

22nd July 2016

Big is beautiful with Gerflor!

We're told all the best things come in small packages. Well, that might be ok for the odd diamond, a one-inch terracotta tile designed by Picasso, or even a small drip of quality perfume from the back of beyond...but remember big is also beautiful.

Designer Contracts, one of the UK's largest flooring contractor has warranted the reputation as one of the most reliable and competitive suppliers in the UK today. It's a company that now has over 250 employees with a turnover in excess of £35M.

Designer Contracts know that an element of their success is due to the stable of quality manufacturers and suppliers that provide the levels of service and products they require in order to fulfil their clients demands. It's an area where international flooring and interiors specialists Gerflor excel at. New to the company's portfolio are various ranges from the Gerflor collection including Griptex, a warm and comfortable vinyl flooring with a unique Gerflor Fibre Technology (GFT) polyester textile backing. It's a perfect flooring choice for any renovation and new build. Slip resistant surface works in both wet and dry. ≥36 conditions - rated R10, meets HSE guidelines. Acoustic rating of 16dB. This range also meets HSE guidelines for installations that require additional criteria to be met. Add to this Texline from Gerflor which is an easy to install textile-backed flooring that is ideal for anywhere in the home and one can see a pattern emerging. Texline is a tough GFT vinyl flooring with a unique patented textile backing system that gives higher warmth and comfort underfoot and is safer, quieter and more hygienic than standard vinyl flooring. Available in a range of stunning modern designs and colourways.

Designer Contract's choice of Gerflor's GFT vinyl ranges are more tolerant of minor subfloor imperfections and more resistant to moisture. They are less likely to bubble which means that service issues can be greatly reduced which contributes towards the five star rating that builders are striving to achieve and maintain.

Peter Kelsey, MD, Designer Contracts commented, "We can sell products with confidence and deliver first class service knowing that we are supported by quality manufacturers. This is essential so that we are able to deliver consistent and excellent service to all of our customers". He further added, "with Gerflor their felt back ranges are particularly suited to new build properties. The fibre backing is more tolerant of moisture, up to 95% RH. Providing the subfloor is good, no floor preparation is required as the backing compensates for uneven surfaces".

Gerflor take great pride in supplying Designer Contracts on a national basis, with 80% of all orders delivered the next day. In fact, it transpires that all their orders are delivered within three working days. Gerflor are also proud that they've never missed an order deadline, ensuring their mutual housing customers don't miss a completion date. The Gerflor products have been paramount in the dramatic reduction of post install issues for Designer Contracts clients due to being specifically designed for the new build environment.

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Nav Dhillon, UK Marketing Manager, Gerflor commented "We work with many of the top 10 house builders in the UK, along with many long-standing HA's. Feedback from customers has indicated that there can and has been potentially serious issues with the current foam backed vinyl many house builders use and install in a new build environment". Nav Dhillon goes on to say, "Gerflor's global R&D team decided to develop a solution to this problem and created Gerflor's patented GFT backed Vinyl. With its unique compact balancing layer, it's the only vinyl in the world which contains such a layer, specifically allowing it to be loose laid with no adhesive and preventing it from relaxing, shrinking and expanding in changing temperatures. It's an evolution in the production of vinyl floor coverings". Nav Dhillon finally added, "We work very closely with Designer Contracts and believe we can eliminate vinyl flooring issues for our customers, allowing them to push towards their goal of becoming an HBF 5* builder".

Peter Kelsey ended by commenting on the likely flooring trends for 2016 by saying, "Classical and wood effect designs are still very popular but this year is seeing more demand for brighter bolder designs including metallic and linear looks. Vinyl is so versatile and available in many different designs that our collections allow us to meet all of customer's requirements whether they want something traditional or something more on trend". He went on to finally comment, "we have a good relationship with Gerflor. We have a central point of contact for technical queries and are able to utilise their sales team for general enquiries. Having used their products in several of our regions across the UK we have received some very good feedback from both fitters and our customers. We are very pleased with the installations done to date".

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.

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