

May 2023
Press
Release



Taralay Impression
is reinventing itself: new designs
and a new loose-lay product
for this 2023 collection

Gerflor[®]



The iconic, eco-designed range is getting a new look

Taralay Impression is **THE product for heavy traffic** in healthcare settings, retirement homes, educational institutions, offices and administration areas, as well as hotels and shops.

The collection is now available in 4 **technical solutions, as loose-lay or glue-down**, with each installation option available in an **acoustic (19dB) or compact (8dB) version**.

A tailor-made product range so you can "stick" to all your plans!

Taralay Impression is **now available as a loose-lay with Taralay Impression hop**, an ideal alternative for new builds or renovation projects.

Discover Gerflor's new, innovative patterns and design concepts. Whether they are fun, retro, vintage or inspired by nature, they will complement this essential floor covering's product range.

With Taralay Impression, Gerflor makes a feature out of living spaces and gives them a new perspective.



Habana 3D Blossom (floor & wall)



Envol Forest

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- 04. Gallery featuring new designs**
New patterns & design concepts
- 06. Innovation** - Loose-lay with its eco-design being promoted at each stage of the life cycle
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My Taralay Impression, on-demand customization



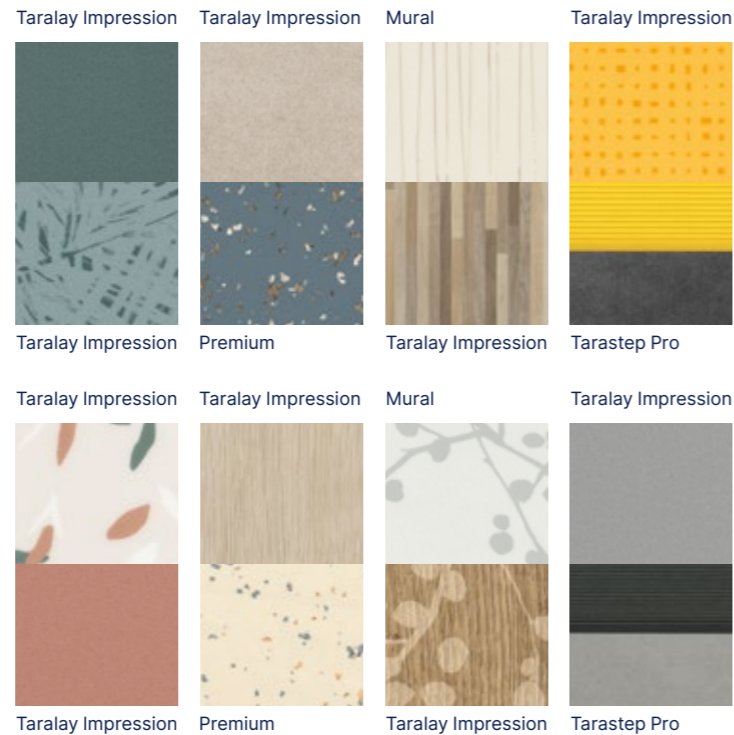
Gallery of new designs

Choices, choices and even more choices!

With this new collection, the flooring expert has 96 exclusive designs to choose from, giving you the freedom to get creative. Wood, minerals, textile or graphic effects... designs that are sure to inspire you for many high-traffic projects.

96 designs 100% match

with other Gerflor ranges, Taralay Impression designs provide an immeasurable amount of combinations, from floors to walls and even stairs.



And a broad range of ambiances in line with current trends

Wood effect: structured, textured or wraparound interpretations that connect Humans and Living spaces.



Nature-inspired graphics: an ode to nature through the gracefulness of leaves swept up by the wind, lush and thick tropical forests or even the tight mesh pattern in the Nido design.



