



**HOSPITALITY**  
FLOOR, WALL & FINISHING SOLUTIONS

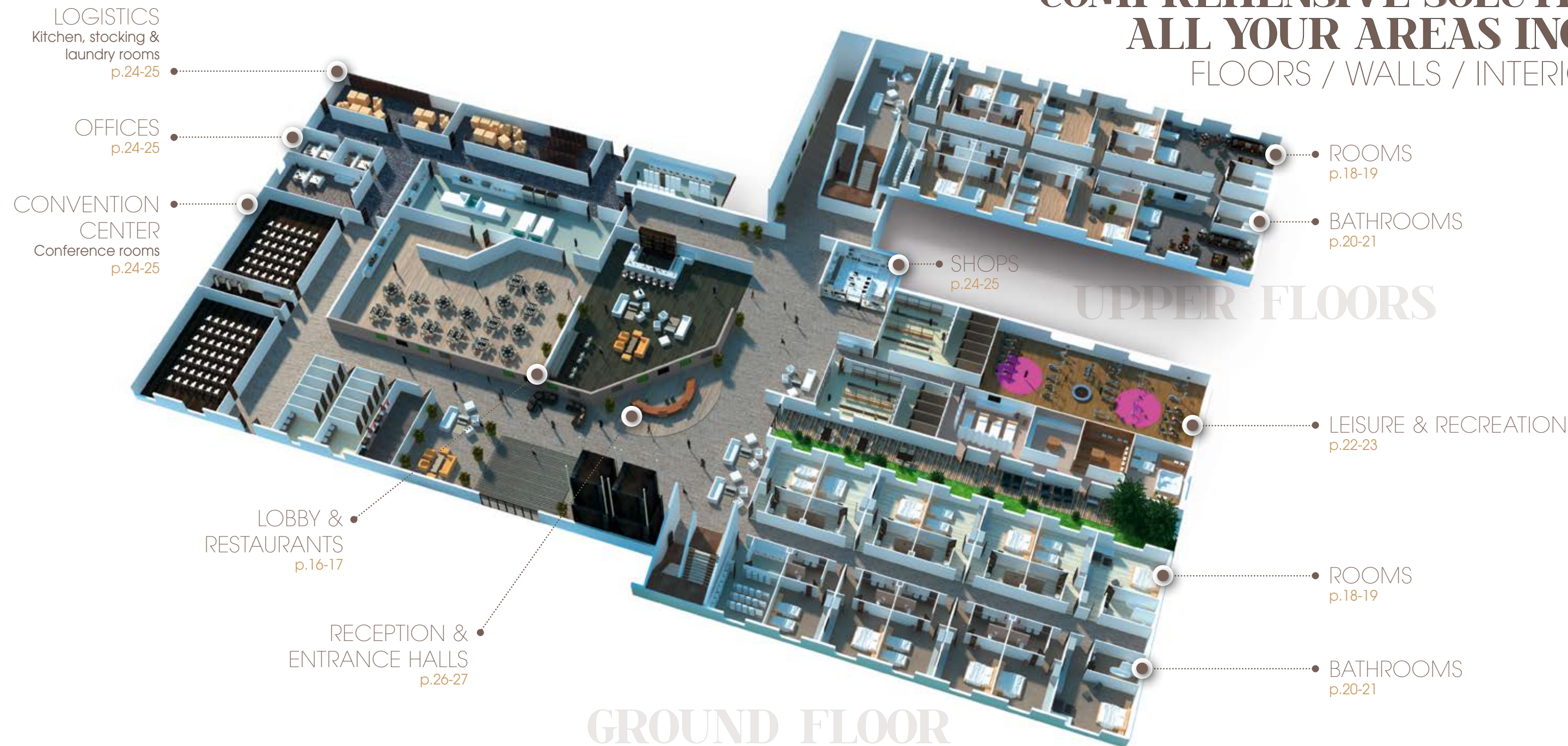
**Gerflor**  
the flooring group



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# COMPREHENSIVE SOLUTIONS FOR ALL YOUR AREAS INCLUDING: FLOORS / WALLS / INTERIOR FINISHES







Worldwide presence and proximity to our customers through:

**26** subsidiaries and a broad network of partner distributors  
**15** manufacturing plants and logistic hubs

- sales offices
- manufacturing plants and logistic hubs



## WORLDWIDE PRESENCE

REVENUE  
**791** MILLION EUROS

WORKFORCE  
**3300** EMPLOYEES

# WHEREVER YOU ARE, WE CAN SERVE YOU

# SPECIFIC SOLUTIONS

FOR EVERY MARKET NEED

HOSPITALITY  
HOTELS &  
RESTAURANTS

HOUSING  
HEALTHCARE  
EDUCATION  
INDUSTRY  
OFFICES  
SPORT  
RETAIL  
TRANSPORT

9 MARKETS



# THE GO-TO EXPERT

FOR HOSPITALITY



## LODGING

Hotels, B&B's, resorts, leisure, convention centers, ...



