

25th April 2016

Primetex is Gerflor's great value GFT range for housing

Gerflor has added its new Primetex range to its Gerflor Fibre Technology (GFT) residential flooring collection of decorative, loose-lay, luxury vinyl flooring for housing.

Great value and extra tough yet cushioned for comfort, Primetex's outstanding selection of wood, all-over and mineral designs in contemporary colours, have been created by the global vinyl flooring manufacturer's in-house design and research teams to reflect the latest international trends and to cater for the aesthetic needs of all housing projects, whether traditional or modern in style.

It therefore has the inspirational looks and quality of finish that home owners want, providing a desirable and practical addition to any new home.

As Primetex is a loose-lay flooring with a patented, GFT backing system, up to 25sqm can be quickly and economically laid without glue directly over concrete and with minimal subfloor preparation by non-specialist fitters. It therefore speeds-up the fitting process in new homes and, as it automatically compensates for minor irregularities in the subfloor, it gives an improved appearance to the finished floor.

In addition to enabling fast, cost-effective installation, GFT floorings, like Primetex, can lower remedial work and their related costs. Between 50-75% of all traditional foam-back vinyl floorings have post-installation issues such as lifting, curling and bubbling. GFT product technology has been developed to help eliminate these problems, which are often caused by trapped subfloor moisture, property movement and other contributing factors.

Suitable for use anywhere within the home and tested to the highest standards, Primetex is 2mm thick, 15db acoustic, R10 slip resistant and tear and stain resistant. It is also waterproof from above, tolerant of 75%RH and has an anti-fungal layer for added hygiene, whilst its 0.25mm wearlayer, with a Pureclean™ surface finish, makes it easy-to-clean and maintain. Primetex comes in convenient two, three and four metre widths to avoid joining and wastage and has a 12 year product guarantee.

In addition, Primetex's green credentials score highly: it is 100% recyclable, BRE+ rated and its GFT backing is made from 95% recycled fibres, plus post-use it is recyclable in domestic waste. Primetex is manufactured according to Gerflor's environmentally-sustainable policy at ISO 14001 certified production sites.

Gerflor floorings are proven within housing applications and are supported by Gerflor's dedicated housing team and strategically located UK distribution centres. www.gerflor.co.uk

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