

Polyflor News

Autumn 2017 | Issue 29 |

Welcome to the latest news from Polyflor

THE EXPONA® ISSUE

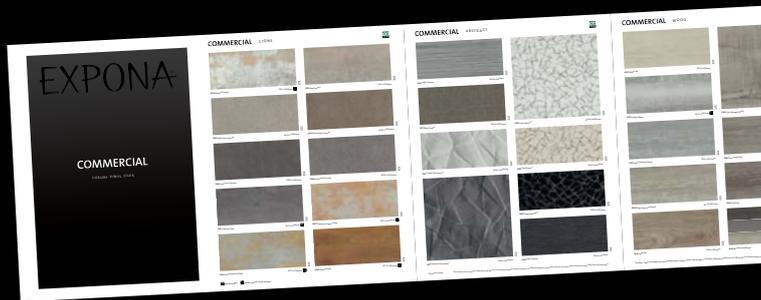
EXCITING NEW COLLECTIONS

Inside

- New Expona LVT collections
- Forest fx is growing
- International case studies



5104 Frosted Marble & 41081 Blond Limed Oak with Black Feature Strip



COMMERCIAL

LUXURY VINYL TILES

Polyflor has relaunched the Expona Commercial luxury vinyl tile collection, which now features 80 inspiring wood, stone and abstract effect designs, 55 of which are brand new additions to the range.

With new parquet, painted, mosaic, rustic and metallic effects, Expona Commercial LVT can be used to create adventurous interior schemes featuring bold statement flooring designs which tap into the latest architectural trends. Stunning yet subtle flooring designs in more traditional reproductions of natural materials give balance to this varied collection of heavy commercial 2.5mm gauge luxury vinyl tiles.

Making it easier to create a striking design floor, the Expona Commercial range now features more out-of-the-box design floor options which are straightforward to install, including beautiful chevron and woodblock patterns. Larger format planks are also available in an 8" by 60" size that is unique to the LVT market. A selection of Expona Commercial designs also feature an aligned surface emboss which marries up with the decorative layer for added realism.

Tom Rollo, Polyflor's Marketing Manager commented, "We wanted to continue the evolution of our renowned Expona brand with the high-profile relaunches of Expona Commercial, Expona Simplay and Expona Bevel Line, adding fresh new and on trend designs that are unique to the market. The Expona luxury vinyl tile offer, which also includes the Expona Design and Expona Control ranges, now features an impressive total of 189 different LVT design options".

The complete Expona Commercial collection is showcased within brochures, presenters and shadecards.

Sampling from all Expona ranges can be ordered free of charge through the Polyflor website or by calling the Polyflor Samples Direct Hotline on **0161 767 2551**



4111 Golden Chevron Parquet



5101 Industrial Steel



5105 Crystal Parchment & 5106 Liquorice Parchment

SIMPLAY

LOOSE LAY VINYL FLOOR TILES

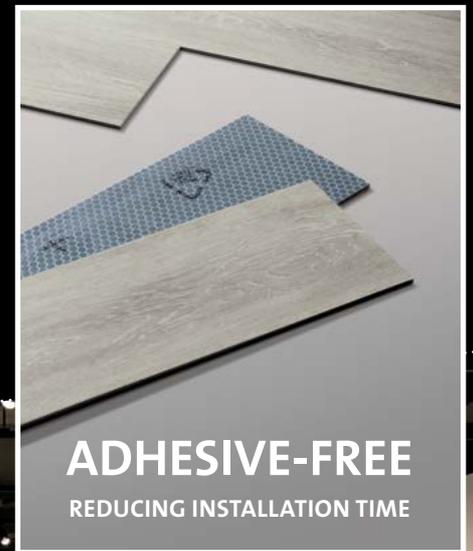
The relaunched Expona Simplay collection of loose lay vinyl tiles and planks now offers 40 authentic wood, stone and textile effects presented in an adhesive-free, ready to lay product designed to reduce installation time in high traffic commercial interiors.

Each plank or tile can be installed, lifted and reinstalled elsewhere without leaving any residue, with the product's unique, non-skid honeycomb backing layer and thicker 5mm gauge ensuring that the tiles stay in position. The 20 new designs within the

collection include on-trend concrete, marble and vintage wood effects alongside three larger format Mono designs. The whole collection now also features bevelled edges.

