

**CLIENT:**

**SOLUTION:**

**LOCATION:**

NEW HOMES CARPETING

GRADUS URBAN MYTH CARPET TILE & PLANK

HARLOW

## New Homes Carpeting choose Gradus Urban Myth from Gerflor for major Harlow Head Office refurb.

New Homes Carpeting, based in Harlow, Essex is one of the biggest contract flooring companies in the South-East of the UK, it is respected for servicing some of the UK's largest house builders. Making the decision to re-fresh and modernise their Harlow head office, New Homes Carpeting specified Gradus Urban Myth carpet planks from international flooring specialist Gerflor, knowing that it would deliver the ideal solution for the unique and striking finish they wanted to create in their modern premises.

It would prove to be a project that really showcased the world class high-quality flooring that Gerflor are synonymous with.

New Homes Carpeting was formed in 1989 by Russell Freedman in a small, converted kitchen near Gants Hill, Essex. With a dedicated and experienced team, they can advise on all aspects of Carpet, Laminate, Vinyl, LVT and other specialist flooring, for both the Private and Commercial sector, including floor preparation and aftercare. Their aim is to provide an exceptional service to the highest standards by working closely with their clients, whilst ensuring that deadlines and budgets are always respected for each and every customer.

Josh Freedman, Director, New Homes Carpeting, decided that after eighteen years in their current establishment, it was time to give the company's head office a complete and major refurbishment. In order to futureproof the office design for the next fifteen years, Josh chose Gradus Urban Myth carpet planks for this iconic renovation.

On specification, Josh Freedman commented, "The Gradus Urban Myth carpet collection helped us to achieve the exemplary interior finish that we so much wanted that would meet our vision perfectly.



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Josh Freedman, Director, New Homes Carpeting



“We specified this product range and more specifically Ruby, Quartz, Steel, Carbon, and Lead designs for the contemporary and modern decors and for the carpet product range for its exceptional durability.”

Echoing the comments by Josh Freedman, Hannah Parkinson, Product Manager (Gerflor/Gradus) UK added, “Specifying carpet planks for the modern-day office environment has numerous benefits. Carpet planks are hard wearing, deliver a subtle but striking look and can be installed in many different laying patterns. The Urban Myth collection enables designers and specifiers to create innovative and exciting looking interiors.”

The supply of the Gradus Urban Myth carpet products would come from Ipswich-based Faithfull Floorcoverings, which is supplied by the Headlam Group. Operating for over 30 years, Headlam is the UK's leading floorcoverings distributor.

The Company collaborates with various manufacturers across the globe and distributes the broadest range of floor coverings onto the marketplace, it serves as a key player in providing a highly effective route to market, selling their products into the large and diverse trade customer base.

Key clients include independent and multiple retailers, small and large contractors, housebuilders and Housing Associations and Local Authorities. It provides its clientele with an enviable market leading service through the largest offer range, in-depth market and product knowledge, ecommerce capabilities, marketing support, and nationwide next day delivery service.

Lisa Key, Accounts Manager at Faithfull Floorcoverings said, “When our customer New Homes Carpeting specified Gradus Urban Myth carpets from Gerflor, we knew that it would be an ideal product that would more than meet their expectations and high

standards. We have recently supplied Gradus Urban Myth to many of our trade customers and the feedback on both the quality and the durability has been immense.”

Commenting on the installation of the Gradus Urban Myth carpet planks, Josh Freedman said, “We had to conduct the refurbishment works whilst our warehouse was still in operation, and the staff were ‘enjoying’ the rewards of working in several containers, whilst enduring the’ thirty-five plus heatwave. We had the usual build issues; however, the Gradus Urban Myth flooring from Gerflor went down with ease, perfectly and on time. The planks were extremely easy to install and randomly lay.”

Josh Freedman ended by saying, “We are extremely pleased with the Gradus Urban Myth carpet flooring, which always gets remarkable and complimentary comments from our visitors. We would definitely specify Gradus carpets from Gerflor again.”

For further information on Gerflor's extensive range of flooring solutions please contact us:

UNITED KINGDOM  
 +44 (0) 1625 428 922  
 contractuk@gerflor.com  
 www.gerflor.co.uk

REPUBLIC OF IRELAND  
 +353 (0) 42 966 1431  
 gerflorir@gerflor.com  
 www.gerflor.ie

