

Over 300,000 m² of Gerflor eco flooring installed without hitch

The successful installation of more than 300,000 sqm of Gerflor flooring without a single tenant complaint or referral has been reported by Wakefield and District Housing (WDH), as its Strategic Improvement Programme to modernise 31,000 homes to the 'Wakefield Standard', which is above the Government's Decent Homes standard, draws to a close.

Taking eight years to complete and representing one of the country's largest home improvements programmes, WDH's refurbishments have included kitchen and bathroom upgrades to bring facilities up to high quality, modern-day standards.

Before the improvements, WDH used conventional, utilitarian type flooring within its kitchens and bathrooms. However, 3mm thick, cushioned for comfort and straightforward-to-install Griptex provided an attractive option for both tenants and specifiers when products were up for selection.

100% recyclable, Griptex is a GFT textile-backed, ≥36/R10 slip resistant, residential flooring in designs and colours that are complementary to kitchen and bathroom schemes. "Our tenants have been very satisfied and were instrumental in the choices on offer to them," says James Martin, Assets Manager for WDH.

At the outset of the eight year initiative, Gerflor's Griptex flooring was presented alongside other product choices to a group of representatives including tenants, which acted as a sounding board. In order to meet the kitchen and bathroom package's stringent criteria, Griptex scored highly on ease of maintenance, installation, product guarantee, aesthetics, slip resistance, longevity, multiple width options and, importantly to WDH, recyclability.

"Green issues are most important to us", says James Martin. "We only want products that are responsibly sourced and, as we take recycling very seriously, we are pleased to know that during the lifespan of our Strategic Improvement Programme more than one million plastic bottles were used by Gerflor, a proportion of which have gone into the floorings we have installed."

Gerflor's patented Gerflor Fibre Technology (GFT) backing system, which is a feature of Griptex, is just one good example of how recycled materials are incorporated by Gerflor into manufacture as it contains 97% recycled fibres, which in turn, include recycled bottles.

Griptex is a loose-lay sheet vinyl with a host of benefits that can be attributed to its GFT backing system including 'hitch-free' installation that can shave up to 30% off the 'on-floor' cost of fitting traditional vinyl and other adhered floorings.

In addition to the environmental benefits of eliminating adhesive and adhesive residue, dimensionally-stable Griptex also streamlines installation by permitting up to 35 sqm of glue-free fitting directly over concrete and most existing smooth floorings, with minimal subfloor preparation and without applying ply or latex to the floor.

WDH's strategic partners have therefore been able to fast-track fitting by using Griptex as it automatically smoothes over minor irregularities in the subfloor and can be walked on without needing glue to 'go-off'.

However, Griptex's two, three and four metre width options were also prime reasons for its selection: "We wanted a material that was wide enough to fit a room without a join, not only for cost reasons but also for aesthetic ones and to avoid the potential for tripping on joins." says James Martin. "Before using Griptex we joined the flooring in kitchens and bathrooms but now it generally goes down in one piece with just tape at the edges to secure it where necessary."

“Griptex’s 15 year product guarantee was also attractive to us as we required a durable floor that wouldn’t wear out in areas within the home that take the most pedestrian traffic. We want to avoid replacing an entire floor because it has worn in just a few places,” he said.

John Hardaker, Sales and Marketing Manager for Residential Floorings at Gerflor, said: “We are delighted to be associated with WDH’s Strategic Improvement Programme, which has brought significant home improvements to its tenants. Our GFT-backed residential floorings, such as Griptex, have been developed with housing associations such as WDH in mind. Designed for low-cost, easy installation, they are aesthetically designed to suit kitchen and bathroom packages, whilst providing the performance characteristics that housing installations require.”

Griptex is 3mm thick, with an anti-mildew backing layer and a 0.3mm wear layer which incorporates a durable, hygienic and easy-to-clean, PU surface coating. It is also a warm, comfortable and quiet underfoot flooring with 16db sound insulation.

Additionally, Griptex’s integral waterproof membrane tolerates up to 90% RH enabling installation over damp subfloors and use in older properties without damp proof courses.

Manufactured at Gerflor’s ISO 14001 certified production sites, Griptex like all Gerflor floorings, is fully recyclable. In addition nearly all Gerflor’s post production waste is recycled back into product manufacture and recycled waste from other manufacturers is regularly used.

Gerflor is one of the World’s leading vinyl floorings manufacturers with more than 10 years experience in the housing sector. Experts in flooring, its portfolio of environmentally sustainable products includes floorings for domestic, communal and commercial areas of new build and refurbishment projects.

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