## THEME & AMUSEMENT PARKS

E.g. Centerparcs, Nature resorts, Disneyland...



## FOOD SERVICE

Restaurants, catering, fast food restaurants, ...



## GAMING INDUSTRY

Casinos, bingo halls, etc.



## THEY TRUST US

- Starwood Hotels and Resorts
- Hilton Worldwide
- Meliã Hotels International
- IHG
- NH Hotels
- Marriott
- Wyndham
- Home Inn
- Accor
- Carlson Rezidor Hotel Group
- Tui Group
- Best Western
- Choice Hotels

## RECENT REFERENCES

- Van der Valk - Beveren
- Marriott Auditorium - Madrid
- Novotel - Sevilla
- Hilton - Barcelona
- Crown Plaza - Brussels
- Easyjet Hotels - NL
- Mercure hotels
- Earl of Sandwich - Qatar
- Holliday Inn - Chicago
- Sheraton - Istanbul
- Mella Palace Atenea - Esp



# COLLECTIONS

AT THE CUTTING  
EDGE OF DESIGN

CREATE YOUR OWN ATMOSPHERES  
TO CUSTOMIZE YOUR HOTELS!

Gerflor materials are recognized by designers  
and trendsetters worldwide.

Creation 70 has been awarded the Reddot award 2016.



reddot award 2016  
winner







FLOORS



SHOWER SYSTEM



FLOORS

Gerflor and its subsidiaries SPM, Romus and Gradus have developed comprehensive collections of floor coverings, wall coverings, wall protections and interior finishes<sup>(1)</sup> for each area. You can thus create the perfect atmospheres matching the different functions of these areas.

<sup>(1)</sup> SPM: specialist in wall protections and handrails  
 Romus: specialist in entrance mats and finishing profiles  
 Gradus: specialist in finishes and carpet tiles



