

27th July 2018

Dudley Metropolitan Borough Council see the Attraction® in Gerflor

The onus on local authorities and borough councils to provide affordable housing has never been greater. It's a weighty responsibility and one that Dudley Metropolitan Borough Council (Dudley MBC) take extremely seriously.

Affordable housing includes social rented, affordable rented and intermediate housing provided to specified eligible households whose needs are not met by the market. It can also be a new-build property for use as an affordable home. In making provision for the increased housing demand Dudley MBC, would as a matter of priority, require flooring refurbishments for several of their existing social housing schemes.

Dudley MBC approached international flooring specialist Gerflor to supply 20m² of their fast track GTI Attraction® in 'Moheli' for a trial area. The requirement was for a hard wearing, durable, and heavy traffic resistant flooring solution for their apartment block corridors that is easy to maintain and without the high maintenance costs. In addition, Dudley MBC wanted the flooring to be loose laid to keep sections of the area open and to minimise the time and cost of installation. Gerflor's Attraction® range was hugely beneficial to Dudley MBC as it can be lifted individually tile by tile and replaced if damaged without lifting the entire floor. Dudley MBC also liked the convenience of the Attraction® product packaging for transportation and minimising the issues of their warehouse space.

Gerflor's Attraction® range is a perfect solution for renovation, it is a fast track loose lay vinyl tile with interlocking edges which allows for rapid installation and replacement. This permits the area to remain open and provides a clean installation with no adhesive or dust. A two-person team can install up to 200m² in 8 hours that is four times faster than conventional tiles and can be installed on a sub floor with minimal preparation. With a ProtecSol® 2 surface treatment it requires minimal maintenance and is a highly durable solution suitable for heavy traffic applications in a host of sectors. There are 15 colour-ways and 3 designs which allows you to mix and match colours and designs.

The Attraction® range when compared with alternative flooring such as ceramic tiles delivers 19 dB less noise and when users walk on it underfoot comfort reduces fatigue. With excellent slip-resistant properties and a R10 rating it's a popular choice for high traffic areas. Attraction® is 100% REACH compliant, is free of formaldehyde, heavy metals, solvents and has 80% recycled content.

It also delivers TVOC emissions 100 times better than norm requirements (TVOC < 10 µg/m³ after 28 days) and is Floorscore® certified, M1 certified and complies with AgBB protocol with no formaldehyde emissions.

Aziz Ahmed, Building Surveyor, Dudley MBC commented, "the Gerflor flooring looks great and seems very hard-wearing, which is perfect for the communal areas of our low and high-rise blocks. Residents are very pleased with the installation time as it was completed within a day. We have specified the Gerflor Classic Imperial range for about six years for our kitchens and bathrooms, and their Tarasafe Ultra H₂O for the past eighteen months for our wet rooms. We needed something that was very robust, easy to clean and installed with minimum disruption. The Gerflor Attraction range ticked all these boxes."

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 visit gerflor.co.uk for the latest innovations.

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