

23rd March 2018

Gerflor set to make an 'impression' at Clerkenwell Design Week (stand PB11)

The Clerkenwell Design Week (CDW) in North London has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations. CDW takes place on **22-24th May** and has established itself as the UK's leading independent design festival.

International flooring specialists Gerflor are set to thrill the visiting throngs with some stunning examples of how their innovative flooring ranges are making their mark in a host of commercial applications...and in the home too. The event will present Gerflor with the perfect platform to showcase their new Taralay Premium collection being launched in June 2018, plus their International Design Award-winning Taralay Impression and Uni ranges. Visitors with a keen eye for design will also be able to see, feel and touch a selection of Gerflor's stunning Creation LVT products.

The event will see Gerflor herald a re-vamp of their hugely successful Taralay Premium collection. An incredibly hardwearing and colourful flooring range for a host of creative spaces. Ideal for bearing static and moving loads, 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 & Neopolis** inspired by the TERRAZZO effect offering designers an added spectrum of choices and effects.

The International Design Awards (IDA) fundamentally exists to recognise, rejoice and promote legendary design visionaries. Therefore, it's no surprise that Gerflor's Taralay Impression vinyl floorcovering collection scooped a bronze award. The current Taralay Impression range including their acoustically sensitive Taralay Uni Comfort collection displays a wide palette of 21 designs and 83 colours. It's an amazing array of choices conducive to creating tailor-made spaces; from classical to contemporary and bright, or welcoming and warm. The latest enhanced matt and embossed designs across the ranges now deliver incredibly realistic effects that are producing some simply stunning results. Taralay Impression collection offers a new range of designs which revisits the colour spectrum and wood effect flooring designs. Their **Herringbone** design within the wood effect range plays with exquisite chevron patterns superimposed on a parquet effect for a new visual approach to wood and is perfectly in tune with the modern "tattoo" trends we see today.

CDW 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.

Continues >

With Compliments:

Hannah Evans
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: pr@thestudio4.co.uk

Issued on behalf of:

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

23rd March 2018

Gerflor set to make an 'impression' at Clerkenwell Design Week (stand PB11)

Gerflor have taken the opportunity to highlight some major sources of influence that are dictating the design trends moving into 2019, which include everything from **'Pop Icons'** where even Japanese street life plays a 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 2018/2019 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. These new LVT collections from Gerflor 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.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "attending this event provides us with the perfect opportunity to really wow the visitors with our stunning award-winning designs, together with presenting our take on the flooring trends for the future". She also added, "Our design-led vinyl flooring collections provide more options than ever before in tile, plank and sheet formats".

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.

Cast your mind aside from the dull and the dreary. Clerkenwell Design Week will provide Gerflor the opportunity of throwing a beam of light onto the real vinyl trends for 2018/2019. If you've got it, flaunt it. It's a brave new world out there as Gerflor prepare to parade some of their exhilarating flooring designs in the North London Spring sunshine. **Come and meet the Gerflor team on stand PB11**

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, or visiting gerflor.co.uk for the latest innovations

-ends-

With Compliments:

Hannah Evans
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: nat@thestudio4.co.uk

Issued on behalf of:

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