



**PRODUCT RELEASE**

**GERFLOR USA INTRODUCES CREATION LIVING –  
RESILIENT FLOORING FOR MULTI-LIVING SPACES**

*Create the Chic Interior You Envision, With Flooring  
That Can Withstand Day-to-Day Living*



**CHICAGO (September 2016)** – [Gerflor USA](#), known for its high quality, high performing resilient commercial flooring, takes a new approach with its latest luxury vinyl tile collection, **Creation Living**. For the first time, Gerflor USA combines residential and commercial features to offer designers the best of both worlds – resiliency for low-traffic commercial applications with modern home designs.

Creation Living is a 2mm thick, low-traffic luxury vinyl tile with microbeveled edges suited for a multitude of multi-living spaces including apartment complexes, townhouses, senior living facilities and college dorms.



“We know the apartment demand is surging in the U.S., millennials are more likely to rent than buy a home, luxury apartments are growing on college campuses and more of our population is living in senior facilities,” said Catherine del Vecchio, director of marketing for Gerflor USA. “Creation Living fulfills the multi-living market’s need for cutting-edge, residential design that is more cost-conscious, durable and flexible than traditional residential products – but with the same look and feel of natural materials.”

The LVT collection features seven different embossings, giving the floor a more realistic, natural and textured appearance. The collection includes Royal Oak, with an embossing that matches perfectly to its wood veneer for an unparalleled realistic look and feel. With Creation Living, Gerflor USA introduces a new color tone variation legend – light, medium and high variation – to guide designers and their clients in selecting the right product for their space.

The collection provides wood designs, which bring the warmth of home to multi-living facilities, but are on-trend with modern stains such as warm grays and whites rather than honey colors. Gray LVT is becoming increasingly popular, with industrial-inspired looks spurring the trend. Beyond textured, natural wood and stone looks, Gerflor unveils a hybrid textile look with the pashmina design and the classic marble looking LVT, highlighting the collection’s residential feel.

Available in both plank and tile options, the collection’s realistic wood and stone designs are printed in high definition on tear-resistant film and protected by a 12mil transparent wearlayer. The flooring is finished with PUR+ surface treatment, which allows for easy maintenance with no need for wax and is 100 percent waterproof.

Creating Living is naturally antibacterial and 99 percent effective against the spread of infection by ISO 22196 standards, making it a great choice for multi-living spaces – especially senior living facilities – where close quarters can breed higher rates of infection.

Beyond being multi-living-friendly, Creation Living is environment-friendly with 100 percent recycled compact backing. It is low VOC, 100 percent allergen-free and REACH compliant.

### **About Gerflor USA**

Gerflor USA, the American subsidiary of France-based Gerflor, provides resilient flooring solutions for designers, installers and facility managers who want design-forward, sustainable, durable flooring products. Gerflor’s cutting-edge technology, history of innovation, and manufacturing capabilities are why Taraflex® is the world’s leading sports flooring, and Mipolam, the original homogeneous sheet vinyl flooring, is a leading healthcare flooring solution. The company has an excellent environmental record which includes whole life cycle performance, full compliance with ISO 14001 standards and FloorScore™ certification. For more information, visit [gerflorusa.com](http://gerflorusa.com), call 877-437-3567, email [info@gerflorusa.com](mailto:info@gerflorusa.com) or connect with us on [Facebook](#), [Twitter](#), [Pinterest](#) and [LinkedIn](#).

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