

12th April 2016

## A trip to the dentist for Gerflor!

Going to the dentist isn't quite the arduous visit it used to be years ago. In fact, for most of us it's quite a pleasurable experience these days. Who doesn't want to have that Hollywood smile?

Aura Dental in St Johns Wood, London is a team of dentists offering a range of quality treatments. Their patient-centred specialist dentists and exceptional support staff combine a modern approach to cosmetic dentistry with great customer service. It would be their extremely high standards that would also determine the quality of their recent refurbishment of the practice itself.

In determining the overall look of the practice and its refurbishment Aura Dental would turn to Archiintelligence, who understand the importance of sustainable and workable future proof design. It's all about inspiring trust and confidence in customers, together with creating environments that motivated teams can flourish in. Their carefully selected outsource partners adopt the exact same philosophy and moral fabric that underpins their business. It's for these reasons that the flooring for this high profile dental practice refurbishment would be placed with international flooring and interiors specialists Gerflor.

Diana Bayliss, Project Co-ordinator, Archiintelligence commented, "The project at Aura Dental was a total refurbishment, the unit was originally a maternity centre which had been empty for a while". Diana went on to add, "Our designers specify Gerflor on the majority of our projects due to the range of products available. The majority of our business is in the clinical arena and the product lends itself to this area of our business". Archiintelligence would in fact specify some 120m<sup>2</sup> of Gerflor's Creation 55 and 70 Luxury Vinyl CLIC System for the vast majority of the practice including; the waiting areas and corridors, together with the reception, two consulting rooms, the main office, numerous cupboards and the dedicated children's area. Creation 55 would also be specified for all the toilets. Colour-wise the project would see a mixture of both Portobello and Norwegian Slate used, which complimented the overall design beautifully.

Gerflor's LVT Creation range provides cutting-edge, attractive, design-led solutions for most contract applications. Designed for medium traffic areas, the Creation 55 is a sophisticated range offering a brand new palette of realistic wood and mineral finishes in tile and plank formats with beveled edges.

In addition to this, the looselay CLIC System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments saving customers time and money. It's perfect for the retail, hotel, hospitality, administration, leisure or domestic sectors. Creation 55 is also a perfect match for moderate traffic areas in commercial, offices, hospitalities, restaurants, and housing.

Creation 55 has a 0.55 mm wear layer and is now available in 69 designs with 7 different sizes in tiles & planks. There are 32 new designs added into the range and Gerflor have developed the Creation 55 range in line with new decorative trends including classic woods and the introduction of trendy grey woods as well as the launch of some new eye-catching designs. Creation 55 is also 100% recyclable, REACH compliant and treated with PUR+ surface treatment, providing excellent cleaning characteristics and improved resistance to scratching.

Sanji De Alwis, Business Director, Aura Dental commented, "we chose Gerflor because of the versatility of the material and its aesthetic look. We can now have a wood floor look, but with the practicality required for a dental practice". Sanji went on to further comment, "We are very pleased with the product and finish. It is used in the non-clinical areas and working well for us. It's very easy to clean and doesn't have the drawbacks of a traditional wood floor".

Sanji De Alwis finally added, "I will definitely be looking to use the same product solution in other projects. It's ideal for both residential and commercial applications".

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