

28 January 2014

## Two Gerflor floorings shortlisted in Housing Innovation Awards

Griptex and Easitex, two of Gerflor's ground-breaking Gerflor Fibre Technology (GFT) loose-lay, residential vinyl floorings, have been shortlisted in the 'Most Innovative New Product' category of the 2014 Housing Innovation Awards, with results to be announced at an awards event on the 6th February.

The Housing Innovation Awards celebrate the pioneering spirit of highly innovative and original schemes, services and products and reward organisations that are constantly coming up with new and original concepts. The expert judging panel is therefore looking for innovations that stand out from the crowd across the 16 categories of the social housing industry awards.

Gerflor is the only company to be honoured with two shortlisted product entries. Both floorings by the International flooring manufacturer are proven in the social housing sector and have achieved excellent feedback from tenants, housing associations and contractors alike.

They include flooring innovation, Griptex, which was the first residential vinyl to be  $\geq 36/R10$  slip resistant. By bridging the gap between domestic and contract vinyl it enabled decorative, cushioned vinyl with tenant-appeal to be installed in homes where previously only contract quality vinyl had met standards. Griptex's unique surface treatment, GFT backing system and multilayer construction provide additional benefits including low-cost, quick and uncomplicated, loose-lay fitting.

Also shortlisted is Easitex, a pioneering flooring of unique composition. Thermally and acoustically advanced and 4.2mm ultra-thick, it represents a new standard as the first tog-rated (0.7 tog) vinyl with a 20db sound rating. A GFT-backed, decorative, loose-lay flooring, it combines carpet-like comfort with the functionality of a high-performance, R10 slip resistant vinyl.

Both Griptex and Easitex are 100% recyclable and are manufactured according to Gerflor's eco-friendly policy at its ISO 14001 certified production sites without pollutants or hazardous contents such as lead, formaldehyde and harmful plasticisers.

Both floorings also feature Gerflor's GFT backing system, which includes 97% recycled fibres. This unique backing, combined with a dimensionally-stable interlayer, facilitates loose-lay fitting, allowing installation in hours as opposed to days compared with traditional vinyl. As adhesive, and the need to lift existing smooth floorings, is generally eliminated, faster completion times and cost savings are possible.

Further information: [www.gerflor.co.uk](http://www.gerflor.co.uk) / 01926 622600 / email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)

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