

# Polyflor News

Spring 2017 | Issue 28 |

Welcome to the latest news from Polyflor

## Inside

- New Silentflor PUR acoustic flooring
- Our latest case studies
- Polyflor Training School



# Secura

luxury vinyl sheet flooring

Polyflor has launched the new Secura PUR collection of luxury vinyl sheet flooring, designed to create inspiring home interiors for modern living.

Made in the UK, the Secura PUR range features 22 designs which authentically replicate the natural character of wood, stone and abstract materials in a practical and durable sheet format. With 12 wood effects, 9 stone effects and 1 abstract design in the collection, on-trend new additions include white and grey oaks alongside contemporary concrete and slate effects. All Secura designs include grain patterns, surface textures, tonal variations and subtle detailing for a realistic look that is more affordable than natural materials and easier to maintain.

Available in 2, 3 and 4 metre widths to accommodate larger living spaces, Secura has a 3.0mm gauge and 0.35mm wear layer with SureTread R10 slip resistance to help prevent slips in the home. The addition of a soft-backed layer provides warmth and comfort underfoot, plus aids in reducing noise between rooms.

With a 20 year domestic guarantee, Secura features PUR polyurethane reinforcement which is cross-linked and UV cured to help prevent stains and scuff marks, allowing for a simple polish-free cleaning regime. Secura flooring is also suitable for commercial applications such as light traffic areas within hotels, conference rooms, boutiques and small offices.

Polyflor's Marketing Manager Tom Rollo comments, *"The new Secura collection is a fresh, modern offering for residential and light commercial interiors under the Polyflor at Home brand, with a host of new, on trend wood, stone and concrete designs added to the collection."*

Now in stock, the Secura PUR range is showcased within a brochure, comprehensive sample presenter and shadecards. Download the brochure and order free samples from [www.polyflor.com](http://www.polyflor.com)



Portobello Flagstone



Powdered Concrete



Wheatfield Oak

# Silentflōr

*Design Led Acoustic Flooring*

Polyflor is pleased to announce the launch of Silentflor PUR, a collection of heavy commercial sheet vinyl flooring with acoustic properties, available in a variety of high design wood, concrete and abstract effects.

Silentflor is a robust, beautifully designed collection that achieves 19dB impact sound reduction and has been expertly created for a wide range of commercial interiors, such as installations in the healthcare, office, education, residential, retail and leisure sectors. Made in the UK, this flooring range includes 36 stunning designs in a 3.7mm gauge and 0.65mm wear layer sheet format

Polyflor's Marketing Manager Tom Rollo comments, *"With Silentflor we are proud to be able to offer our customers a fresh, new acoustic flooring product which delivers on aesthetics, performance and practicality. This is an ideal choice for those looking to improve the acoustic performance of a building and want to make an interior design statement."*

The new Silentflor collection is beautifully presented within a sampling package which includes a 40-page brochure, a comprehensive presenter and shadecard. Visit [www.polyflor.com/silentflor](http://www.polyflor.com/silentflor) to download the brochure and order free samples.



**NEW**  
AVAILABLE NOW!





ON AIR

Light Industrial Concrete / Dark Industrial Concrete / Meadow



19dB



## Polyflor is right on track at Thomas Land

Multiple designs from Polyflor's Expona Flow commercial sheet vinyl collection were selected to create a floor inspired by the children's TV series Thomas and Friends™ for the gift shop and Engine Shed photo area at Drayton Manor Park's Thomas Land™ in Staffordshire, UK.

Three shades from the Expona Flow Cosmos range (Woodland, Taupe and Luna) provided a bold and eye-catching backdrop, while the Bronzed Pine design from the

Expona Flow Wood collection was used to replicate the look of railway sleepers. Approximately 700m<sup>2</sup> of Expona Flow was installed at Thomas Land by Tamworth based flooring contractors Floortec, with them expertly cutting out the impressive track design by hand.