Creative and innovative patterns

This new collection brings together 3 original concepts:



Black & White
for chic and retro designs



Biophilia
nature-inspired designs

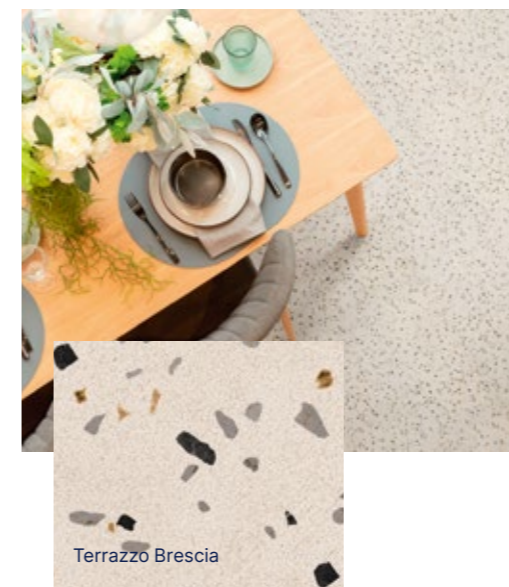


Happy
for fun and educational designs

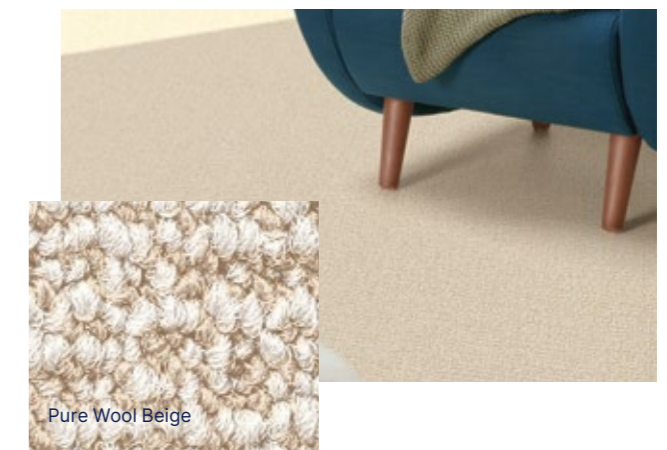


Happy Shapes

Mineral atmospheres: a game that strikes a balance between neutral and colorful tones, marble chips and polychrome shades...



Textile effects: the warmth and comfort of a woven surface in natural fibres and blended colors, in order to create soft and subtly vintage atmospheres.



Taralay Impression

get a new look using 2 technical products, depending on their use

Glue-down installation

Enhanced durability to withstand areas with heavy traffic. Over 20 million m² of flooring installed since the 1st generation of Taralay Impression. Now it's getting a new look while retaining its well-known benefits: durability, easy to clean and a wide range of designs.

Loose-lay Gerflor innovation with Taralay Impression hop

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The loose-lay product range is easier, quicker and especially more economically circular

The alternative Taralay Impression hop offers many benefits.

Firstly, glueless installation reduces irritants such as dust, VOCs, noise or unpleasant glue odors. Taralay Impression hop can be installed on top of vinyl asbestos tiles

Then, the site is operational immediately after installation because there is no drying time, which limits any inconvenience for users.

Due to simplified installation and removal, significant time savings mean that 30% more sites can be completed.

Installation with no down time which benefits both professionals and clients!

Other features:

- Contains over 15% of recycled materials
- Reach* compliant raw materials
- Indoor air quality: TVOC <10 micrograms/m³ after 28 days



(Registration, Evaluation and Authorization of Chemicals)

As it is 100% recyclable, Taralay Impression hop makes the 2nd life easier.

This loose-lay system provides a threefold ecological benefit: Installation offcuts can be collected, recycled and reintroduced into production lines.

Recycling the product at the end of its life will be easier and optimized thanks to simpler and faster removal (50% time saving compared to glue-down flooring).

This new product range can also be uninstalled (without damaging the subfloor or the product) and reused in another building.

In short, a virtuous circle at every stage of the life cycle.

FLOOR TO FLOOR A unique partnership with Paprec, Eucertplast certified recycling programs



How does loose-lay installation work?



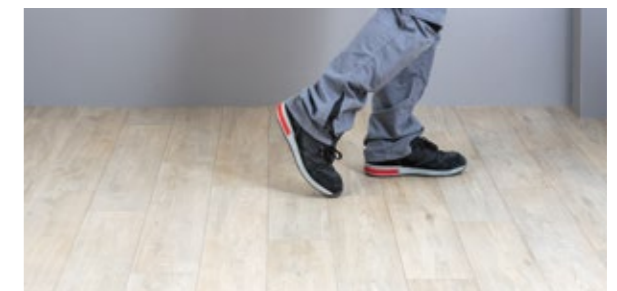
1. Clean and mark out the installation area



