

14th October 2016

## Titanic effort with Gerflor!

The Horbury Group is an established cluster of integrated construction based companies operating throughout the UK providing construction solutions to a wide client base.

Titan Interior Solutions was acquired by the Horbury Group in 1999 and has grown organically to expand into all areas of interior finishes, producing an annual turnover of around £18 million. It's a success story that's continuing to rumble and placing their flooring needs in the hands of quality suppliers is at the very helm of their ethos. It's a mind-set that happily embraces international flooring and interiors specialist Gerflor.

David Cartwright, Director, Titan Interior Solutions commented, "Quality is as important as Health and Safety. We have just launched our own internal drive to all employees. A major part of this can be achieved in partnership with our supply chain. The market is showing signs of recovery but margins remain tight. Specifications are still price-driven but not at the expense of quality. This is a constant challenge for all manufacturers. Companies like Gerflor provide solutions that are design led, innovative, with the right price point and the quality they supply is never compromised".

He also adds, "It is extremely important to build good relationships with suppliers and manufacturers in every part of the respective businesses. Early engagement with the sales force is important when targeting your future sales pipeline, whilst regular 'health checks' on the account, terms and credit limits is equally promoted within our business so we both gain an understanding of each businesses requirements and to establish long-lasting and trusting relationships...essential to a business like Titan. The diversity of Gerflor's portfolio is great and can offer clients a solution for most floorcoverings in most sectors to include; hospitals, schools, care homes, major sports facilities, commercial and hospitality projects".

Quality in any business is key to any overall success and sustaining top levels of consistency must also be high on the agenda. It's this very mantra that sets Gerflor apart.

David Cartwright further adds, "A prime example of the Gerflor product range will be a very prestigious project which is the main stand expansion at Anfield Stadium where we are involved in the hospitality area. This will see a large amount of Gerflor Creation luxury vinyl tile (LVT) flooring being laid". He goes on to say, "I have always found Gerflor to be great to deal with and that's on many levels. They take the time to build relationships with the team, they listen to and understand the logistical challenges and pressures we face on sites across the country. They also take the time to learn about your business requirements and are keen to build long and lasting relationships with their clients".

This year sees Gerflor re-energise their Creation 55 LVT collection, producing some stunningly attractive new colours, designs, effects and formats. The Creation 55 range provides cutting-edge design-led, sustainable solutions for most contract and residential applications and is a perfect match for moderate traffic areas in commercial environments including offices, hospitalities, restaurants, reception areas, boutiques and housing. It has a 0.55 mm wear layer and is now available in 61 designs with 7 different sizes in tiles and planks.

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A myriad of outstanding colours choices is available across the range; including everything from Vintage Oak through to the evocative Spicy Grey Blue. It's a design and colour palette aimed at delivering eye-catching solutions that are 'on trend' and that can dovetail into any creative-led environment.

David Cartwright finally ends by saying, "LVT is massive this year with every manufacturer pushing new products into the market. Gerflor have an excellent LVT product offering with good lead times and at the right price points'

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](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations.

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