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Gerflor flooring is honoured in House Beautiful Awards 2013 shortlist

A record number of entries into the prestigious House Beautiful Awards 2013 did not deter Gerflor from being honoured in the coveted shortlist for its bright and colourful Pop range of decorative, self-adhesive vinyl tiles.

Celebrating its 10th Anniversary, the annual House Beautiful Awards are firmly established as the homes industry's showcase for excellence, plus for being a high point in the industry's calendar.

Entered into the Best Flooring category, economically-priced and design-orientated Pop caught the eye of the Award's notable team of home industry expert and celebrity judges:

"We had a great response to this year's Awards and although it made the shortlist judging challenging, we're thrilled to have had such a high number of outstanding entries," said House Beautiful's Editor, Julia Goodwin. "This year's 10th Anniversary shortlist shows that good design, products and services across every area of homes is still key."

In rewarding excellence, the annual House Beautiful Awards has become a champion of the best in the homes and interiors market. John Hardaker, Sales & Marketing Manager, Gerflor Residential Floorings, who attended this year's star-studded, glittering event at the Science Museum, London SW7, said: "We are grateful to House Beautiful for holding the Awards, which are not only highly valued in the industry but are also a benchmark for consumers. We are delighted that our Pop flooring was shortlisted as we appreciate the prestige that recognition in these Awards brings."

Gerflor's Pop range of eco-friendly, 30.5 cm x 30.5 cm vinyl floor tiles, with a retro, circle emboss, will enliven any room without putting a strain on the budget. Priced at just £7.99 m², POP tiles come with a pre-applied adhesive backing ready for DIY installation and only require a sharp knife to cut them to size. Available in six striking colours, these well-priced, yet high quality, floor tiles can be used in any colour combination to create a bold, individual and stunning floor; plus they can be used throughout the home including kitchens and bathrooms.

100% recyclable, POP floor tiles are just one of Gerflor's innovative, vinyl floorings for the home, which are manufactured without pollutants or hazardous contents at its ISO 14001 certified production sites.

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With Compliments:

Sarah Johnson
Thorn PR
Oak Cottage
High Street
Mayfield
TN20 6AB
Tel: 01435 872996
Email: sarah@thornpr.co.uk

Issued on behalf of:

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