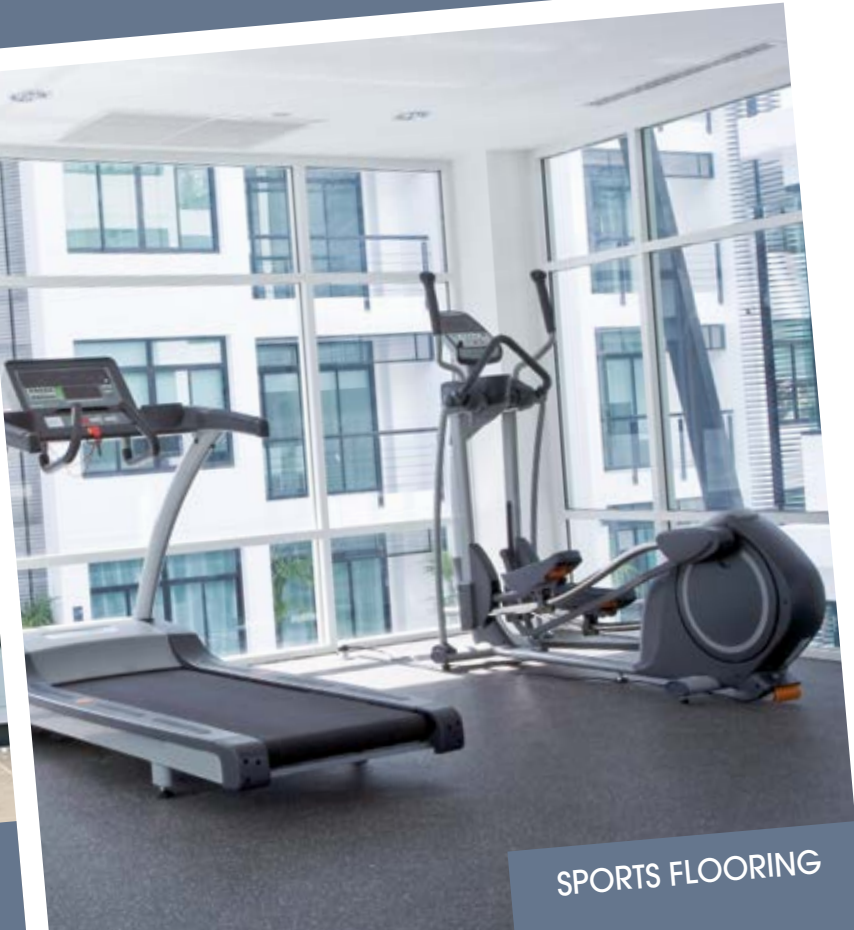
ENTRANCE MATS



WALL PROTECTION



STAIRS



SPORTS FLOORING

# COMPLETE SOLUTION FOR HOSPITALITY



# GERFLOR, VALUE PROPOSITION

**RENOVATION WITHOUT  
CLOSING DOWN YOUR PREMISES**  
• Modular solutions enable installation in busy areas  
• No exploitation losses.

**DESIGN**  
• Over 4000 designs and colours  
• Integrated bathrooms in the rooms.

**EASY CLEANING**  
• Easy and cost-effective cleaning  
• Quick visual control of the cleanliness.

**COMFORT**  
• Sound insulation and reduced impact noise up to 19 dB  
• Cosy and home look and feels.

**DURABILITY**  
Longlasting floors and designs.

**ACCESSIBILITY & SAFETY**  
Safe shower units, Gerflor floors including antislip floorings with brand new designs can be matched with the latest generation of wall coverings and interior finishes (handrails etc.). Shower units can be installed for people with reduced mobility.

**ENVIRONMENTALLY-FRIENDLY SOLUTIONS**  
Gerflor is strongly committed to developing eco-friendly solutions and high environmentally-friendly products.



WHATEVER YOUR  
REQUIREMENTS,  
**WE HAVE  
THE SOLUTIONS**  
FOR YOUR HOTEL!

# ADVANTAGES OF GERFLOR FLOORING

Do you usually use carpets, tiles or laminates for your hotels?  
Do you think there is no better quality/price ratio?

Do you know that, for the same budget, there is a kind of flooring that has unparalleled advantages?  
Vinyl Flooring.

	Laminate	Ceramic	Carpet	Vinyl Flooring
> Design / Visual appearance	Smooth surface, chamfer optional	Rough mineral appearance	Smooth appearance	Realistic wood (graining, chamfer), woven or mineral decor
> Sound insulation from one floor to another	no Need for a screed or a soundproofing underlay		<b>YES</b>	<b>YES</b>
> Sound reduction while walking	no Strong resonance to high heels or falling objects		<b>YES</b>	<b>YES</b>
> Walking comfort	no Hard surface and cold sensation when walking barefoot		<b>YES</b>	<b>YES</b> Flexible flooring, no cold sensation even barefoot
> Insensitivity to impacts caused by falling objects	no	no	<b>YES</b>	<b>YES</b>
> Compatibility for wet rooms / Water resistance	no <sup>(1)</sup>	<b>YES</b>	no	<b>YES</b>
> Quick installation	<b>YES</b>	no	no	<b>YES</b> (looselay installation)
> Quick renovation without disruption	<b>YES</b>	no	no	<b>YES</b> (looselay installation)
> Reduced downtime of premises / Quick return to service	<b>YES</b>	no	no	<b>YES</b> (looselay installation)
> Ease of maintenance / Hygiene	<b>YES</b>	<b>YES</b>	no	<b>YES</b>

(1) Except after validation of the installation protocol





# Lobby & Restaurants

For these areas subject to particularly high traffic, Gerflor offers a range of floors, walls and interior finishes with classic, chic or modern shades which are resistant and easy to clean.

To ensure perfect hygiene, Gerflor recommends installing Romus dirt-trapping mats to absorb moisture and to remove dirt at the entrance of the hotel.



## LUXURY VINYL TILES COLLECTION

with a realistic wood or concrete finish, this collection will make your hotel stand out with a unique design.

## ENTRANCE MATS & WALL PROTECTION COLLECTIONS .....

These solutions will harmoniously complement your atmospheres while extending the life of your infrastructure.







### FLOOR COLLECTIONS .....

With a wooden, woven or mineral finish or with bold designs, these printed collections will surprise you with their realism and originality.



### WALL PROTECTION AND DECORATION COLLECTION .....

You can create custom head-boards.



## Rooms

For these quintessential places of rest, Gerflor has developed soft and soothing shades of floor and wall coverings to ensure the well-being and relaxation of your customers, with optimal acoustic comfort and safety.



# Bath-rooms

For these perfect islands of privacy, Gerflor offers a complete solution (floor, wall coverings and interior finishes) combining design, safety and accessibility.

