

# Polyflor News

Autumn 2016 | Issue 27

Welcome to the latest news from Polyflor

## Inside

- New Bloc PUR – Solid Colour Sheet Flooring
- The latest installations from around the world
- How to recycle with Recofloor

**CAMARO**<sup>™</sup>  
FLOORING COLLECTION

The **Camaro** collection of **luxury vinyl tile flooring** has been developed with you and your home firmly in mind.

THE  
**NEW**  
COLLECTION  
—  
OUT NOW

**POLYFLOR**<sup>™</sup>  
COVERING THE WORLD

# CAMARO™

FLOORING COLLECTION

Polyflor is proud to announce the launch of the brand new Camaro PUR luxury vinyl tile collection designed for the home.

The updated Camaro flooring range includes 30 stunning, authentically reproduced wood and stone effects which live up to the level of beautiful design and high performance that flooring contractors and customers alike have come to expect from the Camaro brand.

Following extensive design, trend and performance research, the range includes exciting new additions alongside bestselling existing shades which reflect modern interior trends and will enhance any room in the home.

The refreshed collection features modern concretes, updated slate designs, on trend white, grey and black wood effects as well as two unique parquet flooring designs.

With a 2.0mm gauge and 0.3mm wear layer, Camaro flooring is suitable for residential applications as well as light commercial interiors.

Now in stock, the new Camaro collection is showcased within a 104 page brochure, a comprehensive sample presenter and shadecards.

Download the brochure and order free samples at [www.polyflor.com](http://www.polyflor.com)



Glacier Slate 2345



Highland Slate 2346

**samples»»»direct**

»»» +44 (0)161 767 2551



Burnished Concrete 2342



# bloc

Solid Colour Sheet Flooring

Polyflor Bloc PUR is a vibrant collection of solid colour sheet flooring in a broad spectrum of 16 enticing colours.

Designed to provide either a subtle backdrop or a bold, modern statement in the retail, leisure and commercial sectors, UK manufactured Polyflor Bloc PUR is a high performance, heavy duty heterogeneous sheet floorcovering with a textured matt finish.

Developed after feedback from the marketplace revealed a desire for a much sought after plain decoration flooring, Bloc features an innovative, fully pigmented homogeneous 0.7mm wear layer of pure colour.

The new Bloc PUR range can be used to create tonal, complementary or harmonious interior design schemes through the availability of greys, neutrals, pastels and brights in its colour palette, whether they are used individually or combined with other designs from the range.

Tom Rollo, Polyflor's Marketing Manager comments, *"With Bloc PUR we are able to bring an exciting collection of single solid colour designs to our expanding portfolio of hard wearing vinyl flooring products, offering our customers even more creative options for residential and commercial interiors."*

Polyflor Bloc PUR is beautifully presented within a sampling package which includes a brochure and a presenter. Sampling can be ordered free of charge on the Polyflor website or by calling the Polyflor Samples Direct Hotline on 0161 767 2551.

To find out more about Polyflor Bloc PUR solid colour sheet flooring visit

[www.polyflor.com/bloc](http://www.polyflor.com/bloc)



Studio Grey 9933



Lemon Punch 9947



Red Beacon & Studio Grey



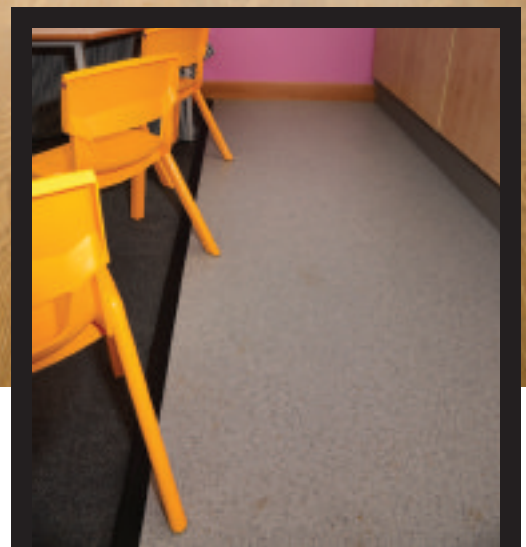
# Ready for a new term

Cardiff based flooring contractors **CS Flooring Solutions** fitted 600m<sup>2</sup> of Polyflor vinyl flooring throughout a sustainable seven classroom building at **Llwyncrwn Primary School** in Beddau, Wales.

