

22nd March 2019

Gerflor at RetailEXPO (Stand 6F40) to provide insight into 2020 retail trends and showcase its newest fast track innovations

RetailEXPO at London's Olympia is Europe's leading event for retail technology, design and digital signage. Providing innovation, stimulation, thought leadership and relevancy in today's omnichannel market. It's the must visit event for retail and hospitality organisations looking for the right tools, solutions and advice on how to best run their business.

RetailEXPO will enable international flooring specialists Gerflor to feature a collection of their latest fast track technical tile flooring solutions, together with highlighting their award-winning design-led luxury vinyl tile (LVT) flooring innovations that are also perfectly suited to a vast array of applications in the retail environment. 2019 sees the trending in LVT on the increase yet again. RetailEXPO creates an ideal stage for Gerflor this year as they unleash some spectacular brand-new additions to their exquisite Creation 55 and 70 LVT ranges which are being showcased at the event.

Global flooring manufacturer Gerflor has developed a wide range of products that can adapt to the pace of this fast-changing industry in terms of both cost-effective installations and meeting the latest decorative trends. High street retailers, supermarkets, DIY shops, convenience stores and forecourt traders may all have different briefs, but advancements in technology provide a wider choice of floorings for retail facilities. Solutions are available for all needs and to suit both short-term and long-term budgets, and for many areas across retail environments including both front and back of house applications. Enabling and assisting with this 'competitive retail edge' is key to Gerflor's overall success in this sector, as is providing products that will enable retail outlets to remain open during a refurbishment and therefore reducing the retailers' financial loss to an absolute minimum.

By installing loose-lay vinyl flooring systems, retailers can benefit from limited disruption to their operations, avoid closure for the 24 hours or more needed to install traditionally adhered floorings and, importantly, minimise loss of profits. Combining design with high resistance, these systems have been specifically developed for fast-track renovation and utilise advanced interlocking technology to provide rapid, clean, cost-effective installation, without the need for adhesive or specialist tools. Crucially, they can be laid over most existing smooth floors (even ceramic tiles) with minimal preparation to the subfloor. Plus, as adhesive is eliminated, there is no need to factor in drying times which has a positive effect on downtime, the environment and potential loss of turnover.

Their fast track range of products, including GTI Max and Attraction technical tiles, will demonstrate that there really is no need to close a retail premises when a new or replacement floor is required. Gerflor fully understand that from luxury boutiques to supermarkets, flooring can play a pivotal role in creating a complimentary backdrop to a retailer's goods, alongside providing an inviting environment that is enticing to customers.

The Creation LVT collections from Gerflor are also available in the loose-lay Clic System's unique vertical interlocking format, this allows products to be laid quickly over most existing surfaces. Winner of the RedDot Award 2016 and voted CFJ/CFA Product of the Year at the 2017 Flooring Industry Awards the new Creation 55 and 70 ranges are the perfect complement to any retail interior providing stunning looks paired to fantastic performance. Couple this to top-end technical performance and more than a 'nod' to the environment and you have a formidable range of retail flooring solutions perfect for 2019 and beyond.

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Additionally, there is a fantastic opportunity to meet the man who leads the Gerflor creative team Gino Venturelli, Chief Design Director at Gerflor. He will be on the stand available for customers to meet and learn about his take on the new trends and colours for the retail seasons ahead. He will be providing insights into '2020 Surface Trends' and key themes set to impact the retail sector in 2020 and beyond. Gino Venturelli has a dedicated team of talented designers who are constantly researching into exploring new trends. They achieve this by working very closely with interior designers to launch their new collections.

Nav Dhillon, Marketing Manager, Gerflor UK commented, "attending the RetailExpo in May provides us with the perfect opportunity to showcase our brand new Creation 55 and 70 LVT ranges which are perfect for the retail world together with providing visitors with an insight into the newest trends that will be hitting the retail markets this year and beyond."

Come and meet the Gerflor team to see, touch and discover the very latest, innovative retail flooring solutions on Stand 6F40 1st & 2nd May 2019, Olympia, London.

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, or visit gerflor.co.uk for the latest innovations.

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