

1st June 2018

Living at its best with Gerflor at Housing Show (stand C10)

On the 26th-28th of June international flooring specialist Gerflor will be exhibiting at 'Housing' which is Europe's largest housing show.

The Manchester Central exhibition space will see the event bring the housing sector together all under one roof. It's an arena perfectly suited to Gerflor's range of top quality flooring solutions which are ideal for the social housing market.

Housing, The Chartered Institute of Housing's annual conference and exhibition will have more than 8,000 housing professionals and 400 exhibitors and sponsors attending the event across three days. Some 350 expert speakers, including senior politicians, economic and political commentators, leaders from the housing sector and innovative thinkers from outside of the sector, will explore the major challenges facing housing organisations and how they can solve the housing crisis.

Terrie Alafat CBE, chief executive of the Chartered Institute of Housing, said, "The harsh effects of our housing crisis become more evident by the day and the challenges for housing professionals are as significant as ever."

As housing associations and local authorities now see that the overall welfare of their tenants must come first, they are increasingly turning to quality manufacturers to provide a variety of products that offer design, warmth, comfort and above all safety. It's a sentiment that international flooring specialist Gerflor share as they get ready to parade a raft of top quality flooring products aimed at delivering just that.

Nobody in their right mind wants to live in a noisy or drab house where the flooring is part of the problem and not part of the solution. Being able to showcase a selection of products that deliver 'the solution' is right at the top of Gerflor's agenda for this year's event. Gerflor offer a superb range of flooring which combine technical and design characteristics for a range of social housing environments. Achieving stunning looks coupled with high levels of safety and comfort are paramount to the Gerflor solution.

Fast, economical and long-lasting

On show this year are a selection of their top performing flooring solutions that are aimed at addressing the needs of the sector. Products are fast and economical to install, are >/36/R10 slip resistant and specifiers can select decorative vinyl's that tenants will want and love to have in their homes.

Gerflor's vinyl flooring solutions provide excellent longevity, outstanding comfort and acoustic performance and are available in a range of popular designs and colourways. Their **GFT** (Gerflor Fibre technology) sheet products are available in multiple widths, have proven performance, dramatically reduce bubbling, providing less call backs and fewer claims. They can be loose laid up to 35m² lowering installation times and minimising inconvenience and costs.

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On show this year - Inside the home

Kitchens and bathrooms are synonymous with potential slip hazards. It's crucial to choose a floor that offers excellent slip resistance and provides good levels of hygiene. Gerflor's **Griptex** is warm and comfortable, waterproof and meets HSE 36+ guidelines. Add to this their **Agrippa** flooring which has a cushioned foam backing for comfort underfoot and comes with an outstanding sound insulation rating of 19dB and meets HSE 36+ guidelines. Both products come with the hygienic Pureclean surface treatment that does not trap dirt and requires less water and detergent to clean.

Disabled wet room adaptations and bathrooms

Again, there is the risk of potential slip hazards a solution that offers outstanding slip resistance and provides good levels of hygiene which is key to the safety of tenants and homeowners. **Tarasafe Ultra H20** is high-performance slip resistant flooring for wet and dry, barefoot and shod environments, meets HSE +36 guidelines, is highly durable and offers outstanding performance for a host of applications where safety from slipping is paramount.

Bedrooms, dining rooms, lounges

These areas require solutions that provide greater warmth and comfort underfoot for housing tenants. They also need to look great. **Texline** has Gerflor Fibre Technology (GFT) backing and is safer, quieter and more hygienic than standard vinyl flooring.

Gerflor is a credible and recognised supplier to the social housing market with a UK base, a stock holding warehouse facility and an extremely reliable national distribution network.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "This year's Housing show will enable us to highlight a selection of our top-quality flooring products which are all aimed at helping housing associations and local authorities make an informed decision on their flooring requirements." She went on to add, "with products that are easy to install, look fantastic and are truly fit for purpose we're really looking forward to showcasing the incredible quality of our ranges."

Gerflor are committed to producing long-lasting, eco-responsible flooring. It's all about contributing to an eco-responsible build. Their expert service and production ensures specifiers receive the perfect social housing flooring solution to the highest possible quality. As an added benefit, free trial areas can also be organised.

Visionary speeches, insightful interviews and candid conversation from housing experts and influential business leaders ensure Europe's largest housing conference remains the sector's must-attend event. Be prepared to walk away feeling amazed and inspired.

Come and meet the Gerflor team to see, touch and discover the very latest, innovative housing flooring solutions on **stand C10**, 26th-28th June 2018, Manchester Central.

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