

9th January 2017

Royal Automobile Club London choose Gerflor

We all love a sense of tradition and occasion. It's this very fabric of British culture that sets us apart from the rest of the World and defines who we are. The Royal Automobile Club in London's prestigious Pall Mall exemplifies the very essence of our delight with all things established, solid and quality.

The Royal Automobile Club was founded in 1897 with the primary purpose of promoting the motor car and its place in society. Today, the Royal Automobile Club is one of the foremost private members' clubs in the world with a diverse membership, an extensive events programme, and two beautiful and unique clubhouses, alongside first-class accommodation, dining and sports facilities. The Club strives to remain one of the foremost private members' clubs in the world and aims to provide their 17,000-strong membership with a first-class service offering high-quality accommodation, dining, recreation and sports facilities.

Founded in 1919, from a small shop in Brighton, Buxtons is a family-owned and run business providing high-quality flooring to a varied cross-section of commercial clients. It's almost a centenary of excellence in high standards of service and quality that would serve them well in providing The Royal Automobile Club with new sports flooring for their fitness centre.

Steve Knight, Director, Commercial Flooring, Buxtons commented, "we are an approved contractor for Gerflor and often become involved in many high-profile projects for them. At the Royal Automobile Club in London they have a Technogym system in their fitness centre and the Gerflor relationship in terms of their Taraflex products is a very good fit for this".

In consultation with Dan Wise, the Gym Manager at the Royal Automobile Club, some 70m² of Taraflex® Multi-Use 6.2 from international flooring and interior specialists Gerflor in Wood and Black colours would be specified for a host of areas including their 'stretch', 'rower' and 'functional' zones.

Taraflex® vinyl sports flooring has been used in many international and local sporting events and is available in 17 colours and three wood-effect designs. The Multi-Use 6.2 product offers a P1 category shock absorbency 25% to 35% and meets the EN 14904 Standard for indoor sports surfaces. Taraflex® is recognised for providing durability, safety and comfort without impairing performance. The range offers greater than 45% force reduction, making it unrivalled in the marketplace in terms of offering comfort for users. Taraflex® 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, it contributes to easy maintenance and is anti-friction burn and slide/grip. Taraflex® has a double density foam backing and with another bonus, it's environmentally friendly. Gerflor offers several installation solutions for Taraflex® including the Eco-Fit System which is a fast, free floating installation and it's versatile enough to be used in various multi-specialist applications.

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Dan Wise commented, "We needed something hard-wearing and durable but that also fitted in with the club's high design standards". He went on to further add, "If the flooring is a mess and unpractical, then it affects all aspects of the member experience. The flooring needs to be the foundation to start the workout on". Dan Wise went on to finally comment that, "Buxtons Flooring in general were a great company to work with. They listened to our high demands in terms of timescale and workload. The whole thing from start to finish felt seamless. The finished product looks far better than I could have ever imagined".

Steve Knight concluded by saying, "We've specified Gerflor flooring many times before. It's a lovely product to work with. Very easy to lay and extremely trouble-free. In fact, we specify it whenever we can".

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:

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