

6th July 2017

## Gerflor scoop CFJ/CFA Product of The Year!

International flooring and interiors specialists Gerflor have won the 2017 CFJ/CFA Product of The Year category with their Creation LVT range.

In a hard-fought selection process Gerflor have come out on top with their stunning Creation LVT range of products.

The three stunning award-winning ranges include; Creation 70, 55 and the new Creation 30. Creation 70 will inspire and enhance any interior space. It's extremely tough and durable, providing the perfect solution for the heaviest commercial footfall. Designed for medium traffic areas for light commercial use is their Creation 55 range. The Creation 55 range is a perfect match for moderate traffic areas in commercial environments including offices, hospitality, restaurants, reception areas, boutiques and housing. The final product in this 'LVT award-winning trio' is Gerflor's Creation 30 which is a brand-new design-orientated, luxury vinyl tile flooring perfect for a myriad of residential and housing applications. All products are available in three installation types including Dry Back, X'Press and Clic formats.

These highly sophisticated ranges offer a 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. Perfect for the retail, hotel, hospitality, administration, leisure or domestic sectors.

Nav Dhillon, UK Marketing Manager, Gerflor commented, "Winning the CFJ/CFA 2017 Product of The Year with our Creation range is a testament to our continued commitment to innovation which enables us to deliver cutting-edge, design-led, sustainable solutions for a host of contract and residential uses".

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 world class vinyl flooring. With the manufacturing spread over 13 plants, Gerflor have a presence in some 100 countries and are staffed by a hugely diverse workforce totalling approximately 3300. Their mission statement is a simple but effective one; to innovate, be decorative and ensure that they are eco-responsible. Gerflor as a company continually launch new products onto the market, together with refreshing their existing product ranges. Winning this award for their Creation range is an indication of Gerflor's on-going dedication to developing beautiful vinyl flooring products that look striking, deliver incredible performance and offer long-lasting durability.

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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