Douglas Stuart, Head of Facilities at Drayton Manor Park said: *"We're really pleased with our new Polyflor Expona Flow sheet vinyl flooring. Here at Drayton Manor Park we are all about making children's experiences extra special and this Thomas themed flooring really continues the magic. Thank you to everyone from the Polyflor and Floortec teams for all their hard work".*



## Expona LVT adds high design appeal to Liberty Stadium

High design luxury vinyl tiles from Polyflor's Expona Commercial PUR collection were chosen for the refurbishment of hospitality and conferencing suites at Liberty Stadium in Swansea, Wales.

Local contractors BAPTT Shopfitters Ltd installed Expona Commercial flooring in the new OSTC FX Suite at the stadium which has views overlooking the pitch. The rustic wood Blue Weathered Spruce design was used for the main floor area whilst the contemporary Dark Recycled Wood design was used around the bar area. These designs were also used in the stadium's Penderyn Suite.

Catherine Thomas, Customer Services Manager at Swansea Stadium Management Company commented, *"This wood effect flooring has helped to give our OSTC FX Suite a sophisticated and stylish new look which has received incredibly positive comments from visitors and event attendees in the season so far."*



## Expona Flow helps to refresh University Hospital Wales restaurant

Flooring from Polyflor's Expona Flow PUR collection was used to create a vibrant new restaurant area at University Hospital Wales in Cardiff.

Formerly known as the Heathfields restaurant, this hospital canteen has undergone a transformation and is now called Y Gegin, which means "The Kitchen" in Welsh. Approximately 600m<sup>2</sup> of Polyflor flooring was installed throughout the restaurant by Swansea based contractors Artisan Flooring.

The grey-toned Silver Oak and Smoked

Oak wood effect designs were installed alongside each other throughout the servery stations, cashier desks, dining areas and around vending machines.

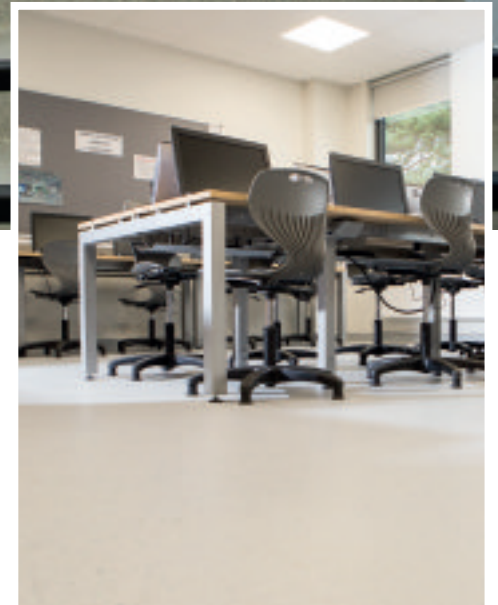
Jonathan Aver from the hospital's Capital Planning and Estate Management department commented, *"Since Y Gegin was opened in October 2016 we've had fantastic feedback from visitors and staff who use the restaurant about its modern new look and our offering of healthy and affordable freshly cooked food. The flooring performs well, looks great and is easy to maintain."*



## Back to basics with vinyl at Cheshunt School

Hardwearing commercial vinyl flooring from Polyflor's safety and homogeneous flooring collections was installed throughout new facilities at Cheshunt School in Hertfordshire.

Approximately 2000m<sup>2</sup> of flooring from the Mystique PUR, Prestige PUR and Polysafe Mosaic PUR ranges was fitted at the secondary school by flooring contractors Flortec Ltd working for regional construction company Beard. Ideally suited to busy education environments, Mystique PUR in Titanio was used in classrooms while Prestige PUR in Grey Marl was chosen for corridors, staircases and other circulation areas. Polysafe Mosaic PUR safety flooring in Grey



Fusion was selected for use in the school's science classrooms and toilet areas.



## Polyflor flooring adds urban edge to BMet

High-design concrete effect safety flooring from Polyflor was used at BMet college in Birmingham to create a fresh look for their reception area, common room and canteen.

