

# Polyflor News

Welcome to the latest news from Polyflor

*Celebrating*  
**100** 2015  
YEARS OF MANUFACTURING IN THE UK

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# Celebrating 100 years of manufacturing in the UK

This year Polyflor is celebrating a century of manufacturing in Whitefield, Manchester, where this family-run company was born and is still flourishing as a global business.

Over the last 100 years the expansion of Polyflor's parent company James Halstead PLC has been managed by four generations of the Halstead's own dynasty of entrepreneurs in Whitefield, Greater Manchester.

*Here's more about how it all started...*

## 1869

James Halstead was born 1869 in Burnley, Greater Manchester. He is the grandfather of Geoffrey Halstead, the current Executive Chairman of James Halstead plc.



*James Halstead*<sup>TM</sup>  
FLOORING

## 1915

James Halstead Ltd was established by James Halstead himself in 1915. The company's original trade was the waxing and showerproofing of cloth for raincoats. Back then James Halstead Ltd had just three employees and four large machines at the Crow Oak Works manufacturing site in Radcliffe, Greater Manchester.

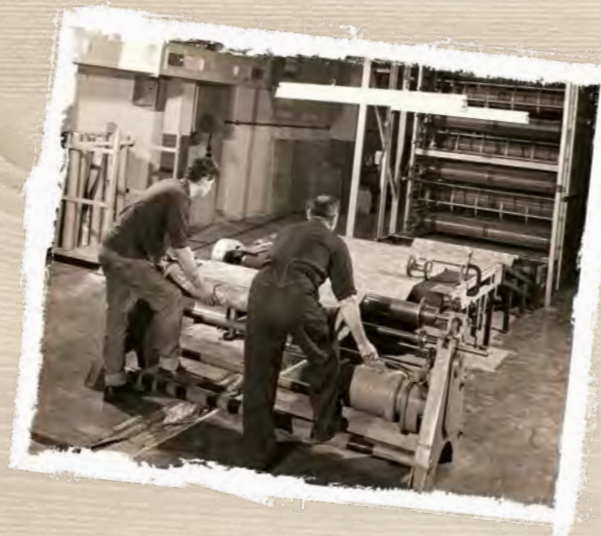
### First steps into flooring

James Halstead Ltd began making flooring products in 1934, rolling rubber onto a teased fabric to create durable carpeting that was used by the likes of Briggs Motor Bodies who were later bought by the Ford Motor Company.



### Creating Vinyl

After World War 2, chemist Bill Roberts started experimenting with new polymer PVC to create a practical and resilient floorcovering at the James Halstead factory. Bill used a formula that is similar to that still used by Polyflor today, a combination of PVC, limestone, colour pigments and plasticiser. This was originally mixed by hand before Geoffrey convinced his father John Halstead to invest in a mechanical mixer.



### "Every inch worth a foot"

'Poly-Flor' vinyl flooring was launched in 1954 when a 24 year old Geoffrey Halstead started up his sales operation. After persuading many contractors to move from promoting and installing existing linoleum products to working with more advanced 'Poly-Flor' vinyl flooring, this investment in the flooring market paid off as vinyl flooring soon became the company's most profitable product. The advertising slogan "Every inch worth a foot" was chosen as the winner of a competition at the factory.



### 37,000m<sup>2</sup>

In 1962, 37,000m<sup>2</sup> of Polyflor flooring was installed in the CIS Building, Manchester. At the time this was the largest office block in Europe.



### 1983 Polysafe<sup>TM</sup>



Polysafe slip resistant safety flooring is launched in the UK. Due to the great success of our Polysafe brand over the past 32 years, Polyflor is now the safety flooring market leader with 15 product ranges.

### 1995 EXPONA



Polyflor launches the very first Expona luxury vinyl tile range.

### Royal Approval

James Halstead plc is awarded the Queens Award for Enterprise in 2006 and 2007 and Geoffrey Halstead visited Buckingham Palace to meet Her Majesty the Queen.



