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Trends from Domotex 2020

HARDLY any other subject is as deeply engrained in our consciousness as 'health'. It affects all areas of life – as was also reportedly reflected at Domotex 2020, a trade fair for carpets and floorcoverings.

Between 10-13 January 2020, Domotex served as a meeting place for exhibitors and attendees from across the globe. They convened at the world's tradeshow for carpets and floorcoverings to network and share information on the latest products and industry trends.

The current keynote theme of 'ATMYSHERE' was a nod to the new 'healthy living' megatrend, focusing on flooring properties such as acoustics, naturalness and sustainability, all of which contribute to a sense of well-being, not to mention a healthy interior atmosphere.

At the same time, the term 'ATMYSHERE' describes the experience of a specific, individual environment which allows floor designs to unfold. This keynote theme was divided into the areas of Sustainable Flooring, Wellbeing, Green Living, Floor & More, Outdoor and Acoustics. >>

The exhibition shows flooring in its best light in scenes such as these

Trends from Domotex 2020

programme featuring carpets made of recycled plastic bottles and PET fibres. Best Wool Carpets was represented with its 'Monasch' collection, made of pure sheep's wool.

Its material is said to have a positive effect in many ways: By regulating air humidity, it contributes to a healthy living climate, with an anti-allergic effect and dampened footfall sound. Girlool displayed its self-adhesive and low-emission 'Style' carpet modules, with an acoustically effective comfort backing.

Freudenberg Performing Materials promoted its sustainably produced and recyclable tufted carpet backing with a booth that became a popular photo motif: The floor of the stand showed the decor of a meadow orchard, on which boxes of red apples were placed.

Natural and sustainable wall and floorcoverings

Cork is one of the rapidly renewable raw materials with positive properties that are used to design coverings for walls and floors. Cork has an insulating effect, reducing sound transmission and temperature variations, while at the same time improving the interior climate.

With 'Dekwall', Wicanders presented a product line made of this natural material, corresponding to the current Floor & More trend for holistically designed rooms. This is a wall covering consisting of two layers of cork, which is matched to manufacturers' floors. The surfaces come from fine to highly structured. The '3D Forms' wall elements by Granorte are also made of this environmentally friendly material in the trendy retro style, which are geometrically and three-dimensionally shaped in line with the product name. They can be used to furnish a wall or to create individual accents.

The Swiss Krono Group presented various new decors aimed at improving the quality of life and creating a room atmosphere that makes you feel good. The 'Adaja Oak' floors from the Robusto series are particularly oriented towards the natural version.

Windmüller showed its 'Purline Organic Floor wineo 1500' in numerous colour variations and patterns. This flooring is based on the composite material ecuran, which is predominantly made from renewable raw materials such as rapeseed or castor oil and chalk. It's available as an

individual print on request. 'Purline Organic Flooring' is sustainable, resistant and aesthetic, as well as contributing to a feeling of wellbeing based on its ingredients.

Artful geometries, individualisation and that 'used look' for wood floors

In the area of wood floors, collections with artistically designed geometric patterns (Garbelotto, Vielaris Art Parquet, Design Parquet, Mazzonetto) are just as much in vogue as floors with a vintage or used look. T&G Wood showed 'Cinzento Custom Made', a customizable floor with a surface that comes alive with visible knots and cracks.

Manufacturers Futura Floors and Gunreben also emphasize small irregularities in their solid lock floorboards, as is natural for a natural product. This apparent flaw metamorphoses into an authentic feature. Vielaris' Art Parquet specializes in the restoration of historical wooden floorcoverings. Thanks to this apparent expertise, the Lithuanian company is able to combine new wooden floors with inlays or metal inlays in its 'Art Déco' collection – with what's been described as the highest level of craftsmanship and precision.

'Dureco', designed by ter Hürne, is a natural, sustainable and robust floor made of 100% organic material. It's high resistance to water is achieved by the so-called Seal Technology – a combination of different components that together provide effective protection.

Outdoor flooring as an enhancement to the quality of life

The trend towards growing health awareness is accompanied by increasing demands on the appearance, quality and texture of floorcoverings in the outdoor segment. At its own stand, Li&Co presented its outdoor flooring design 'LICO Outex' in wood look. This is a non-slip, easy-care and weather-resistant designer floorcovering which is laminated onto a heat-treated pine plank. The 'Exterpark Magnet Wood Collection' by Yvyra is a noble teak deck with magnetic clip system. The individual elements are designed in such a way that they can be installed on an aluminium substructure within a few seconds using a special tool – without visible gaps or screws. At the stand of Heinrich Krüger, bamboo terrace boards from sustainable cultivation were shown.

They're said to be extremely durable and resistant, shape-stable and weatherproof, thus apparently offering several advantages over most tropical woods in terms of economy and the environment. Ravaoli Legnami showed its 'Rhinowood Wax Pine' pine floorboards from sustainable forestry, which are apparently as weather-resistant as exotic woods owing to their treatment with wax. Outdoor carpets are also playing an increasing role, with Reinkemeier presenting its 'andiamo' series, featuring various exotic leaf motifs.

Installation and application technology hook into lead theme

Saicos Colour presented its solvent-free Ecoline hardwax oil 'Zero' for wood and cork floors as well as interior wood surfaces. Said to have been produced in an environmentally friendly way, this oil contributes to healthy indoor air quality.

With its installation underlay 'Selitpro XPO 2mm' for parquet, laminate and vinyl flooring, Selit Dämmtechnik presented an acoustically effective solution in which walking and impact sound are said to be effectively damped, a quality which was demonstrated at the exhibition stand. This is said to be owing to an optimum combination of density and strength, creating what's described as strong pressure stability.

At Pedross, visitors were able to experience the advantages of 'Clipstar Fast' – a clip system with invisible fastening for clip-in skirtings without drill holes, in support of sleek architectural and design concepts.

The system can reportedly be installed without using tools, fitting perfectly, apparently just like the customisable products from Neuhofer, into the theme of Floor & More. The latter company unveiled its 'FN Smart Shop' at the show.

Using its DIY store configurator, customers could view skirting boards, wall panels and floor profiles from the manufacturer's range of products in several different decors and individual patterns in a three-dimensional display, then select and order them.

Developments like these are already arousing curiosity as to next year's Domotex, which runs in Hannover from 15 to 18 January 2021.

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