

31st March 2017

## Perfect partnership with Gerflor

Gymflooring as a company was established in early 2011 as the Sports Flooring division of UK Flooring Contractors Ltd. It's a company that had been experiencing an increasing number of enquiries for sports flooring and decided the demand warranted a dedicated division. They're a company that just don't accept second best. Delivering and installing high quality flooring is at the very forefront of what they do day in day out.

These days Gymflooring are one of the UK's leading supply and install specialists for all sports flooring projects. Managing Director, Gym Flooring, John Harris comments, "We were carrying out a lot of flooring works within the health and fitness sector and thought it would be beneficial to set up our own division".

As ever the relationship between manufacturers and clients is always seen as key to overall success. John Harris further adds, "Our supply chain is extremely important to us, we rely on manufacturers like Gerflor to constantly manufacture and supply good quality products for our customers. Within the health and fitness sector I need to be assured that the material we are specifying will firstly arrive on time, and more importantly stand up to the day-to-day punishment that it's put through within a gym environment." He also says, "my relationship with our suppliers is of utmost importance, I only specify materials from tried and trusted suppliers, many of whom I have been with for the last 25 years. Gerflor has a product for every type of sport or exercise in the health and fitness sector, this makes our job of specifying very easy. We always specify their Taraflex® products for any of our sports hall floor installations.

Taraflex® is versatile enough to be used in various multi-specialist applications and affordable for all new projects and refurbishments. It's a sports flooring solution that is ideal for the education, community, leisure, health & fitness sectors. Taraflex® vinyl sports flooring from Gerflor has been used in many international and local sporting events and is available in 17 colours and three wood-effect designs.

It is available in various solutions meeting different levels of the EN 14904 Standard delivering the full scope of indoor sports surfaces from P1 to P3 shock absorption solutions. Taraflex® is recognised for providing durability, safety and comfort without impairing performance. A unique value proposition, the Comfort range offers greater than 45% force reduction, making it unrivalled in the marketplace in terms of offering comfort for users lowering the risk of long term injuries. Taraflex® meets the EN Standard of 22196 for anti-bacterial activity (E. coli - S. aureus - MRSA) (3) returning >99% levels of growth inhibition. The product is also treated with ProtecSol®, which renders polish redundant and is triple action meaning no polish is ever required, it's easy to maintain and is anti-friction burn and slide/grip. Taraflex® has a double density foam backing and with another bonus, it's environmentally friendly.

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In a fast-flowing marketplace the need to establish and maintain a good working relationship based on trust and legacy is always at the forefront of most installers and clients. John Harris further comments, "Gerflor are extremely easy to deal with, their area sales representatives are always on hand if we require quick prices, samples or even a site visit which we find very helpful. A manufacturer that sets themselves apart from others is one that is very proactive, where nothing is ever a problem and if a problem does arise the manufacturer jumps on it immediately to rectify it. Gerflor are a company who I would put in this bracket. They are also, very responsive with deliveries and information. Gerflor are a market leader and we continue to specify their products because the quality is excellent and they always look first class when fitted."

On the future direction of the fitness sector John Harris says, "I think the trend this year will be heavily based on functional fitness training, we are seeing a growing number of enquiries coming through for our functional fitness flooring with bespoke functional floor markings."

John Harris finally ends by saying, "I never have to hope that the Gerflor material will be of good quality, I know it will be."

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](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations.

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