

14th April 2016

Gerflor has two chances of scooping a housing industry award!

By impressing the judges of the Housebuilder Product Awards 2016 with two of its residential, luxury vinyl Gerflor Fibre Technology (GFT) floorings, Gerflor has been announced as a finalist in not just one, but two categories, of industry Awards that recognise and reward excellence and innovation in products which aid new home development in the UK.

As a result, Gerflor has two chances of scooping a coveted award when the winners are revealed at a ceremony on June 29th at Edgbaston Stadium, Birmingham.

In the running for 'Best Internal/Interior Product' is Gerflor's HQR range of high quality, loose-lay GFT flooring. Of unique construction, it has a 0.40mm thick wear-layer making it suitable for high-end interior schemes and communal areas within housing, where previously only commercial floorings met necessary specification. As a design-led flooring, it gives housebuilders greater design scope for these areas.

In addition, Gerflor's latest GFT flooring, Home Comfort, is a contender for 'Best Brand New Product'. A unique, 20db acoustic, 4mm ultra-thick luxury flooring, it combines the benefits of carpet with the easy maintenance and hygiene of vinyl. It has been developed for the housing market to improve the build quality, better the look of the final floor and provide advanced acoustic, thermal, installation and performance benefits. It brings fresh solutions, new standards, lower on-floor costs and lower remedial work, alongside designs that enhance housing projects.

"We are delighted to be up for an award in two categories," said Garry Martin, Sales Manager – Private Sector Housing, Gerflor Limited. "Our decorative, residential GFT floorings provide housebuilders and homeowners with unique performance and installation benefits due to their patented backing system, which is a Gerflor innovation. They also reflect the latest international design trends."

Gerflor GFT backed floorings have different specification and price points and include, for example, trend-setting designs, adhesive-free, low-cost and straightforward installation, advanced thermal and acoustic properties, integral waterproofing and easy maintenance, slip resistant surfaces that meet HSE guidelines. 100% recyclable and with 97% recycled fibres in the GFT backing system, they are manufactured at Gerflor's ISO 14001 certified production sites.

www.gerflor.co.uk / 01926 622600 / email: contractuk@gerflor.com

-ends-

With Compliments:

Sarah Johnson
Thorn PR
Oak Cottage
High Street
Mayfield
TN20 6AB
Tel: 01435 872996
Email: sarah@thornpr.co.uk

Issued on behalf of:

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