All Expona products are enhanced with Polyflor PUR, Polyflor's exclusive and robust polyurethane reinforcement which is cross linked and UV cured to provide superior cleaning benefits and a cost effective maintenance regime.

To order your Expona Simplay samples and brochures, call the Polyflor Samples Direct Hotline on 0161 767 2551 or visit www.polyflor.com



BEVEL LINE

LUXURY VINYL TILES DEFINED

The new Expona Bevel Line PUR range includes a total of 27 contemporary wood and stone effect designs which incorporate the latest architectural trends and are ideal for heavy footfall commercial interiors.

Key design features such as colour variation, pattern formations and complementary surface textures help Expona Bevel Line beautifully replicate natural flooring materials and achieve a high specification finish. Designs in the wood collection feature intricate details and unique characteristics

that you would expect to see in real timber flooring, including on-trend grey toned woods and rustic elements which are becoming more popular for commercial interior projects.

With both slim plank and wide format designs available, Polyflor have also added Enriched Variety Oak and Boardwalk Variety Oak to the collection, which include a mixture of different sized planks within each box to create the look of a recycled wood floor.

Sophisticated marble effects and weathered stone designs have also been added to the collection, with square and oblong tiles as well as long, slim plank styles on offer.

The Expona Bevel Line collection has a 2.5mm gauge, 0.55mm wear layer and features a bevel around the edge of each plank and tile for extra definition when laid. Sampling can be ordered free of charge on the Polyflor website or by calling the Polyflor Samples Direct Hotline on 0161 767 2551.

NEW SHADES ADDED

Forest fx™

Heavy Commercial Wood Effect Sheet Vinyl Flooring

Polyflor has added new wood effect designs to their relaunched Forest fx PUR flooring collection, incorporating the latest commercial interior trends into one of their most popular sheet vinyl ranges.

The expanded 18 design heterogeneous collection features 9 exciting new shades, including two parquet effect designs for creating dramatic statement floors as well as a selection of contemporary grey-toned oaks and rustic wood designs which add variety to the collection. These on-trend authentic wood effects have been created by Polyflor's design development team who incorporate intricate grain detail and natural tones into each floorcovering.

The Forest fx range is available in a practical and resilient 2.0mm gauge vinyl sheet format with a 0.7mm wear layer, making it ideal for high traffic, heavy commercial environments in the education, healthcare, leisure, retail, housing and office sectors.

Tom Rollo, Polyflor's Marketing Manager comments, *"The introduction of new and contemporary designs along with an increase in the size of our UK manufactured Forest fx collection means there is now even more choice for our customers in this popular product category."*

The new Forest fx collection is showcased within a 28-page brochure and shade card. Sampling can be ordered free of charge on the Polyflor website or by calling the Polyflor Samples Direct Hotline on **0161 767 2551**.



Polyflor takes home two honours at CFJ Awards 2017

Polyflor was the proud recipient of not one but two CFJ Awards at the 2017 CFJ Awards dinner which took place on Wednesday 26th April at Imperial War Museum Duxford in Cambridgeshire.

Polyflor received the prestigious Manufacturer of the Year award for the fourth year running and also picked up the Best Vinyl award for the eighth consecutive year. Polysafe high performance safety flooring was chosen as CFJ readers' favourite vinyl flooring range for the second year in a row. Both awards are voted for by the readers of Contract Flooring Journal.

The awards dinner was attended by National Sales Manager Paul Taylor and PR & Communications Manager Kerry Edwards. Whilst at the Imperial War Museum, Paul and Kerry paid a visit to the museum café where this stunning Classic Mystique flooring design is installed.

Tom Rollo, Polyflor's Marketing Manager comments, "We're incredibly proud to win the Manufacturer of the Year and Best Vinyl awards. I'd would like to thank flooring contractors and our distribution partners for their votes and continued support over the years on behalf of the whole Polyflor team."



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CASE STUDIES



INSTALLATION TUTORIALS



NEW PRODUCTS



Polysafe Apex flooring keeps up with the pace at Radisson Blu Hotel

Heavy-duty safety flooring with enhanced slip resistance from Polyflor's Polysafe Apex range was installed in the busy commercial kitchen at the Radisson Blu Hotel Athlone in Co. Westmeath, Republic of Ireland.

ideal in a kitchen as busy as ours. This new floor has helped us create a safer working environment for my staff which is simple to maintain."