### 2010

Polyflor purchased an additional warehouse in 2010 in Royton, Oldham to provide a new premises for the distribution, sales and marketing departments as the business continued to expand. In 2010 Polyflor also acquired a new heterogeneous sheet manufacturing facility in Teesside which has further expanded UK production capability and warehouse capacity.



### 2015

100 years after James Halstead Ltd was formed, Polyflor has long been established as a market leading vinyl flooring manufacturer with international subsidiaries all around the world. James Halstead PLC figures reported a turnover of £223.5 million and pre-tax profit of £41.9 million for the financial year ending June 2014.





# Polyflor launch Designatex for the home

## Designatex

Textile backed luxury vinyl sheet flooring

Polyflor is proud to announce the launch of the Designatex collection of textile backed luxury sheet vinyl flooring, developed specifically for the home.

The stylish yet practical Designatex range includes 12 wood effect and 6 stone effect designs. The wood collection features a variety of wood species and layouts including three classic parquet designs. The stone collection includes limestone, slate and eye-catching paving effect designs in three layouts: slim tiles, random tile placement and varied tile widths.

Available in 2, 3 and 4 metre widths, Designatex has a 3.0mm gauge and 0.3mm wear layer with SureTread R10 slip resistance to help prevent slips in the home.

The UltraComfort soft textile layer on the underside of Designatex provides warmth and comfort underfoot, whilst aiding in reducing noise transfer between rooms with a 17dB impact sound reduction. Designatex flooring can also be loose laid in most homes, eliminating the need for adhesive and allowing for quicker installations. Its textile backing allows it to be laid over damp subfloors where a Relative Humidity (Rh) of 90% is not exceeded.

Designatex also features Polyflor's renowned CleanShield PUR polyurethane reinforcement which helps prevent stains and scuff marks, and allows for a simple polish-free cleaning regime.

Now in stock, the Designatex range is showcased within Polyflor's 56 page brochure, a comprehensive sample presenter and shadecards. Product samples can be ordered via the website or Samples Direct hotline.

Polyflor at home 

[www.polyflorathome.com](http://www.polyflorathome.com)



NEW



15 years Guarantee

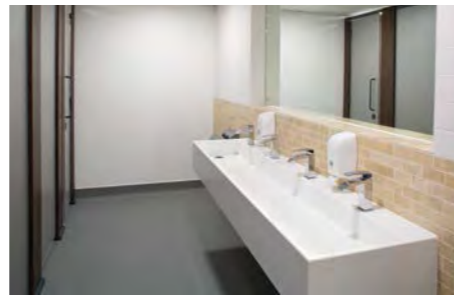
feel at home

Download the brochure and view even more interiors at [polyflorathome.com](http://polyflorathome.com)

# Polyflor chosen for prestigious Acre Mill project



Polyflor's Forest fx PUR wood effect sheet vinyl in Classic Oak 3100 and Classic Walnut 3230 is installed in waiting rooms, reception areas and corridors whilst treatment rooms throughout Acre Mill are fitted with Pearlazzo PUR flooring in Sailcloth 9719 with contrasting borders and coved skirting in Ocean Ripple 9720.



Over 3300m<sup>2</sup> of Polyflor's vinyl flooring has been installed by flooring contractors CMC Flooring of St Helens throughout the Acre Mills Outpatient facility in Huddersfield. Designed by Jefferson Sheard Architects, many of the outpatients departments from the nearby Huddersfield Royal Infirmary have been relocated to the newly renovated Acre Mill.

Polysafe Verona PUR safety flooring in the Dolphin Grey 5203 shade is installed within all washrooms and Polysafe Hydro Evolve in Tigris 4257 was used throughout changing rooms and shower areas. Finesse SD flooring in Lodestone 5830 is also fitted in the health centre's X-ray suite. CMC Flooring successfully recycled 75% of their waste on this project through the Recofloor vinyl take back scheme.



