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# Retail Flooring Solutions



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# Imaginative flooring... solutions for the retail sector

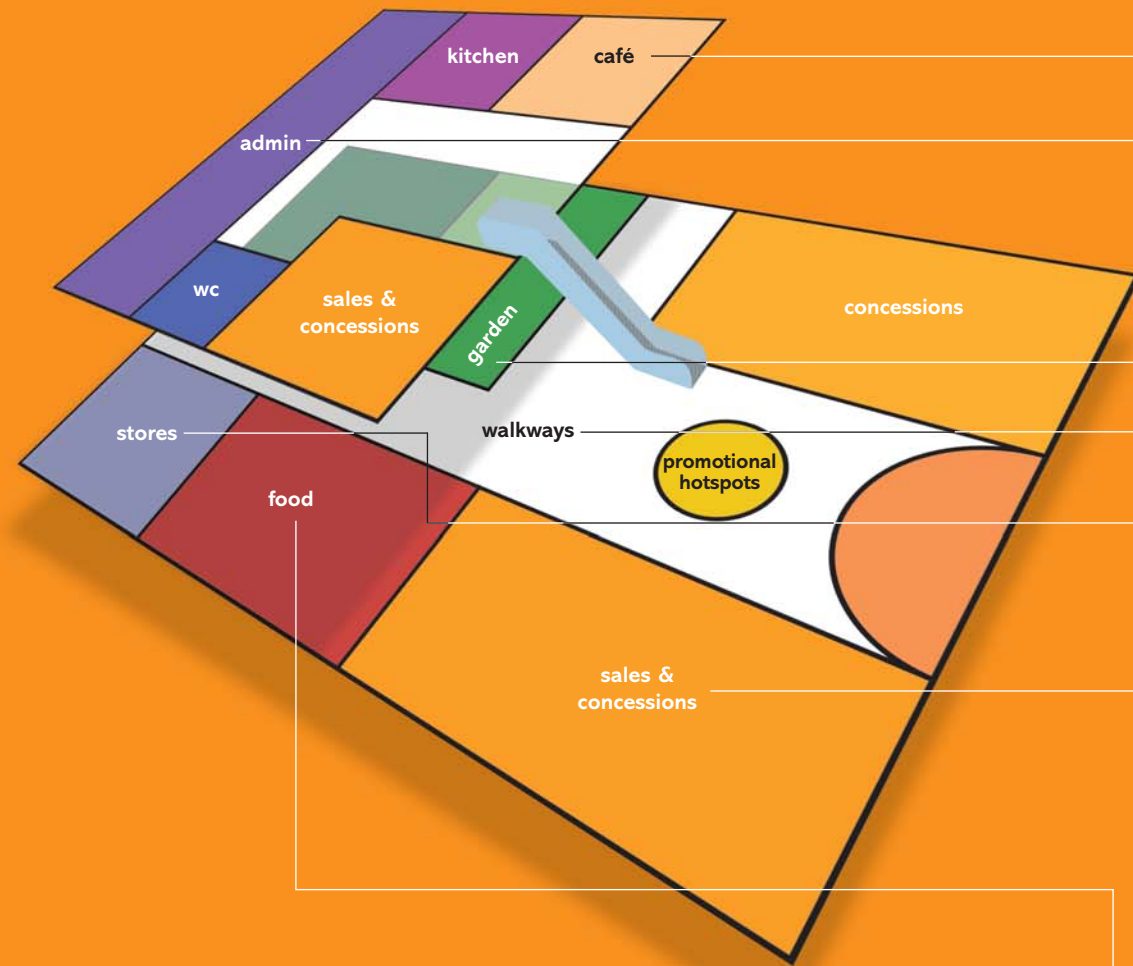
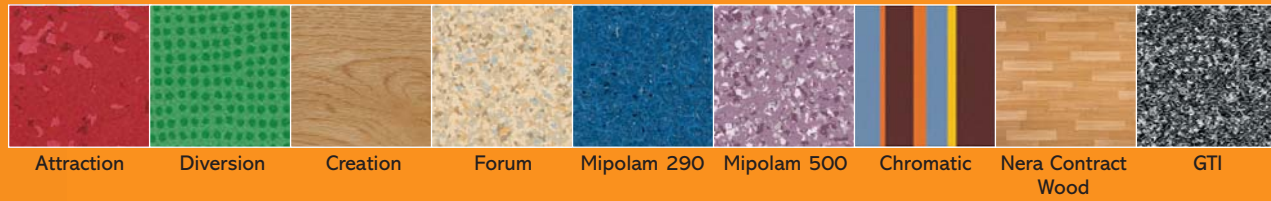