Polysafe Apex vinyl safety flooring in the Chromite shade was chosen for a 450m² kitchen area which caters round the clock for guests at the 4 star rated, 128 room hotel by the River Shannon. Purchased from Provincial Floorcoverings Ltd, the flooring was fitted by MJ Flooring Contractors in four sections to minimise disruption to the daily operation of the kitchen.

Dean Diplock, Head Chef at Radisson Blu Hotel Athlone commented, *"The Polysafe Apex vinyl flooring is a vast improvement on the ceramic flooring we previously had which was very difficult to clean and was losing its slip resistance over time, which is not*





Polyflor vinyl tiles help add retro edge to diner

A variety of commercial vinyl tile products from Polyflor were chosen to create a retro inspired interior design scheme for Nelson's Diner in Newbury, Berkshire.

Approximately 300m² of Polyflor flooring was installed by The Hull Flooring Company Limited at Nelson's Diner which offers American style cuisine in Kennet Shopping Centre. The refurbishment project was led by BMS Limited.

Expona Commercial PUR luxury vinyl tiles in Light Grey Concrete were fitted around the booth seating area, with the Black Matrix design used for a highlight arc shade near the bar area. Expona Bevel Line PUR tiles in the pale Portland Stone design were also installed around the bar seating area. Polyflex Plus PU homogeneous tiles in the Anglian Red and Mourne Grey shades were used to create a chequerboard pattern floor in the middle of the diner

Shelly Francis, owner of Nelson's Diner commented, *"We're delighted with the finished look of the diner and the flooring complements the interior design scheme perfectly. The fact it is easy to maintain is also a big bonus for our staff and the everyday running of the restaurant."*



Expona flows through new gym

High performance commercial sheet vinyl flooring from Polyflor's Expona Flow PUR collection was installed in a new gym area at Shrewsbury Sports Village in Shropshire.

Peterborough based Escape Fitness designed the sports centre's new gym and also installed the 220m² of Expona Flow PUR flooring throughout the space for Shropshire Community Leisure Trust Ltd. This heterogeneous vinyl flooring was used for the areas surrounding cardio and resistance equipment, the free weight area and walkways.

Two designs from the Expona Flow range were selected to be installed alongside each other - English Oak from the Wood collection and Meadow from the Cosmos

collection. English Oak is a traditional timber design featuring a subtle rustic effect while Meadow is an intense yellow-green shade with subtle pearlescent highlights which creates a fun but functional environment.

Paul Lipscombe, International Flooring Project Manager at Escape Fitness commented, "We love how these two Expona Flow designs work together to create clearly defined pathways around the gym area and a vibrant atmosphere which we hope will help motivate visitors."



Polyflor lends support to DIY SOS

Polyflor donated a range of luxury vinyl tiles and safety flooring to a recently aired DIY SOS home renovation project in Monmouth, Wales. DIY SOS: The Big Build is the BBC's BAFTA nominated renovation programme. Presented by Nick Knowles and his team of Purple Shirts, the show takes on really ambitious builds in just nine days.

The flooring donated by Polyflor was installed by M2 Flooring of Cwmbran. Colonia luxury vinyl tile flooring was donated for downstairs areas (playroom, porch, hall, kitchen, living/ dining room, WC, store room), Polysafe Wood FX PUR safety flooring in Roasted Limed Ash was used for an en-suite and Polysafe Hydro Evolve in Amazon was installed in the wet room.

This DIY SOS renovation project transformed the home of Charlotte Fairlie and her husband Rob. After the birth of their twin boys, Charlotte suffered a serious stroke which sent her into a coma. Luckily she pulled through but the stroke caused brain damage, partial paralysis and loss of speech. Against all odds Charlotte has now returned

home, where devoted husband Rob cares for her full time after giving up his job as a camera man.

However, their 2 bedroom semi-detached house lacked the space and facilities for Charlotte to be able to care for herself. The DIY SOS team built a double storey rear extension, creating space for a physiotherapy room and ensuite wet room for Charlotte and the essential extra bedroom for a live in carer. Charlotte's new home will now help her to retrain her body and start the long journey to recovery.



Polyflor donates Expona to hospital family room

Polyflor recently donated Expona Flow sheet vinyl flooring in the Charcoal Pine design to refurbish a family room in the intensive care unit at University Hospital Wales. The donated flooring was installed by Cardiff-based flooring contractors Puma Floors. Fundraiser and project coordinator Jamie Nicholas from Newport City Homes spent a lot of time at the hospital over the last year after his son had a bike accident and suffered a very serious brain injury.