**Forest fx PUR** in the Classic Oak design was installed in the school hall and meeting rooms, whilst high design **Polysafe Verona PUR** safety flooring in the light blue Skyline shade was selected for the classrooms, cloakroom, kitchen and toilets.

Ross Williams, Project Manager at main contractors Morgan Sindall commented, "With the installation of Polyflor's vinyl flooring, we've successfully created a

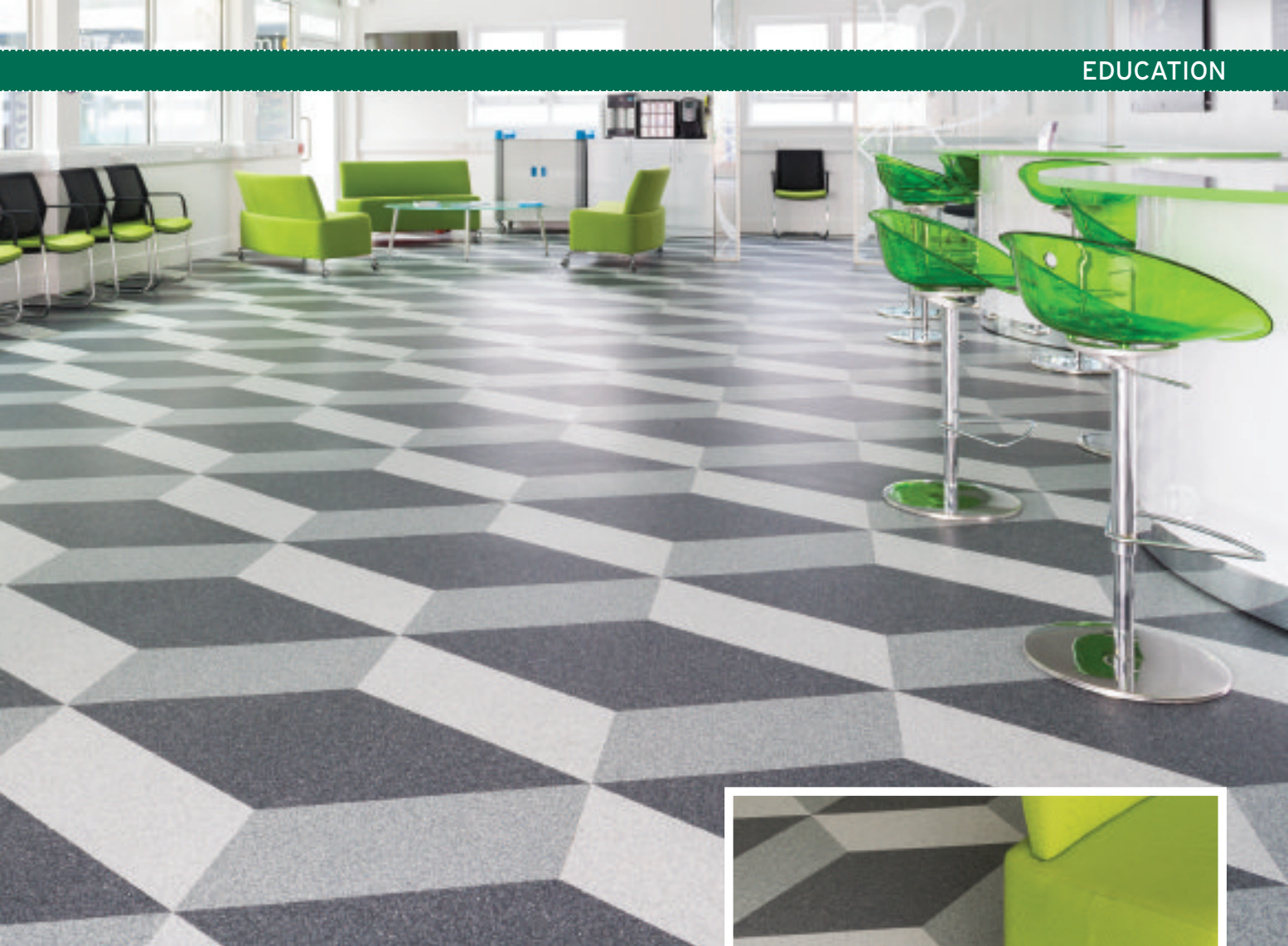
*sustainable, practical, safe and modern learning environment for the pupils and staff at Llwynrwn Primary School to enjoy. We're delighted with the finished look of the flooring in these areas and are confident that it will continue to perform for years to come."*