Polysafe Arena PUR flooring in the Dark

Concrete design was installed at the Further and Higher Education College's Matthew Boulton campus by local flooring contractors Top Mark Ltd.

Suitable for busy commercial environments where there is a high level of footfall, Polysafe Arena PUR design-led safety flooring incorporates clear aluminium oxide safety particles through the performance layer of the vinyl which are virtually invisible to the naked eye, ensuring an attractive yet safe floor finish.





## Expona flooring helps refurbished school hall keep its traditional look

Wood effect luxury vinyl tiles from Polyflor's Expona Design PUR collection were the perfect choice of flooring for a school hall refurbishment project at Erskine Stewart's Melville Schools in Edinburgh.

315m<sup>2</sup> of Expona Design PUR luxury vinyl tiles in the Walnut design were installed by Forever Flooring of Broxburn, Mid Lothian at the independent school for girls aged 12 to 17.

Mr Ryan from Erskine Stewart's Melville Schools commented, "We needed a new floor that would be in keeping with the traditional style of our hall interior and have the look of real wood but would also be durable and easy to maintain. Our Expona Design flooring looks great and delivers on performance."

## Polyflor adds colour to Hopwood Hall College

High performance commercial flooring from two of Polyflor's sheet vinyl flooring collections were recently used to create a vibrant environment for students at Hopwood Hall College to dine and enjoy their break times in.

Designed by Whitespace Consultants Ltd and installed by local contractors Bramhall Flooring Co Ltd, Polyflor XL PU and Polysafe Wood fx PUR flooring was fitted throughout the further education college's refurbished refectory at the Middleton campus.

Hopwood Hall College's Assistant Principal Julia Heap, commented, "Polyflor's flooring has helped us create a fresh look for our campus refectory which has been a big hit with students and staff alike. We wanted a floor that could provide safety, durability and visual appeal for this break area."



## Affinity2<sup>55</sup> LVT helps create minimalist office interior

Heavy commercial Affinity2<sup>55</sup> luxury vinyl tiles were used on a refurbishment project to create a crisp and clean interior design scheme at the Cardiff office of civil and structural engineering firm Cambria Consulting Ltd.

Tapping into the trend for white wood effect flooring, the Planed White Oak design was installed by Cardiff based contractors Floor Furnishings throughout the reception, meeting rooms and corridors at Cambria Consulting's office in Penarth Marina.



## Expona flooring is fashion forward at Handbag Clinic

LVT flooring from Polyflor's Expona Commercial collection was recently chosen as part of a sophisticated and stylish interior design scheme for Handbag Clinic in Islington, London.

Handbag Clinic specialises in the care, repair and restoration of designer handbags and leather fashion accessories, as well as selling preowned luxury goods in their handbag boutique. The design scheme for the Islington branch refurbishment was created by Aubury Design, a Newcastle-based interior design service.

Expona Commercial luxury vinyl tiles in the Crème Swirl design were selected for the shop floor area, complementing the store interior and the luxury handbags on display. The same design was also installed in the Newcastle branch of Handbag Clinic.





## Polysafe flooring improves acoustics in GP surgery

Polysafe Wood fx Acoustix PUR flooring designed to provide dual sustainable slip resistance and improved acoustic performance within a building was installed at Downing Drive Surgery in Evington, Leicester.

Designed by BRP Architects of Market Harborough, the refurbished doctors' surgery features Polysafe safety flooring installed by Excelsior Carpets and Flooring Contractors Ltd, under main contractors Oakwood Construction. Polysafe Wood fx Acoustix PUR in American Oak was fitted in the surgery's reception and circulation areas whilst Polysafe Standard PUR in Ash Grey was fitted in all the consulting rooms.



## Expona Flow helps create healing atmosphere at physiotherapy clinic village

Expona Flow PUR flooring was selected to cover floors throughout the new "goPhysio" clinic in Eastleigh, Hampshire.

