch their new ranges. These closely monitored trends are then translated into the design. The design story that unfolds is one of providing real solutions, together with offering a range of stunning colours and textural designs. Couple this to high technical performance and more than a nod' to sustainability and the environment and you have a formidable range of flooring products just right for 2016 and beyond.

A glittering example for 2016... and hot on the heels of considerable market success is Gerflor's brand new Taralay Impression Control. A multi-purpose floorcovering available in 2m sheet format with a Group T wear rating which makes it ideal for office environments that are experiencing heavy traffic. Available as a dual collection comprising of a SAFETY IN WOOD and SAFETY IN DESIGN offer of realistic woods in contemporary colours and modern all over designs. Exceptionally hardwearing and easy to clean and maintain, this range is ideal for hardworking and inspiring places. Taralay Impression Control comes with the ProtecSol® Control treatment it's easy to clean with no wax needed and is 100% recyclable.

With more than 70 years' experience of being at the forefront of design-led development, Gerflor's expertise in Luxury Vinyl Tile design and development is second to none. Inspirational design coupled with exceptional quality are trademarks of Gerflor's flooring. It's these very qualities which will be showcased again this year, highlighting the 170 strong design collection of Creation ranges of luxury vinyl tile and plank flooring, together with their SPM decorative and hygienic wall protection systems. In addition to this the latest Clic solutions will also be previewing. Quick and easy to install Clic offers the most cost effective solutions for new build and refurbishment projects.

Shona Beattie, Retail Specialist, Gerflor commented, "The Surface Design Show is a perfect platform where we can really shine a light on our stunning new products for 2016. It enables Gerflor to showcase its range of contract and residential flooring products to a high quality range of visiting professionals who want to see the newest trends in an environment that's both targeted and hugely relevant"

See, touch and discover all the latest products from Gerflor on stand 306, Surface Design Show, Business Design Centre, Islington, London. 9-11th February 2016.

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With Compliments:

Natalie Stiles
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: nat@thestudio4.co.uk

Issued on behalf of:

Navjot Dhillon
Gerflor
Wedgnock House
Wedgnock Lane
Warwick
CV34 5AP
Tel: 01926 622 600
Email: contractuk@gerflor.com