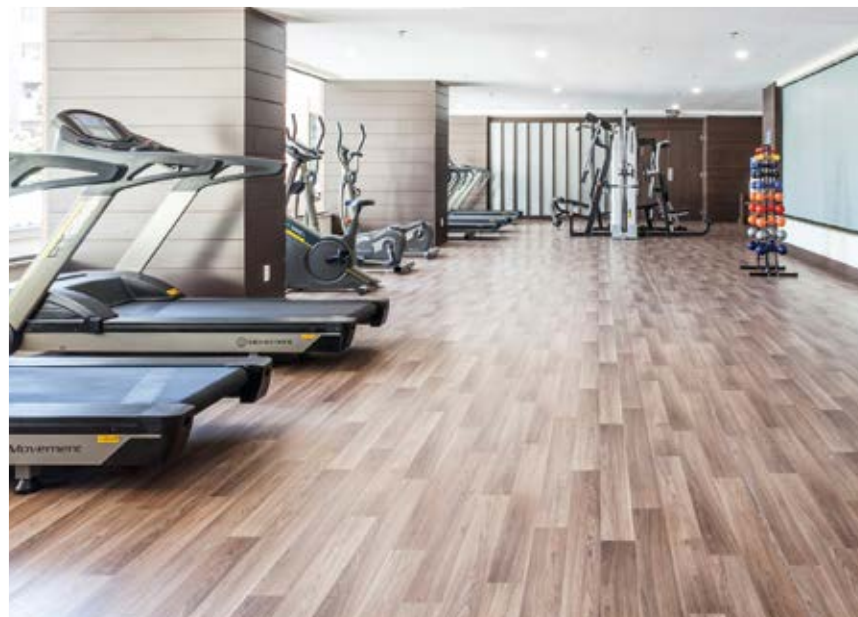


**SHOWER SYSTEM COLLECTION** .....  
With neutral or coloured shades, in resolutely modern finishes, we bring you different decorative floor and wall collections, which can be mixed and matched, and which ensure hygiene and safety.



## SPORTS FLOORING COLLECTION

Highly resistant decorative flooring that can meet the constraints of sport and relaxation areas.



## WALL PROTECTION COLLECTION

Protective and trendy, this collection will blend in with the decor.



## Leisure & Recreation

For sport or recreation rooms, the atmosphere must be carefully created to make this special time particularly enjoyable.





# Meeting rooms, convention centres & logistics

Gerflor offers specific solutions for each area: aesthetic and acoustic floors for offices, shops and conference rooms, damp-resistant for linen rooms and changing rooms, hygienic and slip resistant for kitchens, resistant for stores.



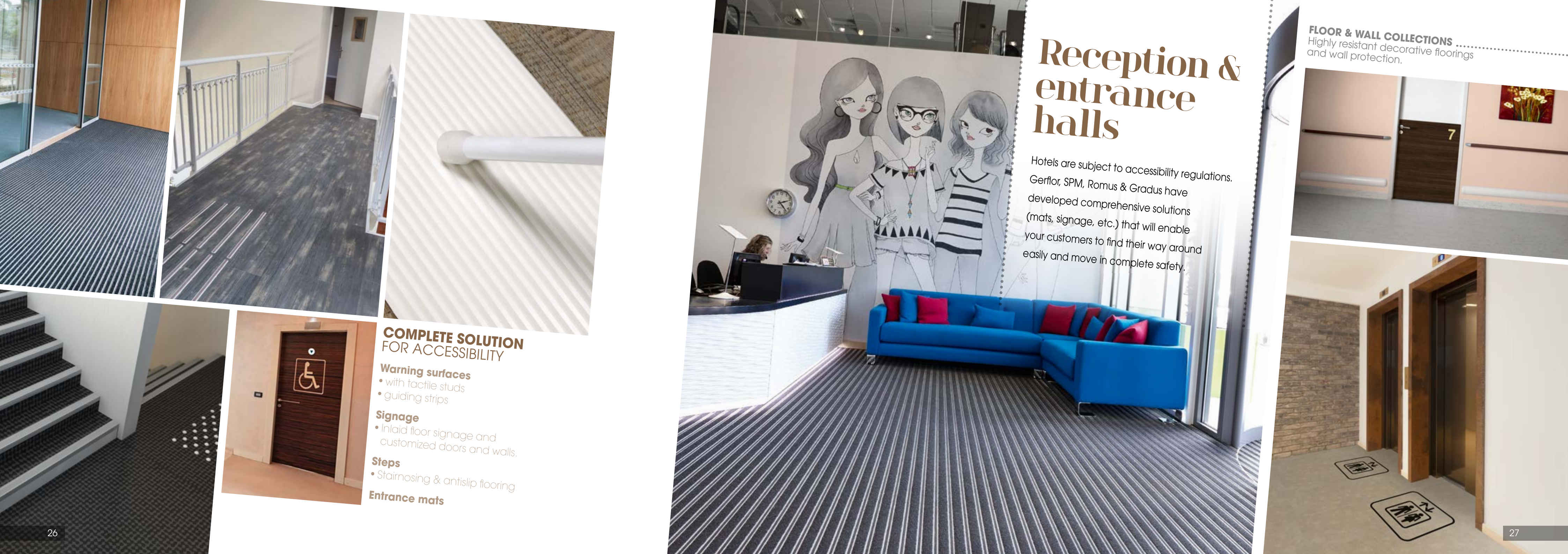
**FLOOR COLLECTIONS** .....  
Resistant, acoustic or slip resistant floors designed to meet the constraints of each area.