2. Install the hop holding tape & position the strips



3. Remove the protective film then roll out the flooring



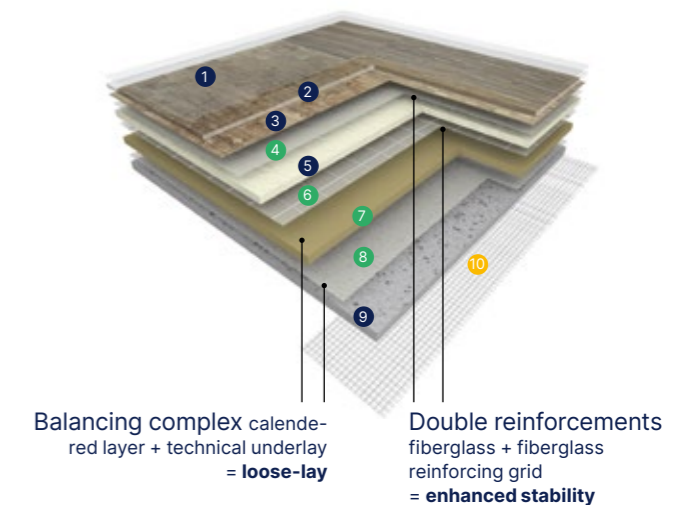
4. And hop it's installed!

An exclusive loose-lay system

This floor covering's patented composition has been specially developed for loose-lay installation. **It is a loose-lay floor covering that is expansion resistant. Double fiberglass reinforcement**, together with the fiberglass reinforcing grids ensures excellent product maintenance.

The loose-lay layer composed of **recycled materials**, together with a **technical underlayer**, strengthens the product's adhesion to the ground.

- 1 Ultra-matt ProtecSol² surface treatment
- 2 Transparent wear layer
- 3 Pattern
- 4 Fiberglass
- 5 Compact interlayer
- 6 Fiberglass reinforcing grid
- 7 Calendered layer with recycled materials
- 8 Technical underlayer
- 9 High density foam (acoustic version)
- 10 hop holding tape



Available in 8 dB compact or 19 dB acoustic versions

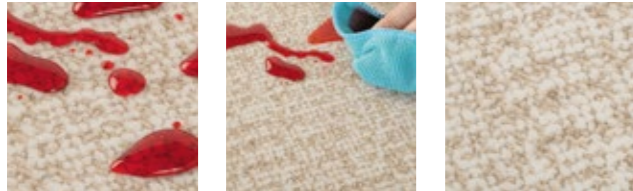
Taralay Impression in medical environments

As it has been designed to last, Taralay Impression is perfectly suited to healthcare setting requirements

- **Acoustic comfort is essential in hospital settings. Taralay Impression provides 19 dB (acoustic version) and 8 dB (compact version) sound insulation**

- **Hygiene and stain resistance**

Taralay Impression has a **PROTECSOL®2** surface finish which is an anti stain shield to make cleaning easier. Its water-repellent effect prevents frequently used staining products, such as betadine, eosin, etc., from penetrating through it.



- **Easy to move around loads that are on wheels**
On the acoustic version, the use of high-density foam reduces the pushing effort for beds and ambulatory trolleys by 15% while maintaining good indentation resistance.

- **Floor coverings to support ageing well**
Gerflor wanted to have its Taralay Impression product range accredited by the **DSDC, Dementia Service Development Center**.

As this international and independent organization is dedicated to improving the lives of people with dementia, it recommends floor covering specifications that are best suited to these neurological illnesses.



Thanks to its digital printing line, Gerflor gives you the opportunity to recolor the collection's designs and opens the door to on-demand customization!

Discover 5 unprecedented designs designed by 5 artists
(Bleg, Flatman, Gol3M, Osru, Polkie)

This fall, 5 artists took advantage of the infinite possibilities offered by digital printing to create custom-made floor coverings. With no limit to their creativity, the only limit being their imagination, thanks to Gerflor's My Taralay.

This unconventional project allows artists to visit the world of design and Gerflor to benefit from these raw creative juices. An unprecedented experience that breaks the rules. In effect, this opportunity to customize floor coverings opens new perspectives and opened up an exceptional playground for these 5 young artists.

