

3rd June 2024

UK HADO choose Gerflor's Taraflex® for flagship facility in Coventry.

HADO is the world's first Techno Sport, merging the best of physical sports and esports together to create a high intensity physical sport with the level playing field of a computer game. When the first UK HADO centre in Coventry wanted to create a flagship facility for its players they would, through their flooring supplier, specify Olympic pedigree Taraflex® Evolution vinyl sports flooring in 'Anthracite' for their all-important court areas from international flooring and interiors specialists Gerflor. The state-of-the art sport that can be only realised with AR technology, would require a world class indoor sports surface that delivers consistent safety, comfort, and performance for all players of all ages and ability and the facility would thus, only choose the best for their iconic refurbishment.

HADO is a sport that doesn't rely on an individual's sheer size or strength to determine victory, instead, it's all about equal opportunities utilising skills that anyone can develop. HADO is an augmented reality experience combining physical activity and e-sport using a head-mounted display & arm sensor that connects you to the game. It is a sport with simple controls that relies on the intuitive movement of players. It's played in 32 countries with millions joining in, making it a truly global sport.

Jim Sephton, CEO of UK HADO commented, "HADO is an Augmented Reality (AR) sport, so unlike Virtual Reality (VR) where nothing is real, in AR you still see the real world. We just add computer graphics into reality with you, which allows the player to move with speed and confidence in the space. Our UK HADO centre is open Wednesday to Sunday for training, matches, parties, and team building."

Tom Gidman, Specification Manager for Gerflor in the East Midlands, met with Blueprint Interiors who were doing the design work for the project and based off their requirements, he built a specification for them.

Tom Gidman said "It was a unique project, as the HADO Centre is the first of its kind in the UK. They required a floorcovering that would be safe and suitable to play on, ensuring players had confidence underfoot, as they would be moving around while wearing VR headsets. Taraflex Evolution was specified for both its outstanding performance and striking design. It also provided the good indentation resistance needed for various seating and furniture arrangements, whilst also providing players with the shock absorption and impact protection needed for physical activity."

Commenting on the Gerflor flooring product and installation Jim Sephton said, "We were looking to create a flagship location for the sport of HADO in the UK and as part of that initiative, we wanted an extremely durable, safe and comfortable, indoor sports surface that would allow our athletes to perform at the best of their abilities. Gerflor's Taraflex sports flooring provided exactly what we were looking for."

On usage and activities, Jim Sephton also added, "The court areas are used for training and tournaments, so the Taraflex Evolution sports flooring has a major role to play."

The installation of the new Taraflex® Evolution sports floor at UK HADO would be undertaken by the Solihull-based FLR Group. For more than 40 years, FLR Group has been supplying carpets, luxury vinyl and other high quality flooring products to commercial environments across the UK. Though they started small, FLR are now an industry leader. From their state-of-the-art showroom in Solihull, FLR are dedicated to ensuring every customer gets world class products and superb service.

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Adam Kaid, Contracts Manager, FLR Group said, "The Owner contacted FLR Group for recommendations on sports flooring for the first UK HADO centre and were put through to myself where I booked a site survey."

On specification Adam Kaid commented, "We specified Gerflor Taraflex Evolution for its high durability, compatibility with line marking and its colour bank suited the HADO centres used throughout Europe. After researching HADO and watching a few videos on how it was played, it was easy to see that Taraflex from Gerflor would be the perfect solution."

On installation Adam Kaid went on to say, "We had two installers involved. The job was phased, as three courts were required for this centre. Each court was completed over one to two evenings. The Taraflex sports floorcovering is extremely easy to work with and install, our specialist floor fitters have many years of experience with laying Taraflex sports vinyl."

Tom Gidman finally said, "The feedback from the staff and CEO at HADO has been extremely positive, they are very impressed with how Taraflex has been delivering on both performance and safety. It's been an incredible project to work on and I'm very satisfied that the client is really pleased with the end result."

Adam Kaid concluded, "Since our last communication with the client, we know that the Taraflex sports flooring from Gerflor is meeting and surpassing expectations. We are really delighted with the outcome and would definitely specify Gerflor again for sports projects."