**WALL PROTECTION COLLECTION** .....  
bumpers and corner protections  
Solutions to protect your hotels from impacts, friction and frequent washing.







# Reception & entrance halls

Hotels are subject to accessibility regulations. Gerflor, SPM, Romus & Gradus have developed comprehensive solutions (mats, signage, etc.) that will enable your customers to find their way around easily and move in complete safety.

**FLOOR & WALL COLLECTIONS** .....  
Highly resistant decorative floorings and wall protection.

## COMPLETE SOLUTION FOR ACCESSIBILITY

- Warning surfaces**
  - with tactile studs
  - guiding strips
- Signage**
  - Inlaid floor signage and customized doors and walls.
- Steps**
  - Stairnosing & antislip flooring
- Entrance mats**



# COMMITTED TO SUSTAINABLE DEVELOPMENT

All of the brand's products are eco-designed based on a life-cycle analysis model in order to reduce their environmental impact. We recycle and give our products more than one life.

The environmental excellency achieved with every product includes the use of healthy raw materials, low VOC emissions for a better indoor air quality, a reduced environmental footprint and 100% recyclable materials.



Environmental Profiles Scheme  
Certificate Number ENP 359

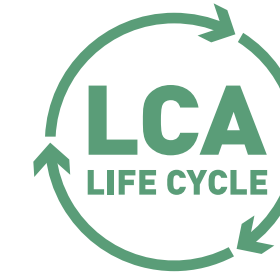


100% REACH compliant:

- Raw material
- Recycled content



100% recyclable products  
Targeting more and more recycled content



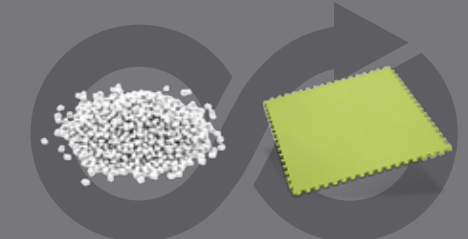
Environmental Products Declaration (EPD) available for all products ranges  
Lowest life cycle costs



Lowest emitting products  
Adhesive-free solutions

## GIVING PRODUCTS MORE THAN ONE LIFE

- 100% recyclable products
- On average, 25% recycled content
- Post-manufacturing and post-installation waste recycled... back to new floors



- and our floors reinvent themselves



reversible  
ECO DESIGN





# INTERIOR DESIGNER

interiordesigner.gerflor.com

Select your flooring, choose your design or colours and visualise your customized space!



## FOR MORE INFORMATION ON GERFLOR GROUP AND PRODUCTS, PLEASE REFER TO:

### > WEBSITE



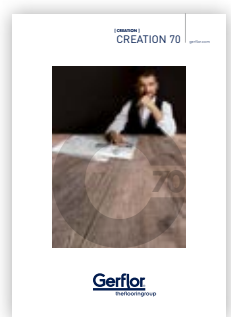
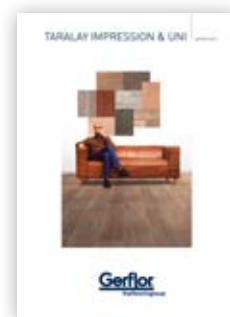
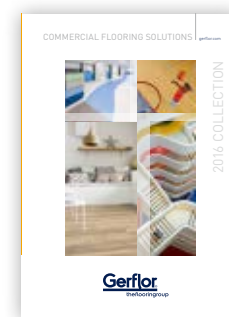
www.gerflor.com

### > VIRTUAL LIBRARY



<http://www.gerflor.com/services/professionals/virtual-library.html>

### > GUIDES / SAMPLE CARDS



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