Flooring from the Polysafe Wood fx PUR and Polysafe Vogue Ultra PUR ranges was fitted by Cardiff-based flooring contractors Puma Floors to the £8 million new build project at **Ysgol Dafydd Llwyd**, a Welsh language primary school in Newtown, Wales.

**Polysafe Vogue Ultra PUR** safety flooring in Woodland Grey was installed in the school's classrooms and toilet areas and **Polysafe Wood fx PUR** safety flooring in the Classic Oak shade was fitted in the school hall and conference room.

Sian Davies, Headteacher at Ysgol Dafydd Llwyd commented, "Our brand new facility has given our school community and the local area a real boost. Our vision has become a reality with this wonderful new building which has been designed to very high energy-saving standards."



## Geometry lessons at Havering College

Flooring from Polyflor was recently used to create a unique, geometric floor design for a new STEM learning centre at **Havering College of Further and Higher Education** in Hornchurch, Greater London.

High performance vinyl flooring from Polyflor's **Classic Mystique PUR** range was installed by local flooring contractor Neil Handley in the Havering Innovation in Science, Engineering and Technology Hub (Hi-SET Hub). Three complementary grey shades from the homogeneous vinyl flooring collection - Smokestone, Nocturne and Quartz - were selected to produce this striking design.

Polyflor's experienced in-house Design Service team used water jet technology to precisely cut the Classic Mystique sheet vinyl flooring into pieces so this design could be put together at Havering College.

Tony Wittridge, Head of Commercial Enterprise & Marketing at Havering College commented, *"We're delighted with the finished result that has been achieved in our new Hi-SET Hub. The eye-catching flooring design looks really impressive and we've had some great feedback from students, staff and visitors since the centre opened."*





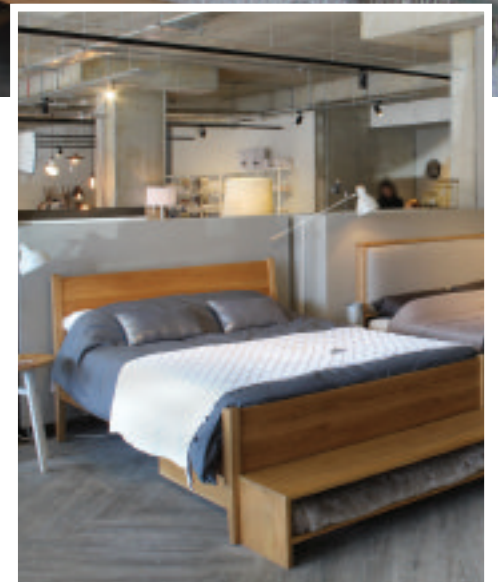
## A dream floor for bed showroom

Affinity2<sup>55</sup> PUR heavy commercial luxury vinyl tiles were used to create a stunning herringbone design floor at **Natural Bed Company's** showroom in Sheffield.

290m<sup>2</sup> of the Seasoned Grey Oak design was installed in the shop floor area by

Sheffield based contractors **MG Flooring** on this showroom project managed by **Structural Interiors** and designed by **Studio Gedye architects**.

Caro Whiteside from **Natural Bed Company** commented, *"We're delighted with the finished look of our new showroom. Our Affinity2<sup>55</sup> herringbone floor looks so stylish and was quick to install, meaning that our store was ready in time for the official opening."*



## A Taste of Affinity2<sup>55</sup>

Heavy commercial Affinity2<sup>55</sup> PUR luxury vinyl tiles in the popular **Huckleberry Oak** design were installed by local flooring contractor **Floorstyles-Direct** in the dining area of **Enfields Kitchen**, a student run restaurant at **Gateshead College**.

