

29th January 2015

Gerflor is double finalist in Housing Innovation Awards 2015

The 2014 holder of the Housing Innovation Awards' 'Most Innovative New Product' award, Gerflor, was a double finalist in the 2015 ceremony after not only being shortlisted for a product award for its Gerflor Fibre Technology (GFT) Griptex flooring but also for 'Most Innovative Supplier' having smoothly supplied over 2.7 million sqm of its innovative, residential vinyl flooring solutions for social housing in the UK.

Gerflor develops, manufactures and supplies sustainable vinyl flooring solutions with exclusive benefits for housing. Its innovative technologies have revolutionised how domestic flooring is specified, laid and used within social housing homes. Product finalist Griptex combines two Gerflor patented technologies: GFT and GripX slip resistant technology. It is the only decorative, slip-resistant residential vinyl that meets HSE guidelines to have a textile backing system and a built-in waterproof membrane, providing unique installation and performance benefits.

"The Housing Innovation Awards provide a platform for recognising excellence in the social housing industry and we were delighted to be shortlisted for two awards. As both manufacturer and supplier, we are constantly championing new technology and are therefore able to meet the wide-ranging needs of specifiers and tenants," says John Hardaker, Sales & Marketing Manager, Gerflor Limited.

Gerflor has been a flooring supplier to the social housing industry for more than a decade in which time it has built a reputation for 'hitch-free,' high quality, problem-solving floorings. Its portfolio of all types of residential vinyl flooring for housing, is supported by a dedicated team of housing experts plus training and back-up services. Gerflor floorings are 100% recyclable and manufactured according to an environmentally-friendly policy at its ISO 14001 certified production sites without pollutants or hazardous contents. Gerflor products also contain a significant proportion of recycled material. Gerflor's GFT backing system, for example, includes 97% recycled fibres.

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