

7<sup>th</sup> June 2024

## **New Homes Carpeting choose Gradus Urban Myth from Gerflor for major Harlow Head Office refurb.**

New Homes Carpeting, based in Harlow, Essex is one of the biggest contract flooring companies in the South-East of the UK, it is respected for servicing some of the UK's largest house builders. Making the decision to re-fresh and modernise their Harlow head office, New Homes Carpeting specified Gradus Urban Myth carpet planks from international flooring specialist Gerflor, knowing that it would deliver the ideal solution for the unique and striking finish they wanted to create in their modern premises. It would prove to be a project that really showcased the world class high-quality flooring that Gerflor are synonymous with.

New Homes Carpeting was formed in 1989 by Russell Freedman in a small, converted kitchen near Gants Hill, Essex. With a dedicated and experienced team, they can advise on all aspects of Carpet, Laminate, Vinyl, LVT and other specialist flooring, for both the Private and Commercial sector, including floor preparation and aftercare. Their aim is to provide an exceptional service to the highest standards by working closely with their clients, whilst ensuring that deadlines and budgets are always respected for each and every customer.

Josh Freedman, Director, New Homes Carpeting, decided that after eighteen years in their current establishment, it was time to give the company's head office a complete and major refurbishment. In order to futureproof the office design for the next fifteen years, Josh chose Gradus Urban Myth carpet planks for this iconic renovation.

On specification, Josh Freedman commented, "The Gradus Urban Myth carpet flooring collection helped us to achieve the exemplary interior finish that we so much wanted that would meet our vision perfectly. We specified this product range and more specifically Ruby, Quartz, Steel, Carbon, and Lead designs for the contemporary and modern decors and for the carpet product range for its exceptional durability."

Echoing the comments by Josh Freedman, Hannah Parkinson, Product Manager (Gerflor/Gradus) UK added, "Specifying carpet planks for the modern-day office environment has numerous benefits. Carpet planks are hard wearing, deliver a subtle but striking look and are extremely quick and easy to install, saving on downtime and budgets. The Urban Myth collection also enables designers and specifiers to create innovative and exciting looking interiors."

The supply of the Gradus Urban Myth carpet products would come from Ipswich-based Faithfull Floorcoverings, which is supplied by the Headlam Group. Operating for over 30 years, Headlam is the UK's leading floorcoverings distributor.

The Company collaborates with various manufacturers across the globe and distributes the broadest range of floor coverings onto the marketplace, it serves as a key player in providing a highly effective route to market, selling their products into the large and diverse trade customer base.

*Continue>*

With Compliments:  
Gemma Beech  
The Studio 4  
Grosvenor House  
Central Park  
Telford  
TF2 9TW  
Tel: 01952 234 005  
Email: pr@thestudio4.co.uk

Issued on behalf of:  
Navjot Dhillon  
Gerflor Flooring UK Limited  
Park Green  
Macclesfield  
Cheshire  
SK11 7LZ  
Tel: 01625 428 922  
Email: contractuk@gerflor.com

Key clients include independent and multiple retailers, small and large contractors, housebuilders and Housing Associations and Local Authorities. It provides its clientele with an enviable market leading service through the largest offer range, in-depth market and product knowledge, ecommerce capabilities, marketing support, and nationwide next day delivery service.

Lisa Key, Accounts Manager at Faithfull Floorcoverings said, "When our customer New Homes Carpeting specified Gradus Urban Myth carpets from Gerflor, we knew that it would be an ideal product that would more than meet their expectations and high standards. We have recently supplied Gradus Urban Myth to many of our trade customers and the feedback on both the quality and the durability has been immense."

Commenting on the installation of the Gradus Urban Myth carpet planks, Josh Freedman said, "We had to conduct the refurbishment works whilst our warehouse was still in operation, and the staff were 'enjoying' the rewards of working in several containers, whilst enduring the 'thirty-five plus heatwave. We had the usual build issues; however, the Gradus Urban Myth flooring from Gerflor went down with ease, perfectly and on time. The planks were extremely easy to install and randomly lay."

Josh Freedman ended by saying, "We are extremely pleased with the Gradus Urban Myth carpet flooring, which always gets remarkable and complimentary comments from our visitors. We would definitely specify Gradus carpets from Gerflor again."

#### **Gradus Urban Myth Carpet Tile & Plank**

Gradus Carpets is a wholly owned brand of the Gerflor Group. At Gradus they take immense pride in manufacturing premium quality carpet tiles and planks, broadloom, and impervious backed carpets. By using a range of high-performance yarns, the extensive Gradus collection of carpets is suitable for a vast and varied selection of contract applications which includes education, commercial office, and healthcare environments.

The Urban Myth range from Gradus is a premium loop pile carpet and is available in both tile and plank formats. By mirroring current design and colour trends, this remarkable carpet collection offers a choice of complementary shades, delivering six grey base tones and six vibrant accent colours that can be combined to create stunning installations that are both eye-catching and long lasting.

After extensive research into the design process, Gradus developed the Urban Myth collection to offer a unique and vibrant approach to commercial offices and education environments and for deliver a contemporary and urban feel each and every time.

With Urban Myth, the random linear design and choice of both tile and plank format provides a variety of installation options, enabling architects and specifiers to customise the floor design that will result in a unique design finish every time.

*Continue>*

With Compliments:  
Gemma Beech  
The Studio 4  
Grosvenor House  
Central Park  
Telford  
TF2 9TW  
Tel: 01952 234 005  
Email: pr@thestudio4.co.uk

Issued on behalf of:  
Navjot Dhillon  
Gerflor Flooring UK Limited  
Park Green  
Macclesfield  
Cheshire  
SK11 7LZ  
Tel: 01625 428 922  
Email: contractuk@gerflor.com

The Gradus Urban Myth collection from Gerflor helps to create real movement and flow within a building through its modular design, and helps to deliver a softer, blended transition across the floor. Designers and specifiers can use the option of adding a vibrant accent colour to emphasise specific areas, creating a stylish and stunning design statement. Urban Myth bitumen backing contains 75% recycled material and has a 12-year wear warranty and a 10-year anti-static warranty.

Gradus is part of the Gerflor Group, and is a UK manufacturer of contract interior solutions, including stair edgings, floor trims, led lighting systems, barrier matting and wall protection. The combined business of Gerflor & Gradus is backed up by a strong network of experienced specification, technical, customer and design support teams.

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 innovations.

- END -

With Compliments:  
Gemma Beech  
The Studio 4  
Grosvenor House  
Central Park  
Telford  
TF2 9TW  
Tel: 01952 234 005  
Email: [pr@thestudio4.co.uk](mailto:pr@thestudio4.co.uk)

Issued on behalf of:  
Navjot Dhillon  
Gerflor Flooring UK Limited  
Park Green  
Macclesfield  
Cheshire  
SK11 7LZ  
Tel: 01625 428 922  
Email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)