

16th January 2017

Gerflor to 'wow' with 2017/18 collections at Surface Design Show

This February London's Business Design Centre will see international flooring and interiors specialist Gerflor showcasing their 2017 and 2018 collections of high quality contract and residential flooring solutions.

The Surface Design Show provides the perfect backdrop for Gerflor to shine a light on their vast array of flooring innovations that will impress any visiting professional. London's Business Design Centre will be bursting at the seams with new products, innovations and inspirations which are set to thrill and inspire over 4000 visitors over the three days of the event. This year's show offers a unique opportunity to meet architects, designers, specifiers and contractors who are actively sourcing new, cutting-edge and inspiring materials for their live projects. It's a show that provides a perfect shop window for Gerflor's hugely innovative range of products.

Led by innovative Chief Designer Gino Venturelli, the Gerflor Design Centre has a dedicated team of talented designers who are constantly researching into, and exploring up-and-coming new trends. They achieve this by working very closely with interior designers to launch their new ranges. These closely monitored trends are then translated into the final design. The design story that unfolds is one of providing real solutions, together with offering a range of stunning colours and textural designs. Couple this to top-end technical performance and more than a nod' to sustainability and the environment and you have a formidable range of flooring products perfect for 2017 and beyond.

Gino Venturelli will be hosting a CPD seminar entitled 'New 2018 Trends and Collections for the Imaginative Mind' at the Surface Design exhibition on Wednesday 8th February 2017 (13.45-14.30, Gallery Level, The Business Design Centre). A great opportunity to meet the face and the brains of the Creative team and learn all about the new trends and colours for the seasons ahead.

With more than 70 years' experience at the forefront of design-led development, Gerflor's expertise in Luxury Vinyl Tile design and safety-led flooring development is second to none. Showcasing this this year will be their award-winning Creation ranges of luxury vinyl tile and plank flooring, together with their Taralay Impression Control and Taralay Premium safety flooring products.

Designed for medium traffic areas and light commercial use is the Gerflor Creation 55 range and for the heaviest footfall is their Red Dot Award-winning Creation 70 collection. Gerflor will also be shining a light on their Taralay Impression Control range which is a new collection of environmentally-responsible safety flooring, providing inspirational design, superior slip-resistance and outstanding performance. Also, not to be missed this year is their Taralay Premium range. Taralay Premium Comfort from Gerflor offers excellent acoustic and shock absorption properties, whilst their Taralay Premium Compact is ideal for bearing static and moving loads. Available in a wide selection of colours and designs and can also be customised to meet a specific project requirement.

Nav Dhillon, UK Marketing Manager, Gerflor commented, "The Surface Design Show is a perfect platform where we can really take the opportunity to highlight our stunning new products for 2017 and 2018. It enables Gerflor to showcase its range of contract and residential flooring products to a high-quality range of visiting professionals who want to see the newest trends in an environment that's both targeted and hugely relevant".

See, touch and discover all the latest products from Gerflor on stand 274, Surface Design Show, Business Design Centre, Islington, London. 7-9th February 2017.

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 visit gerflor.co.uk for the latest innovations.

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