

20th May 2026

HLM Architects specify Gerflor's Creation 55 LVT and Gradus Lunar Carpet Tile for Design Studio.

HLM Architects has delivered a new studio environment in Cardiff, underpinned by a coordinated flooring specification from Gerflor. The project incorporated 330m² of floor finishes, comprising Gerflor Creation 55 Looselay luxury vinyl tile (LVT) and Gradus Lunar carpet tiles, installed across circulation routes, meeting rooms and informal breakout areas to support varied workplace functions. The relocation to an enlarged premises responds to sustained business growth and the requirement for an adaptable, high-performance workspace suitable for increased staff capacity and intensive daily use within a design-led environment.

Designing a workspace to support growth and performance

A key requirement for the new studio was to create a flexible and durable working environment that could support both collaborative and individual workspaces.

With multiple zones across the office, the flooring specification needed to provide consistency while allowing for practical differentiation between areas, ensuring long-term performance in a busy design-led workplace.

The workplace strategy required a flooring specification capable of supporting both collaborative and focused working zones while maintaining durability under high footfall conditions. The scheme demanded a balance between aesthetic consistency and functional zoning, enabling clear delineation of space without compromising design cohesion. Material selection was therefore driven by performance criteria, including wear resistance, ease of maintenance and long-term lifecycle value, alongside considerations of acoustic comfort and user experience within a contemporary studio setting.

A coordinated flooring solution for modern office environments

In collaboration with the project team, Gerflor developed a complementary flooring specification aligned to the operational requirements of the space. Early-stage engagement with HLM's interiors team ensured that product selection addressed both technical performance and spatial intent.

Tony Thorne, Gerflor, Regional Sales Manager (South), explained that early discussions with the HLM interiors team focused on identifying a solution that would balance durability with flexibility across the new space.

Gareth Woodfin, Studio Director at HLM, confirmed that the products were selected due to their ability to meet the demands of a high-traffic office while aligning with the practice's approach to performance-led design.

With Compliments:
Gemma Beech
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: pr@thestudio4.co.uk

Issued on behalf of:
Navjot Dhillon
Gerflor Flooring UK Limited
Park Green
Macclesfield
Cheshire
SK11 7LZ
Tel: 01625 428 922
Email: contractuk@gerflor.com

Gerflor Creation 55 Looselay LVT was specified for primary circulation and high-traffic zones, offering a robust, dimensionally stable surface with the added benefit of simplified installation and future adaptability. Gradus Lunar carpet tiles were utilised within meeting rooms and breakout spaces, contributing to improved underfoot comfort, acoustic absorption and modular flexibility.

The specified solution reflects a considered approach to material application, with each product selected to respond to the specific functional demands of its designated area while maintaining a unified design language throughout the studio.

Efficient delivery through collaborative installation

The flooring installation formed part of a wider interior fit-out programme delivered by Lancer Scott Ltd, appointed to design and construct the new studio environment. The contractor coordinated the integration of finishes within the overall build programme, ensuring sequencing, quality control and programme efficiency.

Close coordination between client, contractor and manufacturers facilitated a streamlined installation process, with the selected flooring systems supporting efficient handling, installation and commissioning across multiple zones.

Delivering a successful outcome for a growing practice

The completed studio provides HLM Architects with a flexible and resilient working environment tailored to both current operational needs and future expansion. The combined use of LVT and carpet tiles establishes a durable, performance-led flooring solution suitable for diverse applications, from high-traffic circulation to informal collaborative spaces. The project outcome demonstrates the effectiveness of a coordinated specification approach, where material performance, installation efficiency and spatial functionality are aligned to support a modern workplace model.

Gareth Woodfin commented: "We are extremely pleased with the final result. The new studio provides a modern and functional workspace, and the flooring plays an important role in supporting how the space is used day-to-day."

He further continued 'This positive outcome was reinforced by the project team, with the flooring installation contributing to the successful delivery of a workspace designed around both performance and usability.'

Tony Thorne commented 'This prestigious office project demonstrates how Gerflor's LVT and Carpet collections can be effectively combined to create flexible, long-lasting environments meeting the bespoke needs of commercial office settings.'

With Compliments:

Gemma Beech
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: pr@thestudio4.co.uk

Issued on behalf of:

Navjot Dhillon
Gerflor Flooring UK Limited
Park Green
Macclesfield
Cheshire
SK11 7LZ
Tel: 01625 428 922
Email: contractuk@gerflor.com

Supporting long-term performance in office environments

This project highlights the importance of specifying flooring systems that accommodate the evolving demands of contemporary office environments. By prioritising durability, adaptability and ease of maintenance, the scheme delivers a solution that supports both immediate usability and long-term asset performance.

The integration of Gerflor products illustrates how complementary flooring systems can be combined to achieve a coherent, high-performing interior environment aligned with the principles of functional and sustainable design.

Supporting Information:**Overview of Gerflor products installed.****Gerflor Company Overview**

Gerflor is a manufacturer of comprehensive contract interior flooring solutions, including vinyl, linoleum, carpets, and rubber. Gerflor innovations help to create attractive and functional environments, as well as enhance and protect a vast range of commercial settings and interiors. Gerflor solutions are proven to enhance the longevity of a building whilst reducing long term maintenance costs. Gerflor works in partnership with the commercial and office sectors to ensure buildings are safe and accessible for all users.

Gerflor products installed**Creation 55 Looselay LVT**

Creation 55 Looselay LVT is part of Gerflor's established Creation collection, offering a durable and flexible flooring solution for commercial environments. Designed to accommodate varying levels of foot traffic, the range includes multiple performance classifications, with Creation 55 suited to high-traffic areas such as offices and communal spaces.

The collection provides a wide choice of finishes and formats, including looselay options that enable efficient installation and future adaptability, making it particularly suitable for refurbishment and evolving workspaces.

Creation 55 benefits from Gerflor's Protecshield™ surface treatment, which enhances resistance to wear, scratches and staining while reducing ongoing maintenance requirements. This ensures long-term performance in busy environments where durability and ease of cleaning are essential.

Gradus Lunar Carpet Tiles

Gradus Lunar carpet tiles provide a durable and flexible flooring solution for commercial environments, including offices, education and healthcare settings. The non-directional design allows for random lay installation, enabling efficient fitting and reducing waste, ideal for refurbishment and fast-track projects.

With Compliments:

Gemma Beech
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 005
Email: pr@thestudio4.co.uk

Issued on behalf of:

Navjot Dhillon
Gerflor Flooring UK Limited
Park Green
Macclesfield
Cheshire
SK11 7LZ
Tel: 01625 428 922
Email: contractuk@gerflor.com

Manufactured with a high level of recycled content, Lunar tiles offer a practical and sustainable option while maintaining long-term performance. The range is designed to withstand regular foot traffic and is supported by a 12-year wear warranty and anti-static properties, making it suitable for a variety of interior applications.

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, or visiting gerflor.co.uk for the latest flooring innovations.