

6th April 2018

Fast-track all the way with Gerflor at Retail Design Expo (RDE) (stand D188)

On 2-3rd May 2018, Gerflor, a world class leading vinyl flooring solutions specialist in the retail sector will be exhibiting at Retail Design Expo (RDE).

RDE is the must-attend annual exhibition for retail designers, marketers, visual merchandisers, architects and shopfitters working for and within the retail, brands, hospitality and leisure sectors. Taking place at London's Olympia, the RDE exhibition is the key industry event for organisations looking for the right tools, solutions and advice on how best to run their retail businesses. Doors will open to provide a shop window for one of Europe's leading annual events showcasing innovation and inspiration.

The RDE exhibition will comprise of a wide range of suppliers at the show and there will also be an outstanding free conference and seminar programme featuring star-studded speakers in retail design and branding. RDE will enable international flooring specialists Gerflor to feature a collection of their latest award-winning designed fast-track flooring innovations that are perfectly suited to a host of applications in the retail environment. Their fast track range of products will demonstrate that there really is no need to close a retail premises when a new or replacement floor is required. Gerflor fully understand that from luxury boutiques to supermarkets, flooring can play a pivotal role in creating a complimentary backdrop to a retailer's goods, alongside providing an inviting environment that is enticing to customers.

Global flooring manufacturer Gerflor has developed a wide range of products that can adapt to the pace of this fast-changing industry in terms of both cost-effective installations and meeting the latest decorative trends. High street retailers, supermarkets, DIY shops, convenience stores and forecourt traders may all have different briefs but advancements in technology provide a wider choice of floorings for retail commercial facilities. Solutions are available for all needs and to suit both short term and long-term budgets, and for many areas across a retail environment including both front and back of house applications. Enabling and assisting with this 'competitive retail edge' is key to Gerflor's overall success in this sector, as is providing products that will enable retail outlets to remain open during a refurbishment and therefore reducing the retailers' financial loss to an absolute minimum.

By installing loose-lay vinyl flooring systems, retailers can benefit from limited disruption to their operations, avoid closure for the 24 hours or more needed to install traditionally adhered floorings and, importantly, minimise loss of profits. Combining design with high resistance, these systems have been specifically developed for fast-track renovation and utilise advanced interlocking technology to provide rapid, clean, cost-effective installation, without the need for adhesive or specialist tools. Crucially, they can be laid over most existing smooth floors (even ceramic tiles) with minimal preparation to the subfloor. Plus, as adhesive is eliminated, there is no need to factor in drying times which has a positive effect on downtime, the environment and potential loss of turnover.

continues >

With Compliments:

Hannah Evans
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: pr@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

6th April 2018

Fast-track all the way with Gerflor at Retail Design Expo (RDE) (stand D188)

Additionally, Gino Venturelli, Chief Design Director at Gerflor, will be providing the insights into '2019 Surface Trends' at the RDE on Thursday 3rd May at 11.15 am. As part of RDE's innovative speaker programme, Gino will be covering key themes set to impact the retail sector in 2019 and beyond. This enthralling talk will provide a fantastic opportunity to meet the man who leads the Gerflor creative team and learn about his take on the new trends and colours for the retail seasons ahead. Gino Venturelli has a dedicated team of talented designers who are constantly researching into exploring new trends. They achieve this by working very closely with interior designers to launch their new collections. Couple this to top-end technical performance and more than a 'nod' to the environment and you have a formidable range of retail flooring products perfect for 2019 and beyond.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "attending the RDE in May provides us with the perfect opportunity to showcase the newest design led collections perfect for the retail world and provide an insight into the newest trends that will be hitting the retail markets in 2019".

Visitors can register for their **free** pass to RDE, Europe's leading retail technology trade show. You can register for free by visiting retaildesignexpo.com.

Come and meet the team and see, touch and discover all the latest products from Gerflor on **stand D188**, Retail Design Expo, Olympia, London, 2-3 May 2018

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, or visiting gerflor.co.uk for the latest innovations.

-ends-

With Compliments:

Hannah Evans
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: nat@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