## Polyflor flooring installed in award winning Anya Court care home

A combination of Polyflor's high design luxury vinyl tiles and high performance safety flooring were used to help create a bright and welcoming atmosphere throughout Anya Court care home in Rugby, Warwickshire recently.

Part of the Hallmark Care Homes Group, Anya Court was opened at the end of 2014 and provides nursing, residential and dementia care for up to 70 residents at their state of the art facilities.

1300m<sup>2</sup> of Polyflor flooring from the Expona Commercial, Expona Control, Hydro Evolve,

Ultima and Modena ranges was installed by Galaxy Flooring to provide homely, stimulating and safe environments for residents to live and socialise in. This included a number of cafés, relaxing therapy rooms, hair salons and a cinema room. The uplifting environment ensured that the impressive Anya Court facility took home the prize for Best New Care Home at the 2015 Pinders Healthcare Design Awards.

Jacqueline Farguson, Design Manager at Hallmark Care Homes, designed the home and specified Polyflor throughout. Jacqueline commented, "It was vital for us to avoid a clinical look by creating a safe but homely environment for Anya Court residents that would suit their various needs. We are continually impressed with the range of attractive and fit for purpose flooring options available from Polyflor which meant we could use their products throughout this new care home and others in our portfolio."

# SimpLay™

Loose Lay vinyl floor tiles

## SimpLay ensures a quick turnaround at Vodafone store

Polyflor's SimpLay loose lay vinyl floor tiles helped add the finishing touches to a refurbished Vodafone store in Birmingham city centre recently.

Installed by flooring contractors AFB Flooring Solutions for retail and commercial fit out specialists Audas Project Management, the Rich Walnut 2504 shade chosen for this Vodafone store perfectly complements the brand's signature red and white colour scheme.

Martin Rowe, Project Manager at Audas commented, "Polyflor's SimpLay flooring looks impressive and has the added benefit of being very quick to install. This helped us meet our deadline to handover this project on schedule so this busy Birmingham city centre store could reopen."



## Expona Flow adds impact to school dining hall

The eye catching Reclaimed Chevron 9830 design from the Expona Flow PUR range was chosen by Broad Oak Primary School in Didsbury, Manchester to smarten up their dining area.

The flooring at Broad Oak Primary School was installed by Manchester based Barratt & Hughes flooring contractors. Simon Peers from Barratt & Hughes commented, "Like Polyflor's other sheet vinyl products, Expona Flow was easy to install and a quick way to create a statement floor that really adds impact to this room. We often work with schools and those whom I have shown this installation to have been very impressed with these results. I can see these chevron designs being popular choices."



## Polyflor helps create new affordable homes



A range of Polyflor vinyl flooring was recently installed throughout 29 apartments at Rhondda Housing Association's brand new Llys Graig Y Wion social housing development in Pontypridd, Wales by Artisan Flooring of Swansea.

520m<sup>2</sup> of Acoustix Forest fx PUR sheet vinyl flooring in European Oak 3345 was installed in communal areas including stairwells, hallways and landings. 1600m<sup>2</sup> of Polyflor's Colonia PUR luxury vinyl tile in English Oak 4435 was fitted throughout living spaces in the development's apartments and Polysafe Verona PUR flooring in Café Noir 5204 was also installed in apartment bathrooms.

## Expona creates modern style at CALA Homes office



Polyflor's Expona luxury vinyl tiles were installed to create an eye-catching floor for the reception of a new CALA Homes division in Welwyn Garden City.

Luxury vinyl tiles in Dark Contour 7215 from the Expona Design collection were specified by main contractors Gifford Grant and installed by flooring contractors Merit Flooring to complete CALA Homes' stylish reception at their new office in the Falcon Gate development. Expona Commercial in Light Grey Matrix 5074 was selected for use in the staff kitchen and dining area.

## Polyflor gets a bark of approval

Polyflor's Polysafe Verona PUR safety flooring was installed to create a new training area with sustainable wet slip resistance for dogs and their handlers at the recently refurbished Guide Dogs for the Blind Training School in Woodford Green, Essex.

