

1st April 2015

## Gerflor named Housebuilder Product Awards 2015 finalist

Gerflor has been named a finalist in the 'Best Brand New Product' category of the prestigious Housebuilder Product Awards 2015 for its pioneering Insight X'Press loose-lay flooring solution for housing. It will be in the running when the winners are announced at a gala ceremony at Edgbaston Stadium in Birmingham on 25th June.

The Housebuilder Product Awards celebrate the best products in housebuilding and are looking to reward excellence and innovation. Insight X'Press was picked as a contender by the Awards' judging panel of housing industry experts who are looking for products and systems that aid new home development and bring benefits to housebuilders and homeowners.

A sustainable flooring innovation, Insight X'Press has been developed by global vinyl flooring manufacturer, Gerflor, to revolutionise how luxury vinyl flooring (LVT) is laid within new homes. A new concept in LVT flooring, it is a ready-to-use, removable, loose-lay decorative flooring of the highest quality, with a unique, integrated tackifier that enables fast, low-cost installation at speeds of 15 sqm per hour.

If successful, Insight X'Press also has a chance of being crowned 'Product of the Year' as winners will be automatically entered into the 'Best Product' category of the Housebuilder Awards 2015 in November.

Insight X'Press is part of Gerflor's extensive housing collection of innovative, 100% recyclable residential flooring solutions, which are manufactured at its ISO 14001 certified production sites.

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**With Compliments:**

Sarah Johnson  
Thorn PR  
Oak Cottage  
High Street  
Mayfield  
TN20 6AB  
Tel: 01435 872996  
Email: [sarah@thornpr.co.uk](mailto: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](mailto:contractuk@gerflor.com)