

27th March 2015

## Virgin Active add value with Gerflor

At the Virgin Active Health Club 97 Aldersgate Street in the City of London, they don't do things by half measures. They believe in adding membership value all the way down the line. It's a philosophy that's made the brand what it is today.

With the very latest exercise equipment on the most extensive gym floor in the City of London, Virgin Active 97 Aldersgate Street in the Barbican have some of the best cutting-edge equipment available. It's a shrine to getting fit and staying healthy in a safe and comfortable environment that oozes quality.

Ensuring that their highly valued members could enjoy every aspect of the clubs facilities including the exercise, the type of flooring was going to be key in their overall offer to new and existing members and their guests.

Looking for the very best solution for this highly prestigious health club Virgin Active turned to international flooring and finishing solutions specialists Gerflor to supply a sports flooring product that would not only perform to the highest standards but would also look fantastic. Taraflex™ Sport M Evolution would be the chosen product and the gym would need a total of some 324m<sup>2</sup> of this remarkable sports flooring.

Taraflex™ is versatile enough to be used in various multi-specialist applications and affordable for all new projects and refurbishments. This sports flooring solution is used within the education, community, leisure, health & fitness sectors. Taraflex™ Sport M Evolution sports flooring is ideal for a variety of applications including a myriad of sports and leisure activities.

Taraflex™ has been used in every summer Olympics since 1976 and is available in 17 colours and two wood-effect designs. The Sport M Evolution product offers a P1 category shock absorbency 25% to 35% and meets the EN 14904 Standard for indoor sports surfaces. Taraflex™ is also recognised for providing durability, safety and comfort without impairing performance. The range offers greater than 45% force reduction, making it unrivalled in the marketplace in terms of offering comfort for users.

A key area that Virgin Active were interested in were the bespoke Taraflex™ designs which are available by either water cutting, HD printing or line marking.

Virgin Active opted for Taraflex™ in red with painted line marks. This was specified because of the protection it offers, the vibrant red colour and the effectiveness of applying line paint making it a safer, more exciting and defined environment for the clubs' members.

Talya Nicolay, Brand Manager, Virgin Active commented, "Gerflor came to us with a solution for our functional concept. Our requirement was a shock absorbent floor that offered not only protection to our members, but also a durable base". Talya went on to add, "The result is fantastic and the feedback from our fitness professionals and members has been very positive. We are able to use this floor for group classes, personal training and individual use, thus creating a value-for-money area that our members really enjoy using".

Taraflex™ meets the EN Standard of 22196 for anti-bacterial activity (E. coli - S. aureus - MRSA) (3) returning >99% levels of growth inhibition. The product is also treated with ProtecSol®, which renders polish redundant and is triple action meaning no polish is ever required, it contributes to easy maintenance and is anti-friction burn and slide/grip.

Taraflex™ has a double density foam backing and as another bonus, it's environmentally friendly. Gerflor offers a number of installation solutions for Taraflex™ including the Eco-Fit System which allows fast, free floating installation.

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

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