Around 450m<sup>2</sup> of Polysafe Verona PUR sheet vinyl flooring in the vibrant Blue Lagoon 5206 shade was installed by contractors Southern Services in Aldershot to create a safe working area for handlers and dogs when going through their regular training routines.

For more Polysafe Verona PUR installations take a look at our new Case Study brochure, available online at [www.polyflor.com/verona](http://www.polyflor.com/verona)



## Social Club host Irish charity night

The James Halstead/Polyflor Social Club helped to raise a whopping £2,014.56 for Help For Heroes recently from a raffle and a fantastic night of Guinness drinking and Irish music provided by local band Celtica.

Celtica band members Richard and Jonathan are entering the Help for Heroes

4x4 European Rally which was originally set up in 2010 with the intention of raising £20,000 for the charity. It has now raised over a million for Help for Heroes to date. Good luck to Richard and Jonathan on their 4x4 adventure across Europe!



## Finding The Future of Manufacturing

Polyflor's Manufacturing Director Steve Mulholland was quizzed by forty children from St Teresa's RC Primary School in Bolton recently as part of their Generation 2015 careers event.

Steve took part in the school's speed dating style session to help the 9 to 11 year old pupils understand more about careers opportunities in the UK manufacturing sector and to help them make choices for the future. Following the session 11 pupils said they would like to work in the manufacturing sector. We could be looking at the future of Polyflor manufacturing here!



## Football Crazy

Polyflor recently took part in a charity football match organised by one of our distributors Concept Flooring Supplies. Our sales representative, Richard Wells played in the game alongside Concept and various other suppliers including Quantum, Interface, Mapai and Ardex, helping to raise £550 in total for Macmillan Cancer Support. Polyflor's Key Account Manager Martin Fletcher was also referee for the day.



This year Polyflor has continued to support of local football team Oldham Athletic FC as sponsor of their Boundary Blues Junior Supporters' Club. We were match ball sponsors for OAF's game against Sheffield United which resulted in a 1-1 draw and we also attended the end of season awards night at the club where we were asked to attend and hand out an award.



## Polyflor employees become Dementia Friends

Polyflor recently held a Dementia Friends session for staff to help raise awareness about the condition and the challenges that people living with dementia face.

Dementia Friends is an initiative run by the Alzheimer's Society and funded by the Government to raise awareness of dementia across the country and encourage the creation of dementia communities. The session was hosted by Dementia Champion Natalie Yates-Bolton from the University of Salford at Polyflor's Salmon Fields office in Royton, Oldham.

John Mellor, Safety Flooring Market Manager at Polyflor Ltd, is leading the company's action plan on becoming more dementia friendly. He commented, "The session has been a great benefit to Polyflor staff. The more we understand about the needs of someone living with

*dementia, the more empathy and caring can be shown to help those affected live their life as comfortably and happily as possible. Employees were able to take away knowledge that could benefit them in their personal lives for years to come."*

For more information about Dementia Friends visit [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)



# Polyflor win the treble at CFJ Awards



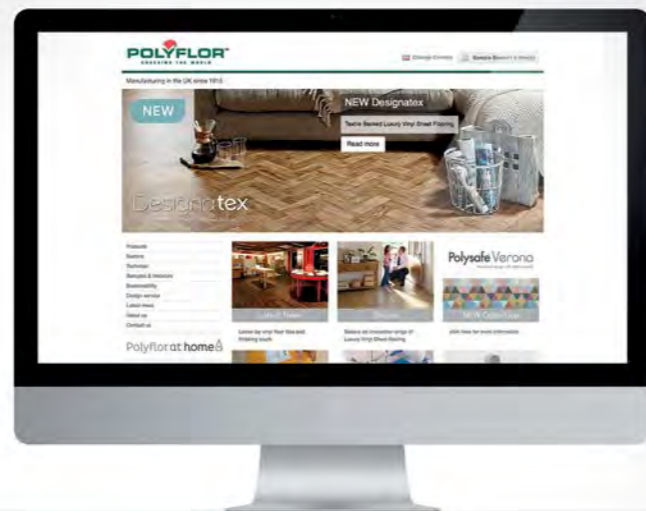
Polyflor was the big winner at this year's CFJ Awards, taking home three awards which were all voted for by the CFJ's readers. The award winners lunch took place on 30th April 2015 at Shakespeare's Globe Theatre where National Sales Manager Paul Taylor picked up our three certificates.