At **Enfields Kitchen** all the food is made and served by students enrolled in the college's hospitality and catering courses to give them experience of running a real restaurant as part of their training.

Tracy Ashcroft, Assistant Principal at **Gateshead College** commented, *"We're so happy with the results of the refurbishment and Polyflor's Affinity2<sup>55</sup> flooring has helped us create a contemporary restaurant interior. It's the perfect setting to showcase the talents of our college's young chefs to the public."*





## Expona makes a big splash at Surf Snowdonia

Expona Commercial PUR luxury vinyl tiles were installed inside the visitor centre at the world's first inland surfing lagoon, Surf Snowdonia Adventure Parc.

Approximately 700m<sup>2</sup> of Expona Commercial luxury vinyl tile flooring in the Weathered Country Plank design was installed by Manchester based contractors JDP Flooring in the Surf Side Café and shop inside the centre's HUB Building.

Peter Hinde, General Manager at Surf Snowdonia commented, "This Expona flooring fits perfectly with the natural, inspired by the outdoors interior design scheme we wanted to achieve in the HUB Building. In practical terms, the floor is also coping extremely well with the high number of visitors we are attracting every day."





## McFit Gym chooses Expona Design

This flagship McFit gym in Warsaw, Poland used a variety of Expona Design luxury vinyl tiles to create an urban inspired leisure space.

Expona Design heavy commercial LVT in Blond Country Plank and Warm Grey Concrete were used across the gym floor.



## Affinity2<sup>55</sup> adds sophistication to Swansea hotel

Heavy commercial luxury vinyl tiles from the Affinity2<sup>55</sup> collection were chosen to give The Grand Hotel in Swansea a new look.

The Huckleberry Oak and Smoked Walnut

designs were installed in the hotel restaurant, corridors and conference rooms by local flooring contractor DM Flooring and Tiling.

Michelle O'Rourke, General Manager at The Grand Hotel commented, "For our refurbishment we needed a practical yet attractive floorcovering that would enhance the look of the hotel but would also be easy to take care of. Our new Affinity255 flooring has really helped us transform our restaurant and conference suite."



## Expona SimpLay helps create high design office for StallerGenes Greer

Polyflor's high performance **Expona SimpLay** PUR loose lay luxury vinyl tiles were recently used to create a stunning office interior for the London headquarters of global biopharmaceutical company **StallerGenes Greer**.

Designed by Resonate Interior Architecture, heavy commercial Expona SimpLay flooring in two contrasting wood effect designs was chosen for the refurbishment of StallerGenes Greer's Bernard Street office.

Approximately 800m<sup>2</sup> of flooring in Grey Country Oak and Rich Walnut was installed by **Sanson Contracts Ltd** flooring contractors in the reception area, meeting rooms, offices, corridors and breakout areas.

Pernille Stafford from Resonate Interior Architecture commented, "We chose *Expona SimpLay* flooring for the *StallerGenes Greer* project as we needed a highly durable product that also had a high design aesthetic appeal to fit with the modern look we wanted to create for this innovative global business."





## Forest fx is perfect for paws

Forest fx PUR vinyl flooring was chosen to help create a stylish interior for pampered pets at **Glamour Pooch Dog Spa and Day Care** in Freckleton, UK.

The concept for this retail interior was created by Beverley Wood Design, a creative consultancy service based in Lytham St Anne's. Forest fx PUR vinyl flooring in the Rustic Oak shade was

installed in the reception and dog grooming areas.

Beverley Wood, Owner and Creative Director of BWD commented, *"The flooring chosen for this project needed to be both attractive and hardwearing enough to offer years of high performance for our customer. We selected Forest fx PUR in a classic wood design as it had a proven track record in busy retail interiors and had the advantage of being easy to clean and maintain, which was an essential requirement from the team at Glamour Pooch."*

## Forest fx is the perfect fit at Hull Royal Infirmary

Forest fx PUR flooring was installed in a 24 bed respiratory ward at **Hull Royal Infirmary**, part of Hull and East Yorkshire Hospitals NHS Trust.