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# floor plan



vibrant... contemporary... elegant... stylish...



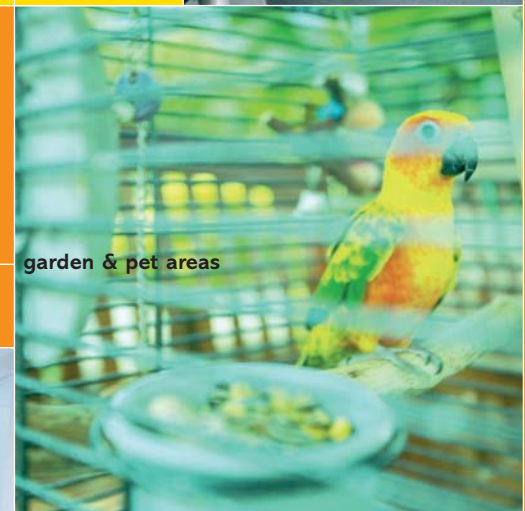
admin areas

admin areas

cafés & kitchens



cafés & kitchens



garden & pet areas



stores

stores



concessions



walkways

concessions



walkways

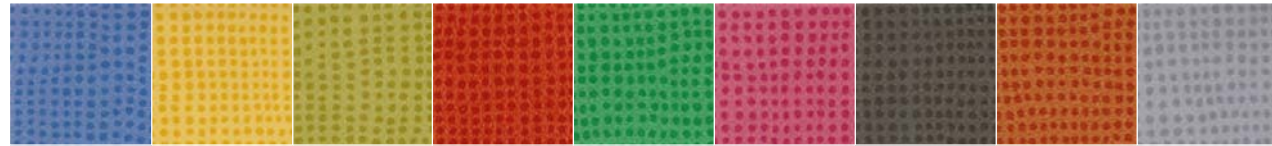


food



# introduction

vibrant... contemporary... elegant... stylish...



Diversion colour range



## Imaginative flooring solutions for the retail sector

Gerflor's exceptionally wide range of resilient flooring is designed to enhance and brighten retail environments, with ranges ideally suited to coping with the rigours of heavy foot traffic. They can be mixed and matched to create a variety of stunning effects, from the dramatic focus of a promotional hotspot to the subtle harmony of an overall design.

## Gerflor refuses to compromise

Innovative and technically sound floors demand the full resources of Gerflor's internationally renowned R&D team. With new concepts and designs being top priority, the Gerflor range is constantly evolving with all new products being stringently tested to ensure consistent quality and durable performance.

## Inspiring confidence through partnership

Respecting our customers' needs for on-time delivery, Gerflor has a global logistics system to speed products to site. Closer to home, our retail team has ready access to Gerflor's technical department and can offer expert advice on the selection and suitability of products. Our specialists also provide a vital communication link in order to ensure minimal store downtime during refurbishment works.



## Achieving growth by respecting the environment

Recognising the needs of our neighbours, Gerflor has been active for many years in developing environmentally sound products and processes. The whole range offers not only excellent life cycle performance, but are also manufactured in keeping with the demands of the wider environment. Continuous efforts are made to reduce emissions, preserve natural resources, exclude the use of harmful chemicals and solvents whilst increasing waste recycling.