Polyflor won the prestigious 2015 CFJ Manufacturer of the Year award for the second year running. For the sixth year in a row, CFJ's readers voted for Polyflor as the winner of the Vinyl Flooring Product of the Year award. Last year it was Polysafe safety flooring that was recognised by the awards, but 2015's winning vinyl range was our Expona flooring collection. Polyflor also won the prize for Best Website.

Tom Rollo, Polyflor's Marketing Manager comments, "To win the Manufacturer of the Year award along with two other CFJ Awards this year is a fantastic achievement. The fact that this award was voted for by our customers means a great deal to us as it shows that the flooring industry is supporting UK manufacturers and we are being recognised for our hard work." On behalf of Polyflor I'd like to thank the flooring contractors and our distribution partners for their continued support over the years."



Richard Catt, CEO of the Contract Flooring Association & Paul Taylor



Voted best website [www.polyflor.com](http://www.polyflor.com)

# Celebrating 25 years at Polyflor

Several Polyflor staff were celebrating an impressive 25 years with the company at the 25 Year Dinner which took place in April at the Village Hotel in Bury.

These 11 employees are the most recent members of Polyflor's growing 25 year club, all hitting the 25 year milestone this past year.

## Congratulations everyone!

**Top left to right:** David Lockett, Stephen Law, Alan Woodhouse, Bernard Brady, Peter Collier

**Bottom left to right:** Peter Morris, John Rice, Adrian Colhoun, David Kay, Robert Stocker, Anthony Moran



# Polyflor celebrated as top Green Manufacturer at Made in the North West Awards

Polyflor was recognised for its green credentials when it received the prize for Green/ Sustainable Manufacturer of the Year at Insider's Made in the North West awards recently.

Polyflor was selected by the team of judges from the manufacturing sector to receive this year's Green/ Sustainable Manufacturer award which was sponsored by The Manufacturing Institute. Polyflor was chosen because of the company's long term commitment to sustainability and responsible sourcing of materials. The



Left to right: Tom Rollo, Kerry Edwards, Sonia Petherbridge, Steve Mulholland

prestigious awards dinner took place on the 21st May 2015 at the Park Royal Hotel in Warrington.

Polyflor's Manufacturing Director Steve Mulholland was presented with the award by Chris Maguire, the editor of North West Business Insider magazine and host for the evening. Steve commented, "The Polyflor team is delighted to have won this award, especially as it was our first time at the event and we were representing the flooring industry. To be recognised as one of the North West region's top manufacturers and

a company that prioritises environmental issues is a fantastic achievement for us. Our sustainability strategy is to minimise the environmental impact of our products and operations where we set ambitious objectives for ourselves."



# Celebrating success at the Recofloor awards



As a co-founder of the scheme, Polyflor helped Recofloor celebrate the triumphs of its top waste vinyl recyclers at the fourth annual awards event, held at Leicester Tigers Rugby Club in March.

Flooring contractors, distributors and fitters who had contributed towards a record-breaking 500-plus tonnes recycled throughout Recofloor's 5th anniversary year in 2014 received their trophies and certificates from guest host, England rugby legend and former British Lions captain Bill Beaumont.

Impressed with the UK's national vinyl flooring scheme's success, Bill said:

*"Recofloor impressed me with its significant achievements to date. It was fascinating as an outsider to hear how the scheme operates."*

The big winners were MacGregor Flooring Company Ltd (Hamilton), Mayfield Floors (Stockport), Birch Distribution (Hull), AA Flooring Ltd (Bleaden), Reform Flooring Ltd (Norwich), Carpets 'N' Carpets Ltd (Treorchy) and Hull Flooring Co. Ltd.



