

29 May 2014

## Gerflor is named a Housebuilder Product Award 2014 finalist

Gerflor has been shortlisted in the prestigious Housebuilder Product Awards 2014 for its Gerflor Fibre Technology (GFT) floorings in the 'Best Internal/Interior Product' category.

Following a fantastic response, GFT floorings were picked by the independent judging panel of eleven housing industry experts, who spent a lot of time deliberating over the entries to determine the finalists. Gerflor will go up against the two other contenders for the category title when the winners are announced at a gala event at Edgbaston Stadium, Birmingham, on July 2nd.

"We are delighted to be in the running," said John Hardaker, Sales & Marketing Manager Distribution, Gerflor Limited. "Our decorative, residential GFT floorings not only look good but also provide unique performance and installation benefits due to their patented backing system, which is a Gerflor innovation."

Just some of the benefits of Gerflor's GFT floorings are inspirational designs, adhesive-free, low-cost and straightforward installation, advanced thermal and acoustic properties, integral waterproofing and  $\geq 36/R10$  slip resistant, easy-maintenance surfaces. 100% recyclable and with 97% recycled fibres in the GFT backing system, they are manufactured at Gerflor's ISO 14001 certified production sites.

The Housebuilder Product Awards celebrate the best products in the housing industry and reward excellence and innovation in products which aid new home development in the UK. In each of the nine categories the judges are looking for those that are the best in their field.

In addition, winners in each category will automatically be entered into the 'Best Product' category in the Housebuilder Awards 2014 in November, with the overall winner to be crowned 'Product of the Year'.

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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](mailto: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](mailto:contractuk@gerflor.com)