Gerflor is proud of its ISO 14001 environmental accreditation and invests heavily in developing systems to continually improve standards. All Gerflor ranges are 100% recyclable at the end of their life.

As a leading manufacturer of vinyl flooring, Gerflor's reputation for innovation, quality and value for money have contributed to a growth level that sets them at number two across the whole of Europe.

## Gerflor's total flooring solutions for retail include:

- Innovative designs
- Total quality management
- Excellent life cycle performance
- Low cost maintenance
- Tailored project management & full partnering service
- 100% recyclable products



fast installation... durable... practical... technical solutions...



# front of house

sales areas... walkways... promotional hot spots...



Attraction colour range



## Encouraging shoppers to enjoy the shopping experience is key to good floor design

In large stores with concessions and specialist departments, customers need reassurance from the store's brand identity. Good flooring design should guide shoppers effectively to key promotional areas whilst offering them the comfort of the overall environment.

The illusion of space can be created even in small to medium sized stores by defining areas and creating intimate zones. Many stores are also increasing precious sales areas by building mezzanines and using the new space to create a fully integrated feel.

### Key flooring selection criteria:

- **Brand identity** – logos and motifs can be incorporated into designs using the latest computer technology
- **Colour and design contrast** – combining bold and neutral colourways increase light reflection and enhance merchandise visibility and customer navigation
- **Compatibility with other flooring materials** – varying thicknesses allow full compatibility with other flooring materials eg. carpet tiles, terrazzo etc
- **Heavy traffic durability** – finishes need to withstand continuous heavy foot, trolley and wheel chair traffic
- **Noise reduction** – can be achieved through the use of acoustic backed flooring
- **Low maintenance** – long lasting good looks can be maintained due to ProtecSol® and PUR surface treatments
- **Ability to withstand heavy static and dynamic loads** – eg. shopping trolleys and shelves and screens
- **Rapid installation** – minimum disruption to store operating times, Gerflor uniquely has solutions for poor subfloors normally requiring costly renovation and trading disruption



## Gerflor recommended solutions:

**Attraction** – fast track installation looselay tiles – unique interlocking system allows quick seasonal design changes – available in a wide selection of vibrant and neutral tones

**Creation** – stunning wood and mineral effect strips and tiles – excellent noise reduction, indentation performance and minimal maintenance when compared to natural equivalents

**Brazilia, Forum, Indiana and Metallica** – high design sheet and tiles with ultra low maintenance surface – available with Comfort backing for added noise attenuation – ideal for bespoke design work

**Taralay Impression** – ProtecSol® treated no polish for life solution available with a comfort backing of 17-18db in a range of funky and stylish designs – choose from Urban, Papyrus, Diversion, Renzo, Uni and Chromatics – also available with standard backing



Creation colour range

**Nera Contract Wood & Pixel** – realistic wood and crystalline finished sheet – available in 4m widths and with minimal maintenance uv cured PUR surface treatment – ideal for cut design work

**Saga Diva and Brazilia** – looselay tiles – ideal for use with raised access floors – fully compatible with carpet tiles and with 18db noise reduction rating

**Homogeneous** – hardwearing sheet and tiles with high design options and PUR surface treatments for low maintenance – ideal for cut design work

concessions... changing rooms... mezzanines...



# Specialist areas... need specialist solutions

cafeterias... restaurants... food halls... kitchens... staff canteens...



Nera Contract Wood colour range



## Specialist areas need specialist solutions

Safety, practicality and hygiene are key factors to consider when selecting floorcoverings in areas where food is prepared, served and sold. The look and feel makes a huge contribution to the success of these areas. In dining areas, customers and staff will want to feel relaxed and comfortable – the design significantly affecting the dining experience.

Food halls too need specialist products not only to provide a backdrop to the tempting merchandise but also to withstand the demands of heavily laden shopping trolleys.