Over 1000m<sup>2</sup> of Forest fx PUR wood effect vinyl flooring was installed in the hospital's new Ward 500 by contractors **S & D Flooring** of Hull. The Vermont Maple design was used throughout the ward, including in corridors and waiting areas, to give the area a fresh, sophisticated look.

Hedley Wilson, Building Estates Officer at Hull Royal Infirmary comments, *"The Forest fx range ticks all the boxes for us as it is a proven performer in demanding healthcare environments, it looks great and is also easy to clean."*



# Polysafe Vogue Ultra PUR gets a new look

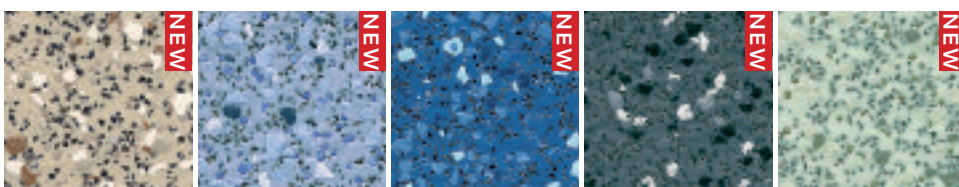
Polyflor has announced the relaunch of the Polysafe Vogue Ultra PUR range of safety flooring, which offers sustainable wet slip resistance, a balanced palette of 18 shades and high availability.

Retaining the established and highly trusted Polysafe Vogue Ultra PUR branding, this newly launched range includes 13 colours from the existing collection with a popular multi-chip decoration, as well as 5 new colours that have migrated over from the Polysafe Corona PUR range. This product is ideally suited to traditional safety locations in education, healthcare, leisure and housing environments where there is risk of spillage, trafficked moisture or contaminants.

Featuring the standard Polysafe emboss, Vogue Ultra PUR features traditional silicon carbide, coloured quartz particles and natural recycled aggregates which are impregnated within the vinyl's performance layer to impart sustainable underfoot safety which is compliant with HSE Guidelines.

To find out more about the Polysafe Vogue Ultra PUR collection visit [www.polyflor.com/vogue](http://www.polyflor.com/vogue)

## Polysafe™ Vogue Ultra PUR



## New Shadecards and Binders

Our product shadecards and binders have had a makeover and now feature a cleaner, clearer and more modern design. The new shadecards will still contain all the technical information you need to help you choose the right flooring product for your project.

Take a look at our new look shadecards and binders on your next appointment with one of our Polyflor reps!



## Are you recycling with Recofloor?

The flooring industry is not bound by law to recycle waste, but Polyflor is actively seeking to recover and recycle its post consumer waste vinyl flooring to minimise the flooring industry's environmental impact and close the loop of our products' life cycles.

Polyflor is a cofounding and funding member of Recofloor, the industry's leading vinyl take-back scheme for recycling end of life post consumer vinyl flooring in the UK. Polyflor invests a great deal into Recofloor and helps drive its success by continually promoting it and engaging with customers. Through Recofloor, Polyflor can recycle smooth and safety installation offcuts, smooth uplifted flooring and old stock roll-ends and samples.

This material is recovered and recycled into new flooring or other useful products such as traffic cones. Customers must register with the scheme and then request smaller sacks and/or larger bulk bags to gather their waste vinyl.

Regardless of waste material volumes, there is an outlet accessible for everyone:

- For smaller volumes, drop-off sites at distributors are available at no charge.
- Larger volumes of waste vinyl can be collected on pallets directly from a live project, on a timed collection, or collected from a contractor's site.
- There are fees for collections, but compared to the average landfill cost of £120 per tonne these nominal fees can save up to 75%.

To find out more about how Recofloor works and how you can get involved visit [www.recofloor.org](http://www.recofloor.org)





## Recofloor Awards 2017: Why You Should Enter

Every year, the prestigious Recofloor Awards are presented at a fantastic celebration event. This is an opportunity to recognise members' achievement and to acknowledge their commitment to the scheme.

