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Gerflor's Taralay Premium is "a class above its rivals"

The reasons why newly improved Taralay Premium flooring range satisfies so many demanding clients are almost as numerous as the range of customers who rely on it.

Produced by international vinyl flooring specialists Gerflor, Taralay Premium offers a high performance hard-wearing solution for specifiers in education, office, healthcare, retirement home, cinema, hotel and restaurant sectors.

With a high-quality multilayer flooring suitable for high traffic areas, Taralay Premium Comfort offers excellent acoustic and shock absorption properties, while Taralay Premium Compact is ideal for bearing static and moving loads.

Now a 20 per cent increase in the number colours means designers can choose from 120 options, while technical innovation has improved overall performance.

Gerflor's Product Manager Nathalie Pastor said: "Taralay Premium is called Premium for a reason: it's a class above the competition and we can prove it.

"It's more efficient than homogeneous flooring and more durable than printed flooring, while the thickness of the surface layer can provide up to 25 years of excellence in terms of minimal, easy maintenance." She added: "We have the widest colour palette in the market which resists fading and it's an environmentally friendly solution."

Taralay Premium's colour palette was extended after consultation with designers to stay ahead of new trends and has been arranged in four ranges; Indiana, Brazilia, Fusion and Forum.

Fusion is a combination of natural, peaceful tones for elegant rooms such as halls or waiting areas, or intensive care units and surgery wards.

Brazilia offers cheerful colours that complement neutral tones like greys and beiges and can be used for cosy rooms in retirement homes, while primary colours can be combined for schools and universities, or mixed with dark grey for contemporary offices.

Indiana has a choice of feminine colours creating a calm atmosphere which can be ideal for creating a specific retail theme, or restful communal and meeting spaces in offices, retirement homes, schools and hotels; while the range's bright and spicy colours are best for education, nurseries and modern stores.

Forum boasts some bold innovations including pink, violet and two greens for a vintage feel, while its 'hot' combinations would be perfect for communal dining and living areas.

For those who recognise excellence, but want to express their individuality with customised flooring unique to their business, Gerflor offers My Taralay: an unrivalled design service offering 400,000 colour combinations of Taralay Premium multilayered flooring.

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Always an innovator in design as well as technology, Taralay is made by compressing coloured chips on to a complex fibre glass grid, which is bonded to the underlayer. My Taralay allows imaginative designers to choose up to five colours of chips from Gerflor's extensive palette. Having uploaded an image of the room to create an online simulation of the design, test samples can be delivered to see the product in situ.

Both Taralay Premium Comfort and Taralay Premium Compact offer a 1mm wear layer, with an abrasion rating in the Group T category, while both are treated with ProtecSol®, which renders acrylic polishes obsolete. Finally the range includes Sanosol® fungistatic and anti-bacterial protection for maximum hygiene.

Learn more about Gerflor's innovations by calling 01926 622 600, or email contractuk@gerflor.com, or visit Gerflor.co.uk for the latest in future-proofing your building environments.

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