The presence of water and other contaminants, for example, in areas where plants and pets are sold, can drastically increase the potential for staff and customer slip accidents. Safe, easy to clean surfaces are key but design contributes greatly to the sales area potential.

## Key selection criteria:

- **Easy to clean surfaces & low maintenance costs** – specially developed and patented Protecso<sup>®</sup>, PUR Protect<sup>®</sup> and Sparclean<sup>®</sup> surface treatments improve cleaning and reduce maintenance costs
- **Safety** – areas where floors are likely to be contaminated by water and other ingredients should actively minimise the incidence of slip accidents
- **Noise reduction & comfort underfoot** – many products are available with integral Comfort backings to reduce noise and improve underfoot comfort
- **Neutrals and natural effects** – realistic natural materials are reproduced in easy to maintain and install vinyl strips, tiles and sheets

## Gerflor recommended solutions:

**Creation** – stunning wood and mineral effect strips and tiles are ideal for restaurants and cafeterias – excellent noise reduction, indentation performance and minimal maintenance when compared to natural equivalents

**Nera Contract Wood** – realistic wood finish – available in 2m and 4m widths and with minimal maintenance uv cured PUR surface treatment

**Tarasafe** – Ultra & Style safety floors offer a high design, low maintenance surface to minimise potential for slip accidents. Treated with Sparclean<sup>®</sup>

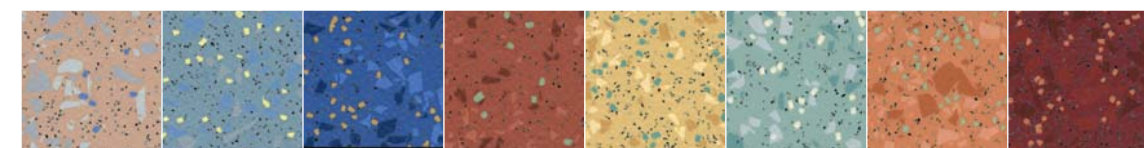
**Tarasafe Iona** – solution for areas requiring reduced potential for slip accidents – also available in Comfort version to reduce noise and increase underfoot comfort and Super with added grip for areas of extreme contamination eg. kitchens

**Mipolam** – hardwearing homogeneous sheet and tiles with high design options and PUR surface treatments for low maintenance – ideal for coping with demands of heavy static and dynamic loads

**Ambiance** – PUR treated homogeneous non-directional design solution ideal for staff canteens and other heavy traffic areas

**Classic Imperial PUR** – treated homogeneous directional design solution ideal for staff canteens and other heavy traffic areas

**Taralay Impression** – Protecso<sup>®</sup> treated no polish for life solution available with a comfort backing of 17-18db in a range of funky and stylish designs – choose from Urban, Papyrus, Diversion, Renzo, Uni and Chromatics – also available with standard backing



Tarasafe Style colour range

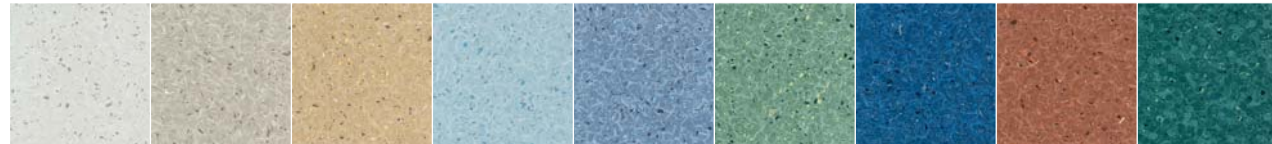
garden centres... pet areas... toilets...



# back of house...

house staff and merchandise need floors that perform

goods inwards... stockrooms... warehouses... storage...