Alongside the Recofloor Gold, Silver and Bronze awards, there are several award categories which are open for entry submissions - Contractor of the Year, Distributor of the Year, Drop-off Site User of the Year and Recofloor Champion. Follow @Recofloor on Twitter to be one of the first to find out how and when you can enter the 2017 Awards.



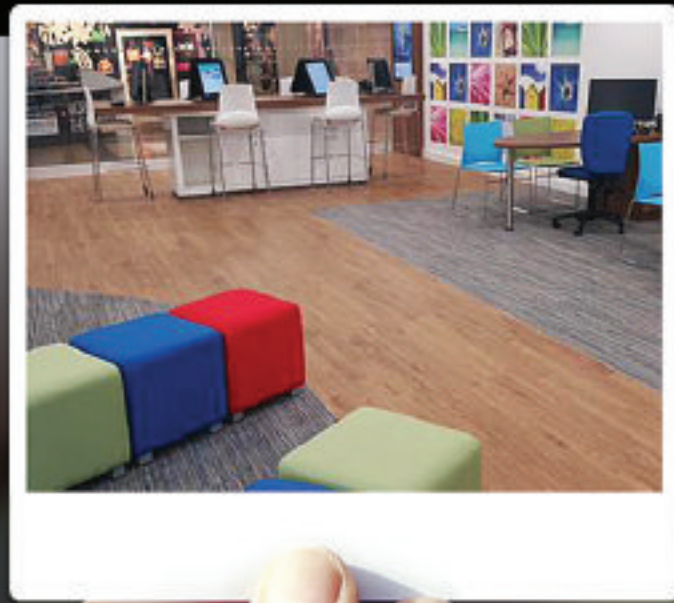
*"We were delighted to win the Best Newcomer Award and it's spurred us on to do even better. This year, our collections are already up on 2015. We actively promote our Recofloor membership to all our customers and through our van branding and website. We have refurbishment contracts with our local council and a partnership with a commercial modular building company so offering a vinyl flooring recycling service ticks all the right boxes for these clients. Recofloor helps us to differentiate our company in a really positive way."*

Steve Dixon, MD of S & D Flooring Specialists Ltd, Hull  
Best Newcomer award winner, Recofloor Awards 2016

*"It's nice to be recognised with the Long-Standing Service Award. As Recofloor members since 2010, we find the scheme helps to promote our company to certain clients. It's definitely helpful when applying for tenders and dealing with large construction companies as well as clients who place a greater emphasis on environmental responsibility.*

*Over the years we have won several awards and I communicate these achievements widely through our Facebook page, website and Twitter. The awards and certificates are displayed in our trade counter so that they are visible to all. We are proud of how far we've come being part of Recofloor!"*

Kate Branagan, Company Secretary at Branagan Flooring Services Ltd  
Long Standing Service award winner, Recofloor Awards 2016



**POLYFLOR™**  
COVERING THE WORLD

# Share Your SNAPS WIN £50



@polyflorltd

#polyflorandproud

We want you to send us your finest photos of Polyflor floors in any location, whether its safety flooring or luxury vinyl tiles.

To enter simply share a snap of your Polyflor flooring on Twitter, including our Twitter handle @polyflorltd and the hashtag #polyflorandproud in the tweet.

Let us know what Polyflor product you have used and where. We'll be choosing a well deserving winner and runner up to receive £50 and £25 worth of High Street Vouchers.

For more information read our full competition terms and conditions at [www.polyflor.com/photoofthemoth](http://www.polyflor.com/photoofthemoth)



**Anderson Flooring @AFandersonfloor**

Installing new Parquet @Polyflorltd Camaro flooring to living room in #westwickham #Beckenham



**Alliance Contracts @AllianceUK**

A great design fit recently using @Polyflorltd Affinity255 planks in Champagne Oak and Planed White Oak



DM Flooring & Tiling @dm\_flooring

@Polyflorld Finished room at Grand Hotel Swansea with Affinity2<sup>®</sup>

## Join the community #polyflorandproud

The Polyflor team loves to see our flooring products being used on real projects and fantastic photos of installations are sent to us on a daily basis via Twitter, Instagram and Facebook.

Whether you've been using our commercial vinyl products for a large project, or you've completed an amazing design floor in someone's kitchen - we want to know about it!

