

12<sup>th</sup> November 2021

## Gerflor refreshes its' World Class Taralay Initial collection.

Gerflor, a world leading manufacturer of flooring, has recently refreshed and expanded its ever-popular Taralay Initial vinyl flooring range. This further enhances the creative design options for specifiers and interior designer alike. The collection is a perfectly suited solution for hard working spaces, but not exclusive to the education, healthcare, office, housing, and other contract markets.

Every year, vinyl manufacturers are striving hard to create even more realistic finishes and in addition to these invigorating designs at the head of this design surge is Gerflor, who through their Designer Patricia Sojka in Saint Paul Trois Châteaux, France have identified the major up and coming trends for the new seasons.

The refreshed Taralay Initial Compact and Comfort collections now have extended colour and design options that are a perfect choice for a host of building interior applications. It is a completely new and unique offer from Gerflor that delivers the latest design innovations coupled to multi formats and multi layering techniques. It's where science meets creative flair head on to provide specifiers and designers with even more choices and innovative solutions for a wide range of projects.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "The recently refreshed Taralay Initial Comfort and Compact collection now provides an even wider choice of stunning designs and colours. Whether it's the authentic wood or mineral finish required or something more energetic in bold and vibrant colours with specific patterns, this collection is a new force to be reckoned with." Nav Dhillon added, "Our Taralay Initial collection also provides a mixture of security and comfort that many flooring scenarios require."

The collection now boasts 49 designs and colours available in both compact and comfort formats. A cross section of the portfolio includes stunning, eye-catching spectrum of hyper realistic colours and designs that take their influences from Gerflor's phenomenally successful Creation LVT and world class Saga2 ranges. The newly extended striking colour palette reflects the enormous success enjoyed by the 'wood designs' from the Gerflor Creation LVT collection.

The updated Taralay Initial Compact and Comfort collections now enjoy new designs that include a contemporary classic oak design- TWIST, with the pure and natural oak 'look'- PORTOBELLO taking its influence from Gerflor's Creation LVT. Also, the wood design reference will also see the addition of BOSTONIAN which heralds the new trend in wood where it is less rustic and the ideal choice for projects that demand a more contemporary look.

The mineral designs also get a refresh with MIAMI which is a soft classical mineral design in neutral shades, perfect for a host of education projects. Both Taralay Initial Compact and Comfort also enjoy new graphic and trendy designs where SPIDER from the Saga2 range is a real eye-catcher, bearing a close resemblance to Gerflor's hugely successful 'Nest' which is part of the Gerflor Taralay Impression range.

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Again, the ideal choice for education projects and as a bonus is extremely easy to mix and match with MIAMI.

The Taralay Initial updated range of modern wood and mineral and new trendy designs with metallic inks also delivers exceptionally superior performance in acoustics and indentation.

Taralay Initial provides 'easy rolling' due to Gerflor's high density foam which is the ideal solution for heavy traffic areas like corridors and areas where there are elevated levels of movement. Taralay Initial is extremely hard wearing and durable and provides excellent standards of indentation performances on both the Compact and Comfort ranges with outstanding acoustic levels delivered on the Comfort range at 0,10mm and 19 dB, while Taralay Initial Compact provides a more robust 0,03mm and 6 dB sound insulation.

With both ranges security and comfort for users is key thanks to the elastic foam which enhances walking comfort and shock absorption and for peace of mind R10 anti slip resistance on both Taralay Initial Comfort and Compact deliver a safer solution where required. The ranges provide a stunningly beautiful matt finish which is easier to clean thanks to the innovative protection provided by the UV cured ProtecSol® Surface Treatment. It does not contain any heavy metals or CMR 1&2 and is 100% compliant with REACH. As with all Gerflor products the planet and the environment are very much in mind with Taralay Initial Compact and Comfort ranges delivering an eco-responsible solution with TCOV< 10 µg/m3 and products that are 100% recyclable.

## FURTHER DETAIL OF THE PRODUCT'S TECHNICAL FEATURES

Taralay Initial Comfort is an acoustic multi-layered vinyl floorcovering available in 2m wide sheets with Group T wear rating. Offering indentation resistance of <0.10 mm and 19 dB sound insulation. It has a foam backing which allows easier rolling where less force is needed to push rolling loads. It provides the same indentation results with a greater thickness. Ideal for high traffic areas (0.65 mm wear layer thickness). Taralay Initial Comfort has a reduced weight of 7.5kg/roll less. It is much easier to manipulate for installers and has the benefits of ProtecSol® which means no polish for the entire lifetime of the product ensuring ease of cleaning with no need for acrylic emulsion (metallisation) helping to deliver improved indoor air quality. The products emissions rate of volatile organic compounds is < 10 µg/m3 (TVOC after 28 days- ISO 16000-6). It is 100% recyclable.

Taralay Initial Compact from Gerflor is a multi-layered heterogeneous vinyl flooring comprising of a compacted backing reinforced with a glass fibre grid and a printed design. Protected by a transparent wearlayer (0.70 mm thick) with a Wear Group rating of T. Offering indentation resistance of <0.03 mm and sound 6 dB sound insulation. It also comes with the innovative protection provided by the UV cured ProtecSol® Surface Treatment. It does not contain any heavy metals or CMR 1&2 and is 100% compliant with REACH. The products emissions rate of volatile organic compounds is < 10 µg/m3 (TVOC after 28 days- ISO 16000-6). It is 100% recyclable.

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Both Taralay Initial Comfort and Compact flooring provides increased comfort and security. Thanks to the elastic foam which enhances walking comfort and improves shock absorption and thanks to a R10 anti slip resistance on both products.

The rejuvenated Taralay Initial range from Gerflor offers a decorative solution that exceeds expectations, taking the possibilities of vinyl flooring and its uses to a vast swathe of new markets and design heights. It is the ideal entry level product for a wide selection of flooring applications where design does not have to be compromised over costs.

Gerflor's portfolio of all types of commercial vinyl flooring is supported by a dedicated team of experts, specification, and technical teams, plus training and back-up services.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 03332 412901, 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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