

24<sup>th</sup> September 2018

## Gerflor showcasing 2019 Trends and Collections at Architecture Expo

The Royal Dublin Society's (RDS) main hall in Dublin is set once again to provide the perfect backdrop for architects, designers and specifiers to get to grips with the latest trends in their industries. Architecture & Building Expo, Ireland is a two-day showcase of products, opinions and industry-led forecasts. The event is now the established place to meet the country's top architects, architectural technologists and other professionals and specifiers. This premium construction sector exhibition uniquely runs in partnership with the annual Royal Institute of the Architects of Ireland (RIAI) conference which drew a record attendance last year.

It's an event very high on the agenda for international flooring specialist Gerflor who will be showcasing the forecasted 2019 trends and collections and their latest innovations for the contract markets this year on **stand C8**.

### 2019 Trends & Collections

Gerflor have taken the opportunity to highlight some major sources of influence that are dictating the design trends for 2019. One of these trends include **'Pop Icons'**, where Japanese street life plays a pivotal part in the impact of the final designs through to including influences from neon lights. It's a designer's dream to be able to access such a raft of colour and design choices. The 2019 trends will also see **'Romantik'** make an appearance where the voluptuous design of the boudoir is explored to produce a sophisticated inlay parquet of Art Deco patterns. The **'Tribe'** trend is inspired by the authenticity of Africa with its untamed wild and brutal nature using the natural colours of the earth and the charm of primordial elements. The **'Prisma'** trend is all about the stylistic evolution of the geometric universe and is inspired by metropolitan and urban lifestyle. The final trend, **'Forestland'**, sees the creative mind diving into the wild and natural beauty of a pristine forest.

These new trends define the collections from Gerflor to produce a whole new world of colours and textures that are stretching the boundaries of flooring design. The new collections on show provide the inspirational looks for interior schemes for a vast choice of decoration styles and can assist with reflecting brand images or creating zones within large spaces. By using different colours, patterns with sheet, tile or plank formats, the flooring can effortlessly define or unite areas within open plan spaces. Decorative vinyl's and LVTs also encompass the construction technology required for outstanding performance. They are environmentally friendly, can improve indoor air quality and are low maintenance with more cushioning, warmth and acoustic characteristics than traditional stone, wood and laminate floors.

Bolt all of this onto stunning, beautiful designs that are eye-catching and unique, and one can very quickly see it's a vinyl flooring offer that not only embraces modern hardworking spaces, but also potentially dictates the look and appearance of the space we inhabit.

### 2019 Flooring Collections

#### Hardwearing and colourful

One of the new collections 2019 making an appearance at architecture Expo is Taralay Premium from Gerflor, an incredibly hardwearing and colourful flooring collection for a host of creative spaces with a palette of 80 trendy colours and designs to choose from. Some colours are of the kept designs (Metallica, Osmoz, Brazilia and Indiana) and some have been refreshed to offer an updated and harmonized palette. The additions to the collection will see 18 new colours being added to their best-selling Taralay Premium ranges, together with 2 new designs; Poesy which has a random terrazzo effect thanks to the pearly and metallic flake patterns used, and Neopolis which is again inspired by the terrazzo effect with clean, neutral urban lines delivering both depth and emphasis. These new exhilarating designs offer designers an added spectrum of choices and effects.

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### Setting the trends for today

Architecture Expo 2018 also presents Gerflor with the ideal platform to show case their 2018/2019 trends and LVT collections. The beautifully crafted **Creation LVT** range from Gerflor with 8 new designs exclusive to Gerflor has recently been scooping accolades in both the UK and Europe, winning the coveted 2017 CFJ/CFA Product of The Year category. Creation is a collection of luxury vinyl flooring tiles and planks that's been setting the market alight with its innovative designs and textures. These new exclusive LVT collections from Gerflor produce a whole new world of colours and textures that are stretching the boundaries of flooring design.

**Bright and beautiful** Other world class solutions on show will include DLW Linoleum Marmorette and their range of acoustic floorings, for greater comfort underfoot and sound reduction. The collection of products on show at this year's event offers a palette of stunning choices to meet designer's needs in terms of performance, colours and designs.

Malcolm McClure, Ireland Sales Manager, Gerflor commented, "Architecture & Building Expo is an extremely good fit for us as a flooring manufacturer. The event enables us to show case a sample collection of our products to a highly informed, sophisticated and targeted audience".

The collection of products on show at this year's event from Gerflor offers a palette of stunning choices to meet designer's needs in terms of performance, colours and designs. This annual event provides an incredible ringside seat to the latest products and technologies from an impressive line-up of the industry's top suppliers. One not to be missed!

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 design led vinyl flooring, interior finishes and accessories suitable for the contract or residential markets.

Gerflor UK and Ireland have their headquarters in Warwick, England and a local manufacturing site in Ireland at Carrickmacross.

### Meet the Gerflor team at Architecture & Building Expo, RDS Dublin 4 on 5 & 6<sup>th</sup> October 2018, Stand C8.

Learn more about Gerflor solutions; ask for a free sample or contact us to speak to a specialist today by calling 01926 622 600, emailing [contractuk@gerflor.com](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations.

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