The Roasted Limed Ash design was fitted by local flooring contractors GE Nichols Flooring Ltd in five treatment rooms, an exercise studio and reception area at the spacious and modern clinic which offers a range of services including physiotherapy, rehabilitation treatment, sports massage and pilates classes.



## Recycling heroes recognised at Recofloor Awards 2017

Recofloor, the UK's award-winning vinyl flooring recycling scheme, celebrated the success of its members at the sixth annual Recofloor Awards event on 29th March 2017 at London's historic Kia Oval, London.

Guest host and former England cricket captain David Gower presented trophies and certificates to Recofloor members who have excelled across ten award categories and contributed to rising volumes of vinyl flooring waste being diverted from landfill and reused. A staggering volume of 523 tonnes had been collected by Recofloor members in 2016 - equivalent in weight to 3.2 million cricket balls.

Speaking about the importance of social media, Recofloor's Joe Gardner inspired delegates with fresh marketing ideas, while Stella Corral of Lucentia Design explained the use of waste vinyl flooring in the new awards trophies.

To find out more about Recofloor visit their website - [www.recofloor.org](http://www.recofloor.org)

### Recofloor Awards 2017 Winners

- Contractor of the Year - Middlesex Flooring Ltd
- Distributor of the Year - MCD Kidderminster
- Drop-off Site User of the Year - Fantasy Flooring
- Project of the Year - Ryjock Flooring (Sheffield County Council)
- Greatest Improver - Interserve
- Best Newcomer - 3D Flooring Supplies, Bristol
- Recofloor Champion - Rita Fortune (PFL Flooring)
- Outstanding Achievement - S&D Flooring
- Brand Ambassador - S&D Flooring
- Longstanding Service Award - Carpets N Carpets
- 14 Gold Award winners
- 15 Silver Award winners
- 41 Bronze Award winners



## Train with us!

Polyflor has an established Training School, delivering courses throughout 2017 from our purpose built facility in Manchester.

Whether you wish to brush up on your existing floor laying knowledge or learn more about the installation of LVT, our practical courses give you a comprehensive insight into laying that perfect floor. To enquire about our training courses please contact us at [trainingschool@polyflor.com](mailto:trainingschool@polyflor.com).

# Floorlaying

## TRAINING COURSES

### Dates & Availability 2017

#### 2 Day Luxury Vinyl Tile Course

4th - 5th  
September

20th - 21st  
November

#### 3 Day Floorlaying Course

22nd - 24th  
May

10th - 12th  
July

9th - 11th  
October

4th - 6th  
December

#### 4 Day Floorlaying Course

19th - 22nd  
June

25th - 28th  
September

30th October -  
2nd November

## Polyflor at Home Cleaning Kit

The Polyflor at Home Floor Care Kit has been designed to offer a complete cleaning solution for luxury vinyl flooring installed in the home.

The Floor Care Kit comprises of three bottles of cleaning solution - "Daily Cleanse" for everyday maintenance as well

as a two-step stripper and polish, "Prepare" and "Polish & Protect", which customers are advised to use every 6 months for a more occasional refresh. The box also includes coarse and soft polishing pads, a cleaning applicator, floor protector furniture pads and clear step by step instructions on how to use the products.

The Floor Care Kit is available to flooring contractors and retailers interested in selling the kits on to customers who want to keep their flooring looking its very best.





## Polyflor goes trackside

Polyflor has joined forces with the British Motorsports Marshals' Club, otherwise known as the BMMC, as the new sponsor of their marshal's overalls. The Polyflor logo will now feature on the bright orange marshal's overalls which they wear trackside when attending motor sport meetings.

To find out more BMMC visit [www.marshals.co.uk](http://www.marshals.co.uk)



## Celebrating 25 and 40 years at Polyflor

A total of 15 Polyflor staff have celebrated an impressive 25 years or 40 years with the company in 2016 and the first few months of 2017. Here's a group photo from our 25 Years

Service Dinner which was held at the Village Hotel, Bury on Saturday 12 November 2016.