Mipolam elegance colour range



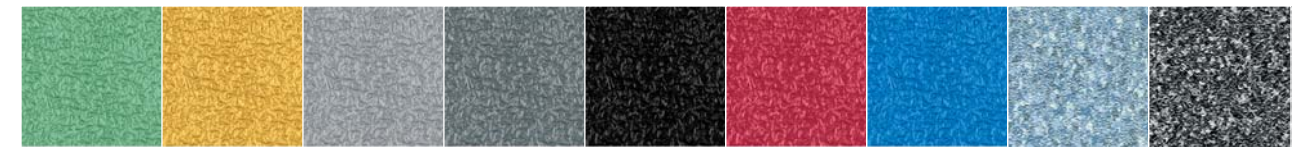
## Heavy duty solutions for back of house

Floors in these areas need to offer long term, robust performance – to resist indentation from heavy racking and the rigours of continual fork lift truck use. Goods inward areas need to withstand heavy mechanical traffic and yet be easy to maintain. Warehousing and storage areas can be greatly improved through the use of different coloured zones to help staff manage the stock and also reduce impact noise in large open areas.

Offices and other administrative areas need to be light and open spaces where staff can feel comfortable and direct light sources can be enhanced through the use of reflective floorcoverings. Board and meeting rooms and staff rest rooms can be designed to mirror the company brand. Sensitive computer equipment will need protecting using static control flooring systems and access to underfloor services often need to be preserved.

## Key selection criteria:

- Ability to withstand continuous fork lift truck movement
- Ability to withstand heavy point indentation from racking
- Easy to maintain surfaces
- Slip resistance – reduction in the potential for slip accidents
- Staff navigation and stock management
- Noise reduction
- Good luminescence – light and airy but not glaring to the eyes
- Good impact sound absorption
- Natural and neutral – design options to aid concentration
- Static control – to protect sensitive computer equipment
- Ability to withstand castor chair wheels and heavy furniture
- Permit access to underfloor services



GTI colour range

## Gerflor recommended solutions:

**GTI fast track looselay tiles** – fully interlocking system can be used to overcome poor subfloors and treated with PUR for easy maintenance. Specifically designed for use with forklift trucks and heavy racking – available in seven colours to allow for area segregation and in a range with navigation signs. A static control version is also available for areas with sensitive electrical equipment

**Tarasafe Standard** – budget solution for areas requiring the reduced potential for slip accidents – also available in Comfort version to reduce noise and increase underfoot comfort and Super with added grip for areas of extreme contamination eg. goods inwards

**Tarasafe Iona** – a decorative budget solution for areas requiring the reduced potential for slip accidents e.g staff toilets & kitchens

**Classic Imperial** – PUR treated homogeneous directional budget design solution ideal for heavy traffic areas

**Saga Diva and Brazilia** – looselay tiles – ideal for use with raised access floors – fully compatible with carpet tiles and with 18db noise reduction rating

**Brazilia, Forum, Indiana and Metallica** – high design sheet and tiles with ultra low maintenance surface – available with Comfort backing for added noise attenuation

**Creation** – stunning wood and mineral effect strips and tiles – excellent noise reduction, indentation performance and minimal maintenance when compared to natural equivalents

**Mipolam Robust EL7** – hardwearing homogeneous sheet and tiles offers a dissipative static control system

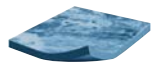
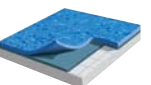
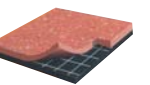
**Mipolam Technic and Forum EL5** – offer a fully conductive static control system when installed with a earthed copper grid

**Ambiance** – PUR treated homogeneous non-directional budget design solution ideal for staff rest areas and other heavy traffic areas

admin areas... board rooms... meeting rooms... offices... staff rest areas... computer rooms...