Polyflor showcases green credentials in new Sustainability Report



Polyflor has recently published its 12th annual Sustainability Report which outlines the UK manufacturer's environmental performance over the past year.

The 88-page report gives a detailed account of the sustainability milestones that Polyflor reached in 2016, delves into its green credentials and explains how Polyflor is fully committed to producing environmentally preferable flooring, ensuring sustainability at every step of a product's life cycle. The

report also comments on Polyflor's recent involvement in the local community and charity work.

Key achievements for 2016 include HGVs within the fleet being replaced with modern Euro VI engines resulting in much lower emissions and an increase in backhaul operations, removing in excess of 465 HGV journeys from the road network. Improvements to resource management have been made through initiatives such as more daylight ports being installed to maximise natural lighting and existing lighting being replaced with sensor operated LED lights, helping reduce our carbon footprint. Furthermore, water usage fell by 1.4% and total waste tonnage fell by 8%.

For more information about Polyflor's sustainability agenda and to download a digital copy of the new Sustainability Report visit

www.polyflor.com/sustainability

Polyflor donates flooring to Salford Institute of Dementia Hub

Polysafe safety flooring was donated by Polyflor to the new Salford Institute for Dementia Hub at the University of Salford.

Polyflor donated approximately 90m² of Polysafe Wood fx PUR safety flooring in the Oiled Oak shade which was installed by Flooring Supply Centre, Liverpool. The £300,000 dementia hub, which was designed by Day Architectural, aims to be an outreach centre for the public to access the latest research and ideas about

living with dementia, as well as being a working base for the University's dementia associates and researchers.

The new dementia hub was opened in May 2017 by Salford-born actor Christopher Ecclestone who discussed his own experiences of his late father's dementia at the opening event.

Professor Anthea Innes, Director of the Salford Institute for Dementia commented, *"The finished hub looks fantastic and we want to say a big thank you to Polyflor for kindly donating this flooring to our project. This slip resistant wood effect design is ideal for use in dementia-friendly environments. We hope to continue our relationship with Polyflor in future and raise awareness in the industry about how to make spaces more dementia-friendly through flooring and interior design choices."*



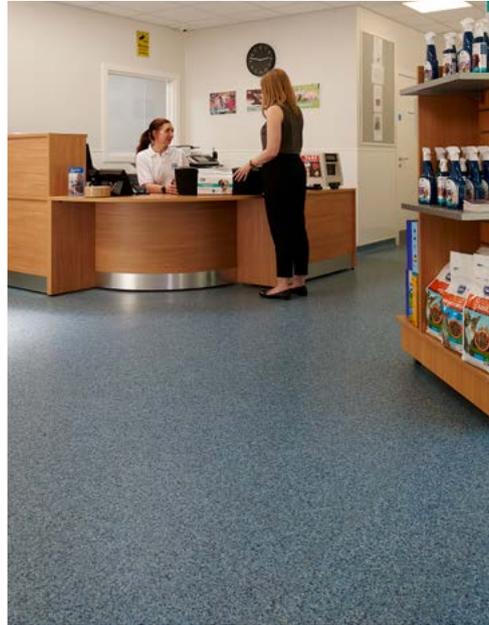
Polyflor donates flooring to local RSPCA centre

Polyflor recently donated Polysafe safety flooring to the new £1.7 million RSPCA Bury & Oldham facility at Strinesdale Country Park, Oldham.

Three shades of Polysafe Mosaic PUR safety flooring were used throughout the building, with various colours being used to indicate different zones. The blue Freshwater shade was installed in the reception, shop, corridors, dog meet and greet room, operating theatre and clinic. The beige Akoya design was fitted in the cattery, upstairs office area and training room. The red Sunstone design was chosen for isolation rooms.

Denise McCabe, Operations Director for the Bury Oldham and District branch commented, "We chose Polyflor's Polysafe Mosaic safety flooring for our new facility as we had some installed in our old centre

and found it performed much better than our resin floors. We are delighted with the finished look of the RSPCA Bury & Oldham branch and are very grateful to Polyflor for their generous donation."



Polyflor get their running shoes on

Eleven Polyflor staff members from our Royton and Whitefield offices recently took part in the Great Manchester Run on Sunday 28th May 2017.

