

9th November 2016

## Gerflor to wow visitors at Architecture Expo, Ireland

The Royal Dublin Society's (RDS) main hall in the leafy and elegant suburb of Dublin that is Ballsbridge is set once again to provide the backdrop for architects, designers and specifiers to get to grips with the latest trends in their industries. Architecture Expo, Ireland is a two-day showcase of products, opinions and industry-led forecasts.

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

Running alongside the RIAI Annual Conference, Architecture Expo has doubled in size this year since its debut in 2012. It's a huge testament to the increase in the overall awareness of form and function that affects our everyday lives. With colleagues and the construction industry's top suppliers who will present the latest products and technologies, the event is a 'must attend' for a host of visitors who will see a myriad of products and manufacturers - all under one roof in November 2016.

Gerflor will be displaying a selection of their leading World-class products including their Red Dot Award-winning Creation 70 LVT. Beating-off more than 5,000 entries from 57 countries, Creation 70 flooring was recognised for its range of mineral, wood and textile designs with different embossed finishes, its different installation systems and its solution-based usefulness for renovating existing floors, together with its high recycling properties. The sophisticated Creation 70 range offers a brand-new palette of realistic wood and mineral finishes in tile and plank formats with beveled edges. In addition to this, the looselay Clic System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments saving customers time and money. Perfect for the retail, hotel, hospitality, administration or leisure sectors. By leveraging its technology to achieve excellence, Gerflor has reinvented vinyl tiles and planks to produce some outstanding design-led results.

Gerflor will also be 'shining a light' on their 'uber-performing' safety flooring solution Taralay Impression Control, together with their high traffic-bearing Taralay Premium.

Taralay Impression Control from Gerflor won the 2016 CFJ/CFA product of the year category with their Taralay Impression Control range. This safety flooring collection is perfect for both refurbishments and new builds. A multi-purpose floorcovering available in 2m sheet format with a Group T wear rating, it's ideal for a host of heavy traffic environments where slip resistance is a must. Available as a dual collection: - 'Safety in Wood' and 'Safety in Design', the range includes realistic woods in contemporary colours and modern all over designs. It has a Pendulum Test value +36, meets HSE guidelines (BS 7976-2) and R11 ramp test value (DIN 51130), together with providing 24 design-led colourways and is suitable for healthcare, education, retail, public spaces, offices and other commercial interiors. Taralay Impression Control also offers a hygienic solution thanks to a revolutionary UV cured PUR surface treatment for easy cleaning and maintenance. With the ProtecSol® Control surface treatment it's easy to clean, is 100% recyclable offers a state-of-the-art flooring solution for a host of applications.

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Taralay Premium Comfort and Compact from Gerflor provide the perfect solution for heavy traffic areas in a raft of varying market sectors. Delivering a designer's dream is a challenge well-met by Gerflor as they offer up not only stunning designs, but also the levels of comfort and safety that every designer and architect requires. The range offers freedom in design, enabling designers and customers to build their own unique projects. It's a demanding world where designers and architects want only the best for their clients and that's where Gerflor's Taralay Premium range scores top marks right across the board.

Malcolm McClure, Ireland Sales Manager, Gerflor commented, "Architecture 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!

Meet the Gerflor team at Architecture Expo, RDS Dublin 4 on Fri 25th/Sat 26th November 2016, 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.

Gerflor has a local manufacturing site in Ireland at Carrickmacross.

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