

19<sup>th</sup> February 2025

## **The Taralay Premium collection ... now better than ever ... with a reduced carbon footprint ... and timeless performance!**

International flooring specialists Gerflor, a global leader in the design and manufacture of indoor flooring solutions proudly announces the launch of its further enhanced Taralay Premium range. Gerflor has now elevated this incredible legacy with an innovative eco-design that meets the strictest environmental standards, while preserving its legendary performance.

This remarkable collection is designed with an inlaid pattern that ensures exceptional durability for a variety of hardworking spaces, paralleled with elegant and striking designs, making it an ideal and timeless choice for any professional environment. With a formidable pedigree of thirty-five years, Taralay Premium has set the standard for world class quality and exceptional customer satisfaction, delivering a host of flooring solutions for a variety of markets including healthcare, education, hospitality, retail, together with office interiors.

### **Premium in sustainability.**

Gerflor's new Taralay Premium range has been carefully re-engineered to substantially decrease its carbon footprint. This innovative composition has achieved a remarkable 29% reduction in carbon emissions compared to the average heterogeneous floorcovering. This achievement now positions this world class collection as the ideal choice for any contract interior flooring project that requires a high-performance product with superior sustainable credentials, for minimising carbon emissions. The new Taralay Premium range stands out from the crowd for its unique product composition, integrating 80% bio-based, mineral, and recycled materials into the flooring. This improved collection is manufactured in Europe, ensuring exceptional quality and sustainability, whilst also being 100% recyclable through Gerflor's second life programme after the initial install.

### **Premium in performance**

The Taralay Premium range continues to deliver the exceptional performance that has delighted customers for over three decades. With unparalleled durability, outstanding comfort, and ease of maintenance, Taralay Premium remains the gold standard in flooring, ensuring that all Gerflor customers receive the highest quality product every time. The number one market for Taralay Premium is the healthcare sector, where its unique features are particularly valued. The product is equipped with an innovative surface treatment for unrivalled levels of stain and chemical resistance, and it also ensures optimal cleanliness and hygiene when required for demanding environments. Taralay Premium delivers exceptional ease of rolling, with a load resistance of up to 250 kg, making it ideal for moving heavy equipment such as hospital beds and trolleys in busy and high traffic healthcare settings.

### **Premium in design**

The Taralay Premium range features a range of spectacular finishes created from pressed particles and it offers eight unique designs for designers and specifiers.

#### **With Compliments:**

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There is a wide choice of eighty-one references that contain particles of various shapes, sizes, and colours, which are available in both matte and pearly decors. Gerflor has introduced two exclusive new designs to their Taralay Premium Collection. Cocoon, which features a serene palette enhancing the beauty of recycled fibres, and Neoterra, inspired by terrazzo with a touch of light. These new designs join the six cherished patterns from their previous collection - Osmoz, Poesy, Neopolis, Metallica, Brazilia, and Indiana which are now available in a variety of new colour references.

### **Taralay Premium Insight**

Commenting on the latest Taralay Premium collection David Collins-Lafferty, Marketing Manager, Gerflor UK said, "Our new Taralay Premium range provides the perfect choice for any flooring project which focuses on performance, as much as environmental sustainability, together with minimising its carbon emissions." David Collins-Lafferty also explained, "With a total of eighty-one references, including 50% refreshed colourways, Taralay Premium now offers an extensive palette to suit any creative and aesthetic preferences, making it now even easier to find the perfect design match for a vast selection of spaces and interiors."

### **Gerflor Company Overview**

Gerflor is a leading manufacturer of comprehensive contract interior flooring solutions, including vinyl, linoleum, carpets, and rubber that are ideal for a host of applications. Gerflor innovations help to create attractive, comfortable, and functional environments, as well as enhance and protect a vast range of interiors. Gerflor solutions are proven to enhance the longevity of a building whilst reducing long term maintenance costs. Gerflor works in partnership with a large array of sectors to ensure buildings are safe and accessible for all users.

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](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest flooring innovations.

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