

PRESS RELEASE - JUNE 2018



PREMIUM  
— 2018 —  
**COLLECTION**

A NEW GENERATION  
OF FLOORING  
THE UNRIVALLED  
HIGH TRAFFIC SOLUTION

**Gerflor**<sup>®</sup>  
theflooringgroup

Premium is **UNIQUE**,  
 a mass coloured  
 design flooring offering  
 outstanding performances  
 for very high pedestrian  
 traffic areas (education,  
 healthcare, hospitality...)



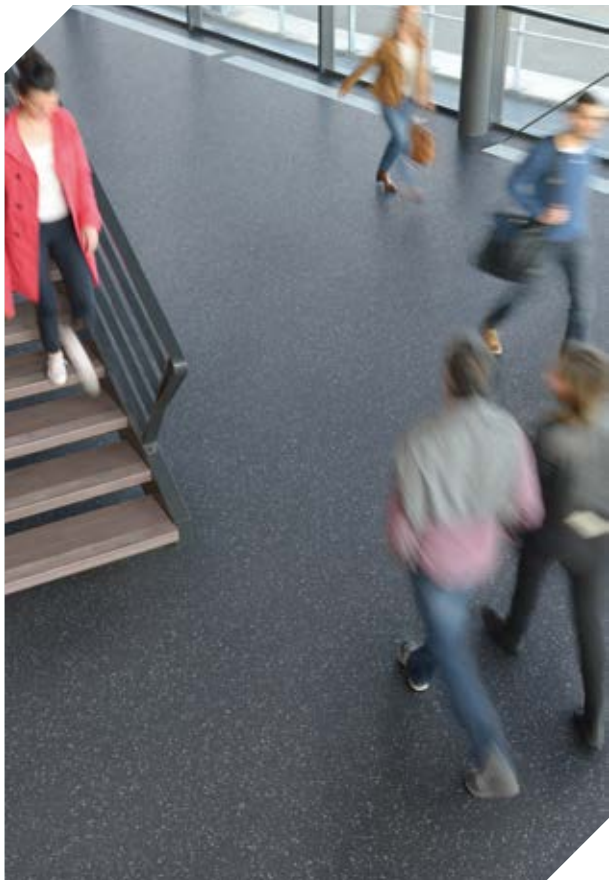
PREMIUM  
**BEST TECHNOLOGIES IN ONE**

- An homogeneous wearlayer for outstanding durability and long lasting appearance
- A multilayered construction for an excellent dimensional stability and to offer the best acoustic / indentation performances thanks to a very High Density Foam Backing.

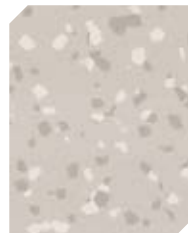
EVERCARE™  
 TECHNOLOGY  
**AN EXCLUSIVE PATENTED  
 SURFACE TREATMENT**

**EASSE OF MAINTENANCE,  
 NO NEED FOR WAX  
 AND POLISH FOR LIFE,  
 WATER AND DETERGENT  
 SAVINGS**

- Stain shield, blocks even the toughest stains.
- Matt effect for a modern effect.



PREMIUM COLLECTION  
**6 DESIGNS**



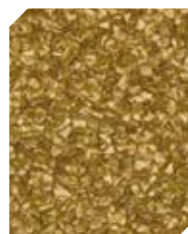
Brazilia



Osmoz



Poesy



Metallica



Indiana



Neopolis

**EXTREME TRAFFIC RESISTANCE:**

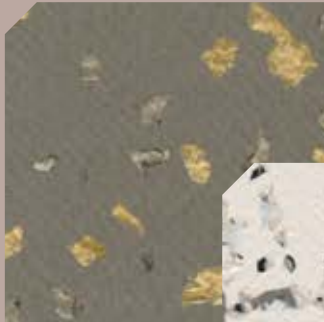
1mm pure vinyl homogeneous wearlayer  
 Compact version : 8dB and 0,02 mm (indentation)  
 Comfort version : 17dB and 0,06 mm



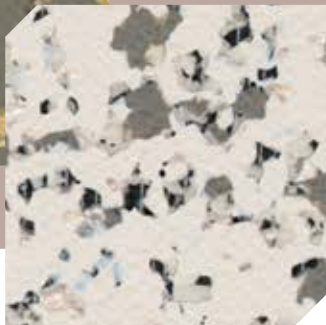
## POESY & NEOPOLIS , 2 NEW DESIGNS BASED ON TERRAZO TREND

**POESY:** A random terrazo effect thanks to pearly and metallic flakes.

**NEOPOLIS:** A raw terrazo effect with neutral and very urban tones & a transparence effect to bring depth and emphasis.



POESY



NEOPOLIS



## YOUR CUSTOMIZED FLOORING

WITH *My Premium*

Select your design , choose your granules and visualise your harmonies on [mypremiumbygerflor.com](http://mypremiumbygerflor.com)

## PREMIUM RENOVATION TILES

Hard wearing modular tiles 635 x 635 mm.  
Installation on any types of surface (including asbestos subfloor).  
Fast installation: no need to stop work.



## PREMIUM DRY-TEX™ SYSTEM

A Roll solution for high moisture subfloors.

## COORDONATE PREMIUM WITH OUR TARALAY IMPRESSION AND ACCESSIBILITY RANGES !



## A SUSTAINABLE CHOICE

- EXCELLENT INDOOR AIR QUALITY  
**VOC emissions < 10µg/m<sup>3</sup>** after 28 days  
**M1 and floorscore certified**
- PRODUCT COMPOSITION  
**100% Reach compliant**  
**Phthalate free** (except recycled content)
- RECYCLING  
**100% Recyclable**  
made with **53% recycled content**
- THE BEST LIFE CYCLE ANALYSIS  
Less water and detergent use thanks to  
**Evercare™ treatment**
- 30% MAINTENANCE COST

