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## Easitex wins in Housing Innovation Awards 2014

Easitex, Gerflor's pioneering, 20db and tog-rated (0.7 tog), R10 slip resistant, loose-lay residential flooring, has won 'Most Innovative New Product' in the social housing industry's prestigious Housing Innovation Awards 2014.

Gerflor was also the only company to be honoured with two shortlisted products in the category, having impressed the judges with both its Easitex and Griptex ranges of Gerflor Fibre technology (GFT) floorings, which have achieved excellent feed-back from tenants, housing associations and contractors alike.

Across 16 categories, the independent judges were looking for innovations that stood out from the crowd. Judge, Andrew Eagles, said: "When someone wins an award it illustrates to the rest of the sector that they are ahead of the game and that means we can all learn and move forward."

The Housing Innovation Awards reward organisations that come up with new and original concepts like Gerflor GFT floorings. The results of the 2014 Awards were announced at an event at the Great Connaught Rooms, London WC2, which was hosted by architect and TV presenter George Clarke, who said: "Easitex is an innovative, ultra-thick, loose-lay flooring for domestic housing, which spearheads a new standard in residential vinyl. Its unique composition sets it apart from other vinyl floorings and means that it is both thermally and acoustically advanced."

On receiving the Award, John Hardaker, Sales and Marketing Manager, Gerflor Residential Floorings, said: "We are delighted that Easitex has won the Most Innovative New Product in Awards that recognise the best in design and innovation in the social housing industry. Gerflor is committed to the continual development of new technology, which is showcased by our latest GFT, decorative, cushioned vinyl, Easitex. Popular with tenants, our GFT floorings offer multiple benefits including reduced installation times and costs that allow specifiers to upgrade flooring packages within budget."

Also a GFT loose-lay flooring with unique qualities, shortlisted Griptex was the first residential vinyl to  $\geq 36/R10$  slip resistant standards. Its patented, GripX slip resistant surface remains effective in both wet and dry conditions and does not trap dirt.

Gerflor's GFT backing system includes 97% recycled fibres. Gerflor floorings are 100% recyclable and manufactured according to Gerflor's eco-friendly policy at its ISO 14001 certified production sites without pollutants or hazardous contents such as lead, formaldehyde and harmful plasticisers.

Further information: [www.gerflor.co.uk](http://www.gerflor.co.uk) / 01926 622600 / email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)

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