

20th April 2016

Gerflor wins 'designers Oscars' with Creation 70

The Creation 70 range, designed by international flooring and interiors specialist Gerflor has been awarded the 'Red Dot Award: Product Design 2016' by a worldwide panel of 41 experts made up of architects, designers and journalists. With more than 17,000 entries each year The Red Dot Award is one of the best-respected design competitions in the world.

Beating-off more than 5,000 entries from 57 countries, Gerflor's Creation 70 flooring was recognised for its range of mineral, wood and textile designs with different embossed finishes, its different installation systems and in particular its solution-based usefulness for renovating existing floors, together with its high recycling properties.

The sophisticated Creation 70 range offers a brand new palette of realistic wood and mineral finishes in tile and plank formats with beveled edges. In addition to this, the looselay Clic System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments saving customers time and money. Perfect for the retail, hotel, hospitality, administration or leisure sectors. By leveraging its technology to achieve excellence, Gerflor has reinvented vinyl tiles and planks to produce some outstanding design-led results.

The Red Dot Design Award was founded in Germany in 1955 and has become an internationally recognised distinction in the world of design...a kind of "Designers' Oscars". The competition aims to present and recognise at international level products that are particularly innovative in terms of design. With the help of a jury of experts, the internationally organised competition 'Red Dot Award: Product Design' appraises the best products of the year. Manufacturers and designers from all over the world submit originals of their latest products in the hope of being awarded the sought-after distinction of a 'Red Dot'. Professor Dr. Peter Zec, founder and president of the Red Dot Award said, "The Red Dot Design Award winners not only demonstrate extraordinary design quality, they show that design is an integral part of innovation".

Nav Dhillon, UK Marketing Manager, Gerflor commented, 'winning this award is a testament to the innovation and quality that we as a company continually strive for. Creation 70 is a perfect example of high-end design providing specification-driven solutions for a host of markets'.

The Creation 70 range is also 100% recyclable, REACH compliant and is treated with PUR+ surface treatment, providing excellent cleaning characteristics and improved resistance to scratching.

Last year Gerflor took a bold step in re-branding and re-organising its LVT range, producing some stunningly attractive new colours, designs, effects and formats. It's been a design journey that seems to have paid huge dividends. The change is both very apparent and hugely relevant, delivering a broader scale of choice. Contemporary, modern, stylish designs are available as well as the more traditional colourways to cover the needs of all customers. Creation 70 is just one example of their leap of faith enabling them to produce award-winning results.

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 visiting gerflor.co.uk for the latest innovations.

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