## 2015 Greenstep Asia Awards

Polyflor Hong Kong received recognition for their work to advance sustainability in the flooring industry at The 2015 GreenStep Asia Awards.

The aims of the awards are to raise awareness of environmental issues in the flooring industry, to recognize the organisations that make contribution to this great cause and to honour companies or individuals for the sustainable development of the global flooring industry. This year's award ceremony took place at DOMOTEX asia/CHINAFLOOR 2015 on March 24th 2015.

Anthony Lam, President of Polyflor Hong Kong, received an honourable mention in the "Pinnacle" category which celebrates those who have gone above and beyond to leading the way for environmental sustainability in the flooring industry.



# Eye-catching 3D flooring effects in Cape Town

Polyflor's Standard XL vinyl tiles were used to create this striking geometric design flooring installation at the PALS Building in an artistic and trendy suburb of Cape Town, South Africa.

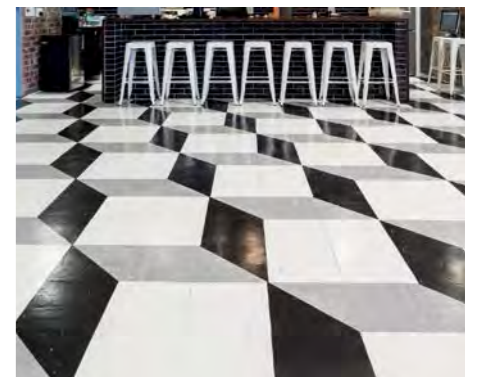
Interior design company Karpinski Interiors, in partnership with One point Zero interiors, created a 3-dimensional effect floor design for a client in the marketing and advertising industry.

*"We based the design on the work of Dutch graphic artist Maurits Cornelis Escher, who was famous for numerous mathematically driven graphic artworks,"* explains Tom Karpinski. *"We used Polyflor's tiles in Dove White, Black Panther and Slate Grey to*

*create a continuous, chequered pattern that fools your eyes and plays with the mind."*

Ensuring that the installers copied the pattern exactly was no easy task. *"We ended up having to do an initial mock-up of the floor so that the installers could get their head around the geometrical pattern and order in which we wanted the tiles to be laid to achieve the desired effect. They even joked of feeling that the patterns made them feel slightly lightheaded and giddy, which was exactly the impact we wanted the floor to make,"* Tom Karpinski says.

Tandy Coleman-Spolander from Polyflor South Africa commented, *"We were very impressed with the overall look and feel of*



*the floor. The designers managed to take a standard hard wearing tile that was not very expensive or exciting, and use it in a creative way that got everybody talking. This project is once again proof that your only limit is your imagination and the enormous versatility of the Polyflor range"*.







## Polyflor Australia hits the runway for Fashion Week

Polyflor Australia had their loose lay flooring showcased on the runway at Mercedes-Benz Fashion Week in Sydney as a sponsor of the Daniel Avakian show.

Bespoke PR reached out to Polyflor as they required flooring for the catwalk that could be installed quickly, removed easily and would not damage the existing flooring at the Carriageworks venue. Loose lay flooring from the SimpLay range was selected as it does not require adhesives meaning the flooring can be removed without leaving any residues.

Installed by Xtreme Floorcoverings, the runway flooring also needed to complement designer Daniel Avakian's clothing collection titled 'Transcendence', so a natural raw wood effect flooring was chosen as a back drop to the postmodern 1960s style of his womenswear collection.

Isabel Wild of bespoke PR said, "It has been a wonderful experience working with Polyflor Australia from the first point of call until the flooring got installed on Daniel Avakian's runway on the day of the show. I cannot recommend Polyflor enough for all creative projects and collaborations and we already look forward to working with the whole team again".