Here's some of our favourite installations from the last few months, don't forget to share your installations with us too!



Abbey Flooring Ltd @AbbeyFlooringNW

@Polyflorld Wood fx looking great at @bouncecentraluk Swinton



Tile Productions @TileProductions

Poppy loves her new @Polyflorld flooring supplied and fitted by us! #Clitheroe



## Polyflor lend support to Oldham Athletic

Polyflor are continuing their support of local football club **Oldham Athletic** by once again sponsoring the Oldham Athletic Community Trust Kicks team and the Boundary Blues Junior Supporters Club for the 2016-2017 season.

The Polyflor logo will feature on the front of the Kicks kit which is worn at the various tournaments and friendly games that the Kicks participants take part in. The sponsorship from Polyflor will help OACT confirm their place in next season's North West Kicks League and contribute towards the associated costs.

Martin Vose, OACT Community Manager commented: *"I really would like to thank John Mellor and everyone at Polyflor for their support. The support of local businesses plays a crucial role in our delivery and it's fantastic to see local*

*businesses supporting a local charity. The support from Polyflor will again greatly assist us in our delivery and without their support over the last 12 months we may not have been able to continue to offer the opportunities that we have done".*

Polyflor also helped the club with their recent refurbishments by donating **Polysafe Verona** safety flooring in Nightfall for their home team changing room.



## Back to School

As part of Polyflor's work in the local community, our Manufacturing Director Steve Mulholland spent some time with pupils at St Teresa's RC Primary School in Bolton for the second year in a row during their annual careers event. Steve was grilled by the 9 to 11 year old students who had plenty of questions about careers in manufacturing and Polyflor.

For more information about Polyflor's charity support and work in the local community, take a look at our latest Sustainability Report available at [www.polyflor.com/sustainability](http://www.polyflor.com/sustainability).

## Hollins Village Community Centre

Polyflor recently donated heavy duty sheet vinyl flooring to **Hollins Village Community Centre** in Bury as part of their commitment to supporting the local community.

XL PU flooring in the Turquoise shade was supplied free of charge by Polyflor and installed in the community centre's refurbished "Jubilee Room". **Polysafe Mosaic PUR** safety flooring in Freshwater was also used to cover a set of steps in the community centre.

Situated close to Polyflor's Whitefield manufacturing plant, Hollins Village Community Centre hosts a variety of events for children and adults in the area, including play group on week days and performing arts school, dog training class and karate club in the evenings.

Sarah Coverdale from the Hollins Village Community Centre Committee commented, *"We were delighted to receive the flooring donation from Polyflor which helped us hugely with our refurbishment project. The floor is doing a great job of keeping up with the many different activities we hold here for the community."*



## Stockton-on-Tees Sea Cadets

Polyflor donated over 300m<sup>2</sup> of safety flooring to **Stockton-on-Tees Sea Cadets** for the refurbishment of The Cadet Centre in Thornaby.

The Stockton-on-Tees Sea Cadets are part of the UK's oldest nautical youth charity, with their headquarters based close to Polyflor's Teesside manufacturing plant. Fitted free of charge by local flooring

contractors Florcraft, **Polysafe Standard PUR** safety flooring in Cool Aqua was installed throughout the centre's main hall, kitchens, stairs and corridors, with **Polysafe Hydro in White Stone** also laid in the shower area.

Lynne Apedaile, President of the Stockton Unit Sea Cadets commented, *"We're very grateful to Polyflor for providing us with some much needed new flooring for our centre refurbishment. They have helped us create a safe space for the cadets to carry out their meetings and training."*





## Polyflor steps out in Argentina

When shooting an advertising campaign for a new collection of footwear, Argentinian shoe designer Jessica Kessel was inspired to use Polyflor vinyl flooring as a simple yet effective prop in the photoshoot.

Supplied by Polyflor distributor in Argentina, GEA Group SRL, rolls of Polyflor's Pearlazzo PUR and Finesse EC vinyl flooring in various bright and neutral colours were laid on the ground and stood up vertically to create a unique backdrop.

We hope that using Polyflor in fashion shoots is a trend that will catch on!

