

29th September 2017

‘Creating’ the wellness factor with Gerflor

For those who work out regularly, constant traveling can throw a wrench into their regular routines. But just because it’s hard to stay fit on the road doesn’t mean travellers don’t want to try and keep their fitness regimes going.

Multiple hotel chains have started to accommodate fitness-oriented travellers by upscaling their health and well-being facilities as part of their overall guest offer.

It’s an area where international flooring specialist Gerflor have been able to make a huge contribution in terms of product and specialist technical advice. When the Coppid Beech Hotel in Bracknell wanted to upgrade their wellness centre they turned to Gerflor to supply the decorative and hardwearing flooring solution that would lift the centre to the next level.

Located in Royal Berkshire, situated near to Windsor, Ascot and only 45 minutes from the centre of London and Heathrow airport, this Alpine style hotel offers everything from leisure breaks and corporate events to tribute nights, superb dining and impeccable service. In the hotel’s Wellness Centre, they pride themselves on offering a calm environment in which guests and members can complete their workout or class, go for a swim, relax in the jacuzzi or detox in the steam room and sauna. It’s a facility that has approximately 200-330 hotel guests using the centre on a weekly basis, therefore any new flooring would have to look stunning and offer outstanding durability. As part of a new refurbishment they would specify 268m² of Gerflor’s Creation 55 LVT in three different colours, for three clearly defined areas: the gym, the spin room, the reception area/corridors.

Sarah Hand, Wellness Manager, Coppid Beech Hotel commented, “our new flooring from Gerflor looks absolutely amazing. It was Technogym who recommended that we use Gerflor flooring to complement their high-quality gym equipment. It’s been exactly the right choice for us.” She added, “the Creation flooring not only looks beautiful, but it’s also very easy to clean and extremely practical as an overall floor covering.”

As the wellness centre had no windows a new floor that could offer and deliver a vibrant, lighter environment would be a crucial factor in determining the final choice of product. The specified Creation 55 LVT flooring from Gerflor would be a perfect all-round solution which would help transform the whole facility.

Sarah Hand went on to further say, “Our members and guests absolutely love the new floor. The fact that it went down so quickly, considering the state of the existing floor was a real boon in getting the wellness centre open again for business.”

The Creation LVT range from Gerflor has recently been scooping accolades in both the UK and Europe, winning the coveted 2017 CFJ/CFA Product of The Year category. It’s a beautifully crafted collection of luxury vinyl flooring products that’s been setting the market alight with its innovative designs, textures and suitability for a host of high profile projects. It’s extremely tough and durable, providing the perfect solution for the heaviest commercial footfall. Designed for medium traffic areas for light commercial use is their Creation 55. The Creation 55 range is a perfect match for moderate traffic areas in commercial environments including offices, hospitality, restaurants, reception areas and boutiques. Creation 55 is available in three installation types including; Dry Back, X’Press and Clic formats.

Continues >

29th September 2017

These highly sophisticated ranges offer realistic wood and mineral finishes in tile and plank formats with beveled edges. In addition to this, the loose-lay Clic System's unique vertical interlocking format allows this product to be laid quickly over most existing surfaces, with no need to close premises during refurbishments. Perfect for the retail, hotel, hospitality, administration, leisure or domestic sectors. The Creation range is 100% recyclable, REACH compliant and treated with PUR+ surface treatment, providing excellent cleaning characteristics and improved resistance to scratching.

Sarah Hand finally said, "I would definitely recommend Gerflor's Creation 55 as it has for us, delivered on quality, price and performance. The new look it has created now delivers a much-more welcoming environment that will help us to boost new membership."

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01926 622 600, emailing contractuk@gerflor.com, or visiting gerflor.co.uk for the latest innovations.

-ends-

With Compliments:

Charlotte Wall
The Studio 4
Grosvenor House
Central Park
Telford
TF2 9TW
Tel: 01952 234 004
Email: pr@thestudio4.co.uk

Issued on behalf of:

Navjot Dhillon
Gerflor
Wedgnoek House
Wedgnoek Lane
Warwick
CV34 5AP
Tel: 01926 622 600
Email: contractuk@gerflor.com