Jim Sephton ended by saying, "The Taraflex sports vinyl flooring is easy to maintain and delivers on the smart look we wanted to achieve for all our court areas. We would definitely specify Gerflor's Taraflex sports floor coverings again."

Technical overview of Taraflex® sports flooring

Taraflex® Evolution is a synthetic indoor sports flooring that can be specified for a wide range of sports applications, in a variety of sectors. It delivers optimal safety, comfort, and performance for users, as well as being available in an extensive choice of vibrant designs, making it the ideal choice for a host of locations.

Taraflex® Evolution is perfectly suited for a variety of applications, including most sporting and leisure activities, and is also a popular choice for sports halls in leisure buildings, as well as the go to preferred option for many prestigious and elite sporting events.

In fact, Taraflex® sports flooring has been fitted at every major sporting event since 1976 and is approved by many National and International governing bodies as a world class sports surface.

Taraflex® Evolution easily meets the rigorous demands of a vast array of sports activities, it provides excellent co-efficient of friction, this means twists, turns, stops/starts can be carried out without the fear of slipping or gripping and subsequent injuries from physical activity. The shock absorption qualities of Taraflex® Performance, also helps players gain even more enjoyment from sport. It offers a P1 category shock absorbency of 25% to 35%. Taraflex® Evolution is available in 21 colours and 4 wood-effect designs as standard, with an addition of 110 solid colour options available.

Over 6 million pupils everyday enjoy the benefits of Taraflex® sports flooring as it delivers a versatile range that can be used for various multi-specialist applications. Taraflex® is ideal for new build projects and refurbishments and is extremely durable and cost effective to maintain.

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The Triple Action ProtecSol® surface treatment ensures that no polish is ever required for the lifetime of the floor, it also saves on both water and energy consumption, as part of a cleaning and maintenance regime, excellent news for the planet and future generations. Taraflex® is manufactured with a minimum of 30% recycled vinyl content and is also 100% recyclable.

Taraflex® meets the EN 14904 Standard, which is the minimum performance requirements to be met by indoor sports floors. Its objective is to draw attention to the necessity of installing safe and comfortable floors that will reduce the risk of injuries.

With a complete range of outstanding sports surfaces that can meet specification requirements for compliance with P1/P2/P3 shock absorption Taraflex® sports floorings are perfect for delivering optimal safety and protection for users, regardless of their age and sporting ability. The combination of D-Max™/D-Max™+, CXP™HD foam, ensures that Taraflex® sports floorings are durable, high-performing and stand the test of time. The exclusive Taraflex® technology ensures that the sports floors are longer-lasting ...a massive boon, when long-term planning and budgeting are perceived as being two key considerations for specifiers.

Taraflex® is a sustainable solution thanks to its unique product construction:

IPI – Impact Protection Index

The mechanical property of the sports flooring is to provide the right level of immediate comfort for the users when falling, diving, or sliding on the floor. The Higher the IPI = Less pain, less bruising and less bone traumas.

1/ Indoor air quality - Meeting ISO 16000 standards, it has some of the lowest VOC emissions on the market.

2/ Energy saving - A colour selection with high light reflectance values assists with lighting energy saving.

3/ Reduced maintenance costs – the ProtecSol® surface treatment is the most durable on the market. It ensures minimal maintenance and exceptional sustainability of the product.

4/ Proactive post manufacturing waste management - Use of recycled content in product design and the PVC is also 100% recyclable.

5/ A second life programme for post installation waste - Re-use of post installation waste and redundant materials

6/ Selected and responsible raw materials - NO heavy metal, NO solvent, NO formaldehyde, NO substance potentially subject to REACH* restrictions

*REACH is the European regulation on registering, assessing and authorising chemical products within the European Union.

Taraflex® Evolution is available in 20 designs as standard and it offers a P1 category shock absorbency of >25% and is treated with the Triple Action ProtecSol® surface treatment so that no polish is ever required for the lifetime of the floor.

It's important to note that alongside the Taraflex sports range, Gerflor can provide sports flooring solutions for all situations. With first-class leading sub-constructions for increased shock absorption or linoleum playing surfaces such as the DLW Sports range, there is no facility that cannot be improved with the introduction of a sports surface from Gerflor.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01625 428 922, emailing contractuk@gerflor.com, or visiting gerflor.co.uk for the latest innovations.

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