

22<sup>nd</sup> August 2023

Refreshed Creation 55 LVT Essential Collection from Gerflor now boasts new Herringbone designs.

The Creation LVT range from international flooring specialist Gerflor is an extremely well established, credible, world class brand that continues to appeal to Specifiers and Designers alike with a host of vibrant and stunning decors that both inspire and stimulate the senses. The most popular designs and colourways are branded as the 'Creation 55 LVT Essential Collection'. It's an all -in -one solution delivering inspirational and exclusive finishes, which for 2023, now includes the stunningly beautiful Herringbone designs. The collection is stocked in UK, for fast delivery, when time is of the essence for building projects.

As a global manufacturer competing in world-wide markets, excellence in design is fundamental to Gerflor floorings. Headed by their Creative Director, Gino Venturelli, their in-house Design and Research team work closely with Specifiers from around the world, studying international design influences and identifying key trends related to the world of fashion, interior design, architecture, and surface finishes. Gino Venturelli commented, "We also draw inspiration from natural materials such as wood, stone, marble and concrete, as well as graphics and architectural forms, whilst adding new colour blends and surface treatments." Gino Venturelli added, "The results are applied to the creation of our pioneering, design-led, flooring innovations that are tailored to the individual markets we serve. The Creation 55 LVT Essential Collection has been created using this approach to provide the ideal solution for a range of inspirational projects."

The earliest examples of the herringbone pattern can be seen in the intricate jewellery of the ancient Egyptian elite and in fabric originating in ancient Italy. In the Roman Empire, the herringbone pattern was used in road paving systems to create extremely durable and stable thoroughfares. It has become a popular and contemporary design that is used in building interiors for a unique and distinguished finish. There are four herringbone designs within the LVT Essential Collection, perfect for a vast range of creative briefs which includes Quartet, Ballerina, Twist and Bostonian Oak Beige. All the designs are available in Herringbone Dryback formats and selected references are also available in Herringbone Rigid Acoustic formats,

Hannah Parkinson, Product Manager (Gerflor/Gradus) UK commented, "The addition of the new Herringbone designs in our Creation 55 LVT Essential Collection, provides a further design opportunity for Specifiers and Designers alike. Offering even more striking & beautiful new finishes, it is a remarkable enhancement to an already stunning and contemporary flooring collection. Being able to offer increased choices from our Creation 55 LVT range, is where our research and development really delivers more for our customers. It's a collection that can adapt itself to zoning-out working areas, or to create a feature space within a building environment. An additional bonus is that these references are also stocked in UK, for a fast turnaround."

#### Design Collection Overview

The Creation 55 LVT Essential Collection now boasts 21 spectacular finishes comprising of a myriad of design classics.

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The Mineral shades embrace concrete and stone effects, which are given a makeover by adopting cruder more natural textures. An example of this is the brand-new Curton Stone Light Grey reference, which combines the brutalism of natural stone and mountain rocks in their purest interpretation.

With Creation 55, the Natural Wood raw and elegant shades adopt darker hues, donning more traditional, contemporary, and elegant shades with an enhanced realistic design. Interiors are now gravitating towards a 100% natural look, free of all varnish and frills. It's the luscious look of living nature, where you can forget waxed floors, varnished boards, and polished parquets. Examples include, the ever-popular Riverside, Long Board, Rustic Oak, Oxford, together with Ranch and Arena finishes. It's a tantalising range of colours that will grace any project turning the ordinary into the extraordinary. It's a spectrum of colour choices for inspirational hardworking interiors.

Exclusive embosses...

Taking the creative process further and for more enhanced designs, the Creation 55 LVT Essential Collection embossing process also allows vinyl to achieve an even more realistic and natural wood or stone appearance. The striking embossed designs to choose from include, Brushed, Stone, Saw Effect, together with Hammered and Natural. This exclusive element of the Creation 55 LVT Essential Collection provides yet another design dimension that truly sets this innovative range apart.

Mixing it up...

When a customised interior is at the forefront of a Designer's eye, the need to explore the world of possibilities by mixing and matching colours with specific designs really becomes crucial. With Creation 55 LVT Essential Collection Mix and Match options, Designers can combine, contrast, or mix up finishes completely for a unique and customised floor scheme. The options are simply limitless providing a vast palette of incredible choices.

Unrivalled surface treatment ...

The Creation 55 LVT Essential Collection also comes with the innovative Protecshield™ Treatment from Gerflor, which preserves the beauty of the floor-covering over the years, preventing dirtying and wear over time and offering overall optimal protection. The exclusive new Protecshield™ Treatment is an invisible film that protects against micro-scratches and dirtying without changing the matt appearance of the coating. In addition to protecting against external damage during day-to-day use, this new system makes maintenance much easier and cost effective.

Formats available...

The collection comprises of references available in the below technology formats:

Dryback which is ideal for new build and has the largest choice of designs and provides the opportunity to mix and match.

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Solid Clic with the exclusive Clic System is perfect for renovation projects and provides great acoustic qualities and walking comfort.

Rigid Acoustic is the Ideal choice for heavy renovation projects and comes with an integrated acoustic backing.

Looselay is the ultimate removable installation solution, ideal for raised access floors and also enables Mix and Match designs.

#### Other Benefits...

Luxury Vinyl Tiles (LVT) are one of the fastest growing trends in flooring. Environmentally friendly, LVT offers improved indoor air quality (IAQ) performance and are the perfect solution for low maintenance and easy installation, together with being a 'must have' when a reduction in lifecycle costs is an absolute requirement of the specification process.

#### Super-quick service...

Gerflor now has an even wider LVT portfolio for the market, in terms of extensive designs, installation methods and accessories, which are all backed up with a customer dedicated package (fast delivery, expert technical service and on-line interior design tools). Over the decades, Gerflor has established itself as a credible manufacturer of vinyl flooring tiles and planks for both professionals and private homeowners. With market demand predicted to be growing, the Creation 55 LVT Essential Collection is held in stock for fast delivery at Gerflor's brand new modern Winsford distribution centre, providing an 'essential' service when fast delivery is required for projects without compromising on quality.

#### Making a positive mark on the planet...

Gerflor's' manufacturing footprint in Europe is rated at ISO 9001, 14001 & 50001 certifications, with the emphasis on using and providing renewable energy solutions where possible. All Gerflor products are 100% recyclable with up to 55% recycled content and always provide adhesive-free solutions with packaging using 100% recycled cardboard. Gerflor are 100% Reach compliant, Phthalate free\*, Formaldehyde free and deliver Indoor Air Quality: TVOC

#### Summary...

The time has come to feel inspired with a vast variety of design possibilities. The Creation 55 LVT Essential Collection from Gerflor which now includes the sensational Herringbone Design offers a raft of boundless design perspectives, delivering first class quality, on trend, fashion-led designs that are made both accessible and incredibly easy.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01625 428 922, 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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