# retail flooring solutions

	Classic Imperial	Ambiance	Tarasafe Iona*	Tarasafe Ultra	Tarasafe Style
Product					
Description	Homogeneous	Homogeneous	Safety	Safety	Safety
Surface treatment	PUR	PUR	Untreated	Sparclean®	Sparclean®
Total thickness	2.0mm	2.0mm	2.0mm	2.0mm	2.0mm
Thickness of wearlayer	2.0mm	2.0mm	1.0mm	1.2mm	1.2mm
Weight	3450g/m <sup>2</sup>	3450g/m <sup>2</sup>	2700g/m <sup>2</sup>	2700g/m <sup>2</sup>	2700g/m <sup>2</sup>
Sheet dimensions	2 x 20m	2 x 20m	2 x 20m	2 x 20m	2 x 20m
Tile dimensions	30cm x 30cm or 60.8cm x 60.8cm	30cm x 30cm or 60.8cm x 60.8cm	n/a	n/a	n/a
Special characteristic	Durable – K5 classification	Durable – K5 classification	Slip resistant: Dry: EN13893≥0.3 Slip resistant: Wet: DIN 51 130 R10		
	<b>Brazilia</b>	<b>Forum</b>	<b>Indiana</b>	<b>Metallica</b>	<b>Brazilia/Forum/Indiana/Metallica</b>
Product					
Description	Multilayered	Multilayered	Multilayered	Multilayered	Comfort
Surface Treatment	Protecsol®	Protecsol®	Protecsol®	Protecsol®	Protecsol®
Total thickness	2.0mm	2.0mm	2.0mm	2.0mm	3.0/3.25mm
Thickness of wearlayer	1.0mm	1.0mm	1.0mm	1.0mm	1.0mm
Weight	2700g/m <sup>2</sup>	2700g/m <sup>2</sup>	2700g/m <sup>2</sup>	2700g/m <sup>2</sup>	2800/3100g/m <sup>2</sup>
Sheet dimensions	2 x 20m	2 x 20m	2 x 20m	2 x 20m	2 x 25m
Special characteristic	Durable K5 wear rating Abrasion Group T to EN 649 Ultra low maintenance – no polishes required				Sound insulation: EN ISO 717-2 17db
	<b>Taralay Comfort Uni</b>	<b>Taralay Impression</b>	<b>Taralay Uni</b>	<b>Nera Contract Wood/Comfort</b>	<b>Nera Contract Pixel</b>
Product					
Description	Multilayered/ Comfort	Multilayered/ Comfort	Multilayered/ Comfort	Multilayered	Multilayered
Surface treatment	Protecsol®	Protecsol®	Protecsol®	PUR	PUR
Total thickness	3.0mm	3.2/2.15mm	3.0mm	2.2mm	2.2mm
Thickness of wearlayer	0.65mm	0.65/0.7mm	0.65mm	0.7mm	0.7mm
Weight	2300g/m <sup>2</sup>	2935/2805g/m <sup>2</sup>	2300g/m <sup>2</sup>	2815g/m <sup>2</sup>	2815g/m <sup>2</sup>
Sheet dimensions	1.5 x 30m	2 x 25m	1.5 x 30m	2 & 4 x 20m	2 & 4 x 20m
Tile dimensions	n/a	50 x 50cm Papyrus	50 x 50cm	n/a	n/a
Special performance	Sound insulation: EN 717/2 18db Ultra low maintenance – no polishes required			Durable and easy maintenance 2m and 4m widths – less seams	

\*For high contamination areas eg. Commercial kitchens, Gerflor recommends Tarasafe Super which has a slip resistance of R11 when wet in accordance

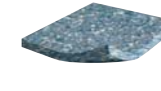
with DIN 51 130. For areas requiring added acoustic performance and comfort underfoot, Gerflor recommends Tarasafe

Comfort which has 16db sound insulation rating in accordance with EN ISO 717/2.

\*\* GTI is also available in an Anti-static version in

accordance with EN 1815 achieving <2 kV electrical resistance.

