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Flooring giant Gerflor backs British Basketball

One of the world's biggest flooring companies, Gerflor is set to support British Basketball's high-profile friendly with Greece on Saturday 19th August. Both parties are to explore a long-term partnership, to address the flooring needs of the British game.

Being the biggest doesn't always make you the best, but in the case of basketball court production and supply it doesn't get much better than Connor Sports®, Sport Court® and Taraflex® from Gerflor.

Connor Sports® was founded in 1872 and is the market leader in portable and permanent wood sports flooring systems. Connor has built maple hardwood courts for 14 NBA teams and countless numbers of NCAA schools and universities, with products for every level of competition, from park and recreation centres to high schools to the top college basketball programs in the USA.

In 2005, Connor Sports® joined industry leader Sport Court® to form Connor Sport Court International, Inc. (CSCI). With systems built for many elite associations including the Rio Olympics, NBA, NCAA, FIBA, USTA, FIVB, US Youth Futsal, USA Volleyball and EuroLeague Teams, it's an enviable position to be in where most of the world's basketball is played-out on a sports surface from Gerflor.

The UK has introduced four systems from the Connor Sports® family providing a host of high quality sports flooring solutions for a myriad of markets. Available now are NeoShok™, Rezill Sleeper and Alliance™, while the QuickLock™ portable system is ideal for temporary use in a multitude of sporting events. All the above systems can be finished in 3 different grades of 57mm x 20mm North American Hard Maple strip.

As a sports flooring company Gerflor always strive to ensure that they have the very best relationships with the elite clubs and organisations who are themselves at the very top of their game. Their 'outreach' and support also applies at the lower levels of sport where the grass roots grow.

David Carter, Sport Marketing Communications Manager, Gerflor said, "At Gerflor we're very keen to open-up communication with organisations and facilities at the lower levels to encourage participation in the sport with organisations such as WhosThatGirl all-female basketball camps who are real enthusiasts with a love of the game."

He went on to add, "it's for this very reason that Gerflor have made this financial commitment to British Basketball to further help the sport in general."

British Basketball Chief Executive Lisa Wainwright says, "We are very excited to be working with Gerflor and we thank them for their support in putting on the game."

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“More broadly, as part of our strategy, we know that there is an interest in producing more basketball floors across the country. By working with one of the top specialists in the field, I hope we and our partners, including Gerflor, can develop solutions for the whole game in the longer-term.”

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