These 5 new exclusive designs have now been added to the My Taralay library and are currently available in addition to the Collection.

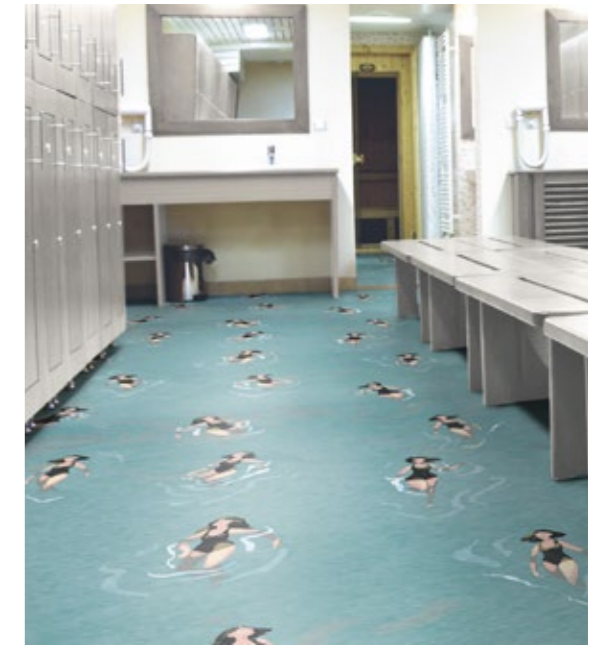
FLATMAN
Sensitivity in aquatic environments



Flatman is passionate about culture and nature. During her training at Emile Cohl (School of Art and Design in Lyon), she learnt to master a graphic language by mixing her creations with various infographic techniques: we are talking about digital art.

Flatman began by questioning the role of humans in their environment. Without using anything other than water and sea-foam, she focuses on the characters, and brings them a kind of serenity.

In her My Taralay, bathers blend into the sea in an interplay of shapes and counter-shapes created by water and bodies.



Artists: Bleg, Flatman, Gol3M, Osru, Polkie, x Omart

OSRU
'Ground-to-Air'

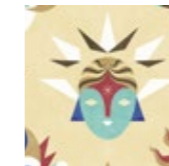


Osru evolves through the art of graffiti and goes from wall to canvas, exploring different techniques: spray, acrylic, watercolor, wood engraving etc.

His My Taralay presents guidelines that cross a multicolored space. Each intersection causes an explosion of colored bubbles that interact with each other like an effervescent galaxy.



GOL3M
Mystical panoply



Gol3m, is a multi-faceted painter. It was Joann Sfaar who influenced Gol3m to start creating comics, illustrations. After studying at Émile Cohl (School of Art and Design in Lyon), his first commissions were wall paintings. Fantastical creatures evolving in a luminous atmosphere are born from his hand.

His My Taralay features astral art deco figures. Whether they are carnival allegories or characters, the masks are suspended from this celestial vault in mineral colors.



POLKIE
Quirky graphic design



Trained in humanities and then in spatial design, Polkie was entirely dedicated to developing his artistic approach in 2019, having resided in Orange Garden in China. Polkie is all about a bunch of little monsters with their own codes, worlds and stories in which these characters interact.

A bit of naivety, poetry and humor is to be found in his My Taralay



BLEG
Short stories & visual poems



A drawing artist, painter and muralist who draws his thick and uniform lines on a multitude of surfaces. Heavily influenced by modern painters of the twentieth century as well as surrealism and street art, Bleg likes to let loose and just go wherever his work takes him. In search of spontaneity and "artistic accidents", his work is characterized by a search for perpetual simplicity.

In his My Taralay, the artist sought to capture the movement of a noisy and confused crowd. A design that is somewhere between figurative and abstract that is very rich in symbolism.

Taralay Impression Range

96
designs



we care / we act

Our commitments for sustainable development



CARBON FOOTPRINT*
-20 % kg equivalent CO₂/m² between 2020 and 2025



BIO-SOURCED CONTENT**
10 % by 2025



RECYCLED CONTENT
30 % by 2025



LOOSE-LAY***
50 % by 2025



ANNUAL RECYCLED VOLUME
60,000 t by 2025

* Scopes 1 and 2 defined in the GES protocol. ** % of activity completed using bio-sourced products. *** % of activity completed using glueless installation products.