The annual 10 kilometre race takes place in Manchester city centre and this is the second year that a Polyflor team has participated.

The team did a great job of raising over £1,280 for their chosen charity - Bury Hospice. Congratulations to our Polyflor runners and thank you to everyone who supported them with their generous donations!

To find out more about Bury Hospice please visit www.buryhospice.org.uk



Liam Fox pays a visit

Liam Fox, Secretary of State for International Trade, was given a tour of Polyflor's Whitefield production plant and offices on his visit at the end of May.

After commenting he is always keen to see how some of the country's leading companies were doing, Mr Fox was shown around the Polyflor site by Manufacturing Director Steve Mulholland.



In the office...

Hardwearing luxury vinyl tiles from Polyflor's Expona Design range were installed at the busy Klein Architects offices in central Auckland.

The Dark Grey Concrete design was chosen for the new office fit out. The flooring was installed by Comfloor flooring contractors. Ricky Lam, Senior Associate at Klein Architects commented, *"Polyflor Expona Design Dark Grey Concrete was chosen, as it has a similar visual texture and colour as polished concrete while retaining its integrity as a unique aesthetic. The tile format means individual modules can be easily replaced if damaged. In the end, this product plays a part in a sophisticated and welcoming space that is very much in keeping with the Klein branding."*



and in the home

Luxury vinyl tiles from Thumann Foszrev, distributor of Polyflor vinyl flooring in Portugal, have been used in a number of residential projects recently.



300mm² of Colonia luxury vinyl tiles in the Kings Oak design were installed throughout a stunning 3 storey house with a magnificent view of the Cávado River in Esposende, including in the kitchen, bedrooms, bathrooms, corridors and living spaces.

Artur Ferreira, Project Owner commented *"I didn't have any knowledge about vinyl flooring but after a presentation from Thumann, I chose to use Colonia luxury vinyl tiles for my house that I was building from scratch. I'm delighted with the final result and the floor matches the quality of every construction material that I've chosen to be a part of my house."*

Nuno Trêpa, CEO of Thumann Fozrev, liked the Affinity255 PUR luxury vinyl tile collection so much that he had it installed in his own home. 140m² of Affinity255 PUR LVT in the Saw Mill Oak designed were chosen by Nuno for his living room, corridors, study, bathroom and bedrooms.

From physiotherapy clinics...

Over 1000 square feet of wood effect Affinity2⁵⁵ luxury vinyl tiles supplied by Polyflor Canada were chosen to create a contemporary look for the new 360centre360 physiotherapy clinic in Ottawa, Ontario.

This state of the art clinic, designed by McRobie Architects + Interior Designers Inc, Affinity2⁵⁵ luxury vinyl tiles in the Aspen Pine and Seasoned Grey Oak shades were installed by Lamont Flooring in the entrance area and therapy rooms. Expona Flow flooring in Teal was also used alongside the Affinity2⁵⁵ luxury vinyl tiles to create circle designs.

360centre360 staff commented, *"We love the look of the new floor and are often asked by admiring clients which products we used. The floor is also easy to maintain which helps with the everyday running of the clinic."*



...to dental practices

Expona Flow sheet vinyl flooring was used for a complete refurbishment of Centre Endodontique Saint-Laurent in Ville St Laurent, Québec.

Approximately of 209m² of Expona Flow in the Painted Chevron design was installed by flooring contractors Excel Sol in the dental practice of endodontist Dr. Chafic Safi. Chosen by interior designers L'Influence Déco, the flooring was fitted throughout the practice, in the reception area, treatment rooms and circulation areas.





Polyflor's hard wearing and high design Expona SimpLay PUR loose lay luxury vinyl tiles were chosen for the busy Brioche Dorée bakery on the Champs Elysées in Paris, France.

As this store is close to the popular tourist location the Arc de Triomphe and on the city's most popular shopping street, Brioche Dorée required a product that was durable enough to cope with high levels of customer traffic, very quick to install and easy to clean.



Approximately 100m² of Expona SimpLay loose lay tiles in the American Oak design were installed to the ground level shop floor, on the staircase leading up to the second floor and throughout the upstairs seating area.



Founded in 1976, Brioche Dorée has worldwide operations and is the second largest bakery/café chain in the world. It serves over 200,000 customers every day and operates over 500 restaurants.



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