

14th July 2016

Gerflor step up to Olympic challenge for 2016 Rio Games

We are on the cusp of the biggest sporting event on the planet as the world gears up for the Rio 2016 Summer Olympic Games this August. With the Brazil-based Olympics' only a few months away, sport and the heroic challenges taken on by the 'best of the best' will be enthralling world-wide audiences for the duration of the Olympiad as gold medal fever takes over. It's simply the 'biggest show' on Earth.

The Rio Olympics (5th to 21st August 2016) and the Paralympics (7th to 16th September) will be the first edition of the games to be held in South America. They will bring together 65 disciplines, 16,000 athletes from 206 countries, 4,500 officials, 70,000 volunteers and... 25,000 journalists.

Rio 2016 will see international flooring and interior specialists Gerflor take centre stage as they'll be involved in the manufacture, delivery, installation, technical assistance and dismantling of flooring for 7 volleyball courts and 6 handball courts. It's a colossal flooring project totalling over 15000 m², featuring their hugely successful Taraflex® sports flooring product. The volleyball courts will see Taraflex® colours ranging from Coral Teal and Terracotta, with the handball courts enjoying the vibrant arrays of Mint Green, Terracotta and Oak. The Gerflor flooring promises to deliver a stunning, visual spectacle for both players and spectators alike.

The quality of the sports floor will be essential for good sporting practice and athlete performance for the impending Olympiad. Aimed at fostering a celebratory atmosphere and creating memorable experiences, the Rio 2016 'look' is far more than a mere branding exercise. It also comes down to how the surfaces and playing areas will appeal to both the athletes, the spectators and the cameras. In the case of the 'games' health and safety are a major consideration, because a poorly installed or low-quality floor increases the risk of injuries and accidents. To be suitable for sport practice and its safety, the floor must be durable, easy to maintain, impact absorbing and adherent. Based in France, Gerflor has over 70 years' experience in the research and creation of indoor vinyl sports flooring. Taraflex® sports floors have been used since 1947 at the largest international sports federations (volleyball, handball, badminton, table tennis). Through partnerships with these federations, Gerflor has been present at the Summer Olympic Games since 1976. It's an Olympic pedigree stretching back over an incredible 40 years.

Available in 18 colours and three wood-effect designs. The Sport M Evolution product offers a P1 category shock absorbency 25% to 35% and meets the EN 14904 Standard for indoor sports surfaces. The range offers greater than 45% force reduction, making it unrivalled in the marketplace in terms of offering comfort for users. Taraflex® also meets the EN Standard of 22196 for anti- bacterial activity (E. coli - S. aureus - MRSA) (3) returning >99% levels of growth inhibition.

The product is also treated with ProtecSol®, which renders polish redundant and is triple action meaning no polish is ever required, contributing to easy maintenance. Taraflex® has a double density foam backing and as another bonus, it's environmentally friendly.

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Bertrand Chaumet, Managing Director, Gerflor UK commented, "being involved with the Summer Olympic Games in Rio this year is a testament again to the quality of our Taraflex® sports flooring and the ongoing development we do as company to produce the very best products we can".

A dozen Gerflor technicians will be mobilised in Brazil this June and July for the Olympic Games preparatory events and official competitions. In France teams will be manufacturing, assembling and quality monitoring the Taraflex® sports flooring at the Gerflor Technocentre with over 15000m² given over to the creation and assembly of these courts alone. During the games the dedicated Gerflor team will be on-site to ensure there's a high level of technical expertise available all day, every day. It's this level of customer support that's been the hallmark of Gerflor for many years.

So, as we watch the 2016 Olympic Games in Rio unfold over a dazzling two-week period of sporting excellence, Gerflor and their Taraflex® sports flooring will be at the beating heart of the biggest show on Earth.

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.

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With Compliments:

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
Wedgnock House
Wedgnock Lane
Warwick
CV34 5AP
Tel: 01926 622 600
Email: contractuk@gerflor.com