A further 10 are due to hit the 25 year milestone later on this year and two more will be recognised for their 40 year achievements. These dedicated members of staff represent different departments within Polyflor including our production, technical, engineering, samples and sales teams. Congratulations everyone!

## CAMARO™ FLOORING COLLECTION

It's been a few months since we launched our brand new Camaro luxury vinyl tile collection and it looks like our flooring contractor followers on Twitter couldn't wait to get their hands on our latest wood and stone effect designs!

Taking inspiration from the bold and beautiful floor designs in our Camaro brochure, these floor fitters have been trying out some creative layouts and showing off their impressive floor laying skills.





## Loose lay LVT for Super U supermarket

Around 1400m<sup>2</sup> of Polyflor's Expona SimpLay PUR loose lay luxury vinyl tiles were used for a refurbishment project at Super U supermarket, La Tranche-sur-Mer, France.

A variety of wood, stone and textile effects from the Expona SimpLay PUR collection were fitted by DMC Habitat in the grocery, bakery, clothing, homeware, leisure and electricals departments of the store. The seven Expona SimpLay designs chosen were Grey Mystique Wood, Grey Country Oak, Dark Country Oak, Light Grey Concrete, Dark Grey Concrete, Slate and Brown Leather.



## South Africa is recycling too!

Polyflor South Africa is proud to announce that it has launched the country's first official recycling programme specifically aimed at the local vinyl flooring industry.

According to Polyflor SA Chief Executive Officer, Tandy Coleman, the need for an official recycling initiative has been a long time coming and is in line with one of the key objectives of the South African Vinyls Association's (SAVA) Product Stewardship Programme - of which Polyflor SA is a member.

*"The vinyl flooring market has seen a tremendous growth in recent years, but there has not yet been an official programme set in place for the recycling of off-cuts from installations,"* Coleman said. *"Every piece of off-cut that we can recycle will help to alleviate the strain on the country's landfills and natural resources."* Commenting on this recycling initiative, SAVA's Chief Executive Officer Delanie Bezuidenhout said they welcomed any pro-active steps taken by industry members to take responsibility for their own waste.

*"We have made a firm commitment to increase responsibility and sustainability within the PVC industry as a whole. However, one of the key challenges outlined within this product stewardship programme has been the commitment to increase recycling. We are proud of Polyflor for taking the lead in such an important industry action,"* Bezuidenhout concluded.

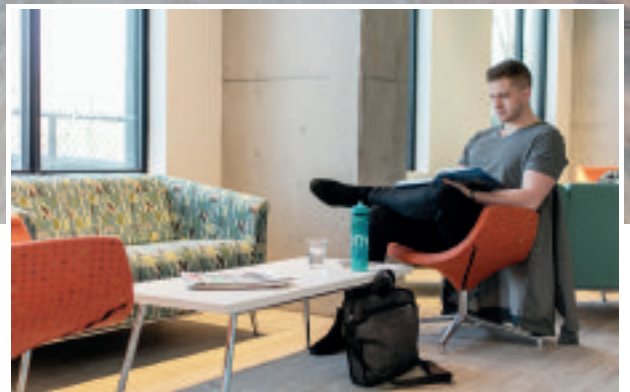


Heavy commercial luxury vinyl tile flooring from Polyflor's Expona Commercial PUR collection was used to create a modern coffee shop for the students living at the new Envie Student apartments in Ottawa.

Approximately 110m<sup>2</sup> of Expona Commercial luxury vinyl tiles were installed throughout the coffee shop by Giant Carpet Flooring contractors.

The interior design scheme was put together by Creative Friction who chose the Beige Varnished Wood design, which has the look of pseudo-industrial timber which has been stripped and varnished many times over to give a worn effect.

The new 28 storey Envie Student housing development cost \$60 million to build and features 550 suites as well as this coffee shop, a convenience store, study zones and a fitness centre.



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