

20th June 2019

Gerflor flooring solutions for happy landlords & tenants at Housing Show (Stand C10).

On the 25th-27th of June 2019 international flooring specialist Gerflor will be exhibiting at 'Housing' which is Europe's largest and most inclusive housing festival.

Housing 2019, the Chartered Institute of Housing's annual event takes place each year in June in Manchester. With 450 speakers, 400 key exhibitors, 12 streams of innovative content and a footfall of over 12,000 decision makers across three days it is the biggest meeting place for the whole housing sector. The event provides a platform for key stakeholders to come together to discuss, debate, partner, learn and improve the lives of people being housed in the UK.

As housing associations and local authorities appreciate that the overall welfare of their tenants must come first, they are increasingly turning to quality manufacturers to provide a variety of products that offer design, warmth and above all safety. Gerflor are committed to offering certified social housing flooring which ensures comfort and well-being, whilst meeting strict safety requirements in private or common living areas. Their vinyl flooring solutions also provide high levels of acoustic performance and are available in a collection of designs and colourways popular with tenants. The range of options from Gerflor include solutions for both inside and outside the threshold.

For Gerflor it's all about providing practical, cost effective and decorative vinyl flooring solutions, perfect for a range of housing refurbishment and new build projects, that are loved by landlords and tenants alike. Gerflor are dedicated to producing long-lasting, eco-responsible flooring which ultimately makes a serious contribution to any eco-friendly new build or refurbishment project. As part of their commitment to the housing sector and confidence in their high-quality products Gerflor now also offer a free trial floor area (subject to terms & conditions).

Quick to install, economical and long-lasting

At this year's event Gerflor will be showcasing their top performing flooring solutions aimed at precisely addressing the needs of the housing sector. Products that are fast and

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economical to install, are at least HSE 36+/R10 slip resistant and provide specifiers with a selection of decorative vinyl's that tenants will love to have in their homes. Minimal subfloor preparation is required and there is less remedial work and thus fewer call backs.

Stunning designs, high performing and extremely durable

This year, Gerflor has launched the most complete range of Luxury Vinyl Tile (LVT) floor tiles and planks available on the market. With Housing Associations, Local Authorities and Specifiers in mind, the **Creation LVT** collection offers various formats, designs, and traffic-resistance qualities. **Creation 55** for medium traffic provides the ideal flooring solution where looks are as important as performance and durability and are becoming a popular trend for kitchens, lounges and bedrooms inside the threshold, as well as communal areas. Recently updated, the new Creation 55 range offers 77 references across wood, mineral and textile designs in a variety of sizes and embossing finishes. Many designs have bevelled edges for an ultra-realistic effect. Available in Dryback, Loose-lay and Clic formats for additional choice.

Gerflor's sheet vinyl flooring solutions also provide excellent longevity, outstanding comfort and acoustic performance and are available in a range of popular designs and colourways. Their **GFT** (Gerflor Fibre technology) products are available in multiple widths, have proven performance, dramatically reduce bubbling, providing less call backs and fewer claims. They can be loose laid up to 35m² lowering installation times and minimising inconvenience and costs. Moisture and water resistant from above & below, these floorings can be laid over damp subfloors up to 90% RH or where a DPM is not present.

Inside the home

Kitchens and bathrooms

Kitchens and bathrooms are synonymous with potential slip hazards. It's crucial to choose a floor that offers excellent slip resistance and provides good levels of hygiene. Gerflor's **Griptex** is warm and comfortable, waterproof and meets HSE 36+ guidelines. Add to this their **Agrippa** flooring which has a cushioned foam backing for comfort underfoot and comes with an outstanding sound insulation rating of 19dB and meets HSE 36+ guidelines. Both products come with the hygienic Pureclean surface treatment that does not trap dirt and requires less water and detergent to clean.

Disabled wet room adaptations and bathrooms

Where there is the risk of potential slip hazards, Gerflor delivers the ideal solution offering outstanding slip resistance and providing good levels of hygiene which is key to the safety of tenants and homeowners.

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Tarasafe Ultra H₂O is a high-performance slip resistant flooring for wet and dry, barefoot and shod environments. It is HSE +36/R11 slip resistant, highly durable and offers outstanding performance for a host of applications where safety from slipping is crucial.

Bedrooms, dining rooms, lounges

These areas require solutions that provide greater warmth and comfort underfoot for housing tenants. They also need to look great. **Texline** has Gerflor Fibre Technology (GFT) backing and is safer, quieter and more hygienic than standard vinyl flooring.

Outside the home: - For communal areas

The award winning Taralay Impression Control safety flooring (voted Product of the Year with CFJ/CFA 2016) is available in 2 design-led ranges (safety in wood and safety in design). It is HSE 36+/R11 slip resistant and has a group T wear rating, making it ideal for high traffic environments such as communal areas and corridors. It also offers a hygienic solution thanks to a revolutionary UV cured PUR surface treatment for easy cleaning and maintenance.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "The CIH Housing show provides us with an excellent platform to highlight several of our top performing collections. It's a wonderful opportunity to share and showcase both our knowledge and products aimed at helping housing associations and local authorities make an informed decision on their flooring requirements." She went on to add, "with products that are easy to install, look fantastic and provide the all-important safety element, together with being truly fit for purpose, we're really looking forward to highlighting the incredible quality of our ranges."

Gerflor are renowned for supplying a world-class service for their customers which includes; management of customer's supply chains, providing dedicated key account managers, outstanding technical and specification support, hands on installation training, together with highly focused lunch and learn seminars.

Gerflor has a dedicated team for the housing sector with over 50 years' experience in social housing and new build projects. Please come and speak to us about your specific service support needs and any other enquiries. To see, touch and discover the very latest, innovative housing flooring solutions come and meet the Gerflor Team on **stand C10**, 25th-27th June 2019, Manchester Central.

Alternatively contact us today 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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