

6th May 2016

## Gerflor talking 'clean' at European Healthcare Design 2016

The European Healthcare Design Congress and Exhibition (EHD) provides an interdisciplinary forum for policy advisors, researchers and practitioners from around the globe. In its second year the two-day event is being held on 27–28 June, 2016 at the Royal College of Physicians in London.

International flooring and interiors specialists Gerflor are set to create a ground-breaking approach at this year's event by not actually showcasing product. On offer will be their specific understanding of the sector, together with the benefits and solutions they can provide. It's all about engagement with the visiting healthcare professionals and discussing the bigger picture.

With over 70 years' experience in the healthcare sector, Gerflor has become a true expert in this field, creating, manufacturing and marketing innovative, decorative and environmentally-responsible flooring. Gerflor are a single supplier to a raft of healthcare facilities, providing a host of contemporary flooring and wall and door protection solutions. Gerflor, however, have much more to offer the industry than just product. Their experience enables them to provide great insight, advice and create worthwhile partnerships.

This year's congress takes a complete-component attitude to redesigning European health systems and services through the exchange of knowledge, research and international best practice on the connection between health system and service design, together with technology and the built environment. By fostering co-design as a catalyst for change, the event is supporting a worldwide movement for transformation and quality improvement in healthcare services and settings by bringing together policy advisors, researchers and practitioners to share knowledge, paradigms and new ideas. It's an arena in which Gerflor have a significant contribution to make. Healthcare, innovation and design are important themes for Gerflor and the EHD congress marries these elements, providing an assembly for discussion with leading healthcare professionals. Gerflor's main objective for the event is to engage with international healthcare thinkers and encourage debate on their key theme; 'clean' and what it means to them.

As a manufacturer of solutions for healthcare, Gerflor see it as essential that they listen to the needs of the industry and interpret these accurately in order to meet and exceed expectations in this most demanding sector in terms of product performance and 'clean-ability'.

Amanda Hickman, Business Development, Gerflor commented, "Contrary to the typical manufacturer's approach, we don't wish to lead with product at EHD. We are very proud of the market-leading flooring solutions we have created for the healthcare sector to date and are fully committed to our R&D programme for the future. It is, however, crucial to us, as innovators, to use this opportunity to engage with the delegates who will help shape our healthcare product development. Amanda went on to further comment, "Our topic for debate at the congress is the concept of 'clean' and what it means to each individual. Whether it's the fight against infection control, the high cost of maintenance, or the effect it has on patients' experience, everyone involved in the industry will have something to say about how 'clean' impacts on their profession. We invite delegates to talk directly and openly with us at Stand 2 about their problems, considerations and ideas on creating a 'clean' healthcare environment".

A crucial element to the two-day event will be understanding how new technologies combined with strategically-positioned health-promoting healthcare facilities can improve quality and access; a vital ingredient for any sustainable health system and an ethos that dovetails with Gerflor's healthcare insight and product solutions.

Amanda Hickman finally added, "We know that the event will take a progressive and collaborative look at European healthcare provision in terms of systems, design and the built environment. Our strategy for product provision in healthcare reflects this approach and we want to work with the people active in the industry to understand their challenges, to exchange knowledge and to originate advancements in flooring for healthcare".

Learn more about Gerflor solutions: 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.

Meet the Gerflor healthcare team on stand 2, The European Healthcare Design Congress and Exhibition, Royal College of Physicians, London 27-28 June 2016

-ends-

### With Compliments:

Charlotte Wall  
The Studio 4  
Grosvenor House  
Central Park  
Telford  
TF2 9TW  
Tel: 01952 234 004  
Email: [charlotte@thestudio4.co.uk](mailto:charlotte@thestudio4.co.uk)

### Issued on behalf of:

Navjot Dhillon  
Gerflor  
Wedgnoek House  
Wedgnoek Lane  
Warwick  
CV34 5AP  
Tel: 01926 622 600  
Email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)