

7th April 2017

Gerflor provides fitness focus at Elevate 2017 (Stand 2)

'Elevate' is the UK's largest cross-sector event bringing together the physical activity sector, academia, healthcare, policy makers, local authorities and performance experts. It's a show that focuses on an increasingly important and complex societal challenge: tackling physical inactivity.

Making physical exercise easier and more readily available in environments that are both suitable and safe is a mantra very close to the heart of international flooring and interiors specialist Gerflor. This year's event on 10-11 May 2017 at Excel London has over 150 exhibitors & 200 speakers. Elevate 2017 is an unrivalled opportunity to learn more about how physical activity, health and performance connect. The event provides a perfect platform for Gerflor to showcase several of their high-performing vinyl flooring products which provide a range of complete solutions for all areas of sports and fitness facilities.

With over 70 years' experience Gerflor offer a superb range of flooring solutions which combine technical and design characteristics for a range of sports and fitness environments. Achieving stunning looks coupled with high levels of safety and performance can often be a challenge, however Gerflor provide a myriad of durable solutions that stand the test of time in heavy traffic environments. This is a direct result of their quality products delivering superior performance every time. The collection of sports and fitness products produced by Gerflor are the ideal solution for several key areas within any sports or fitness facility and can include; aerobics and classroom areas, personalised training zones, free weights areas and fitness and cardio vascular spaces, together with reception areas and changing rooms.

Visit Gerflor on **Stand 2** to learn more about Taraflex® vinyl sports flooring, it has been used in many international and local sporting events and is available in 17 colours and three wood-effect designs. When you need comfort, safety and performance it has to be Taraflex®. Great for sports halls and aerobic areas.

Changing rooms can often be wet and slippery environments and that's where Tarasafe Ultra H₂O from Gerflor is the ideal solution. Intended for traditional barefoot spaces where there are continuous wet areas, Tarasafe Ultra H₂O also offers a shod solution.

Also on show this year will be Gerflor's LVT Creation ranges. Great for a host of reception areas and public access locales, Gerflor's Creation Luxury Vinyl Tile (LVT) collection produces some stunningly attractive new colors, designs, effects and formats. The Creation range provides cutting-edge design-led, sustainable solutions for a multitude of sports and fitness applications where looks need to meet performance. Their LVT Creation 55 range sits alongside their Creation 70 range which was awarded the Red Dot Award for Product Design 2016.

Shutting down any fitness or exercise premises to re-lay the floor or replace it can be very costly in downtime. Gerflor's innovative fast track looselay easy-to-fit products are ideal for these environments as they require no adhesives, are easy to clean and maintain and can be easily replaced within the facility, saving time in refurbishments where a quick turnaround is absolutely vital.

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The GTI MAX® range from Gerflor provides high resistance specialist loose lay tiles ideal for heavy traffic applications which can be installed over most existing floors with minimal sub floor preparation providing a fast renovation solution. The Elevate event this year will see Gerflor exclusively launch a new 2017 collection of colours to further enhance this exciting range.

Gerflor's looselay CLIC System's unique vertical interlocking format allows flooring to be laid quickly over most existing surfaces (flat and sound). With its vertical clipping method and ease of cutting and handling, flooring can be laid swiftly into corners and against edges, while planks can be replaced individually if necessary. The CLIC system in conjunction with the Creation LVT collection provides a range of inspiring finishes for any interior space. Using Gerflor's CLIC system is a prime example of flooring that can be fitted overnight allowing fitness and sports facilities to re-open quickly.

Gerflor also offer a solid maple sports flooring solution through their wholly-owned Connor Sports® product range, together with an outdoor flooring offer via their PowerGame® SportCourt® collection.

A glowing example of how Gerflor products are a perfect fit for a host of fitness and sports applications are the installations at both Virgin Active and David Lloyd Leisure in London. At the Virgin, Active Health Club in the City of London, they don't do things by half measures. They believe in adding membership value all the way down the line. A spokesperson from Virgin Active said, "three years on from the initial installation of the Gerflor flooring our members and staff still love the Taraflex flooring. It's really delivered in both terms of durability and performance."

The story at David Lloyd Leisure would be no different. Over the years, the David Lloyd Leisure brand has become synonymous with health, sports and leisure. It has played a significant role in increasing the nation's awareness of how important fitness is to our overall health and wellbeing. A David Lloyd Leisure spokesperson commented, "the range and quality of material which Gerflor provided enabled us to effectively deliver our design concept whilst guaranteeing performance. We are overjoyed with the results"

Come and meet the Gerflor team on stand 2, 10-11 May 2017 at the Excel Centre London to feel, touch and discover a range of stunning exercise and sports flooring solutions.

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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