# technical data

	Creation Wood	Creation Mineral	Attraction	GTI**	Saga Diva & Brazilia
Product					
Description	Prestige decorative strip	Prestige decorative tile	Fast track loose lay tile	Fast track loose lay tile	Fast track loose lay tile
Surface treatment	PUR	PUR	PUR	PUR	Protecsol®
Total thickness	2.5mm	2.5mm except Slate 2.4mm	5.0mm	6.0mm	5.5/5.3mm
Thickness of wearlayer	0.7mm	0.7mm except Slate 2.4mm	1.0mm	2.0mm	0.85mm & 1.0mm
Weight	Wood 3800g/m <sup>2</sup> Rustic 4400g/m <sup>2</sup>	Mineral 4400g/m <sup>2</sup> Slate 3700g/m <sup>2</sup>	7400g/m <sup>2</sup>	9300g/m <sup>2</sup>	5400 & 5150g/m <sup>2</sup>
Tile dimensions	15.2 x 91.4cm 10.1 x 91.4cm Rustic 15.2 x 91.4cm	Mineral 45.7 x 45.7cm 23 x 45.7cm Slate 30 x 60cm	635 x 635mm	635 x 635mm	50 x 50mm
Special characteristic	Realistic wood and mineral effects with low maintenance		Interlocking tiles for fast installation	Heavy duty interlocking tiles for fast installation	Can be used with carpet tiles Ultra low maintenance
	<b>Mipolam Esprit 500</b>	<b>Mipolam Elegance 290</b>	<b>Mipolam Activa 250</b>	<b>Mipolam Robust EL7</b>	<b>Mipolam Technic/Forum EL5</b>
Product					
Description	Homogeneous	Homogeneous	Homogeneous	Static control – dissipative	Static control – conductive
Surface treatment	PUR Protect®	PUR Protect®	PUR	untreated	untreated
Total thickness	2.0mm	2.0mm	2.0mm	2.0mm	2.0mm
Thickness of wearlayer	2.0mm	2.0mm	2.0mm	2.0mm	2.0mm Technic 1.0mm Forum
Weight	2900g/m <sup>2</sup>	3290g/m <sup>2</sup>	3300g/m <sup>2</sup>	3200g/m <sup>2</sup>	3150g/m <sup>2</sup> Technic 2700g/m <sup>2</sup> Forum
Sheet dimensions	2 x 20m	2 x 20m	2 x 20m	2 x 20m	2 x 20m – Forum
Tile dimensions	608 x 608mm	608 x 608mm	608 x 608mm	608 x 608mm	608 x 608mm – Technic
Special characteristic	Heavy duty – high traffic K5 wear rating & Low maintenance – no polishes required		Heavy traffic – K5 wear rating & Low maintenance	Electrical resistance: EN 1815 <2kV EN 1081: Robust : 10 <sup>6</sup> ≤ R ≤ 10 <sup>8</sup> Ω Technic & Forum : 5 x 10 <sup>4</sup> ≤ R ≤ 10 <sup>6</sup> Ω	

**Guide to Surface Treatments:**  
**PUR** – This factory applied polyurethane treatment eases maintenance and eliminates the need for acrylic emulsions. Subject to traffic levels emulsions may be needed over time.

**PUR Protect®** – This factory applied polyurethane treatment actively reduces maintenance costs by eliminating the need

for acrylic emulsion for the whole life of the product. It is applied to our “top of the range” homogeneous products.

**Protecsol®** – This factory applied patented treatment is embedded within the full thickness of the wear layer of our “top of the range” multilayered products.

The treatment is guaranteed for the full life of the product and eliminates the need for seals

and polishes, actively contributing to lower maintenance costs.

**Sparclean®** – This patented powder coated system is factory applied to our “top of the range” Tarasafe slip resistant products and has been independently proven to improve cleaning and reduce maintenance costs.

The treatment provides extreme resistance soiling

and staining, excellent resistance to chemicals ensuring long term product durability. CAMRASO (Cleaning and Maintenance Research and Services Organisation) has shown an 86% improvement in cleaning when compared to untreated products and a 69% improvement when compared to other treated products.