

PRESS RELEASE

Allura Fusion, Luxury Vinyl Tile collection by Forbo Flooring Systems awarded with 2018 Red Dot design award

Forbo LVT collection Allura Fusion to receive Red Dot award 2018

The new Allura Fusion LVT collection from Forbo Flooring Systems to be introduced by September 2018 has been decorated with the prestigious Red Dot design award. This original new Luxury Vinyl Tile collection from Forbo shows a fusion between colored pvc paste and traditional printing techniques which come together in the 0.7mm wear layer of the product. Allura Fusion is a truly new and innovative LVT collection which combines various print and coloring techniques that result in creative and original organic colour mixes which are without any pattern repeat. There are 4 different plank visuals and 3 individual tile designs, ranging from classic wood and stone to more abstract and colourful design.

The Allura Fusion collection is build up out of different colored layers which come from the print pattern as well as from free flowing colored pvc paste that is added to the design. This mix between Allura designs and the colored layers create a special depth and flow that makes every single plank or tile unique. A true to nature wood embossing on the planks brings the fusion of colours alive and elevates the different approach in designs.

Forbo Flooring Systems next to Linoleum carries a broad portfolio of Textile and Vinyl floor coverings for the commercial public and private domain within health care, education, retail, leisure& hospitality, office, industry and transport. Forbo's vinyl portfolio consists out of a wide range of both sheet and modular formats such as luxury vinyl tiles, slip resistant and acoustic floors, general purpose vinyl and ESD floors, all of which can be obtained in either glued down or loose lay varieties.

Forbo Flooring Systems, responsible market leader

Forbo Flooring Systems is a global market player in Linoleum, project vinyl, carpet tiles, Flotex flocked flooring, Coral entrance systems and vinyl floor coverings. In addition to floor coverings, Forbo develops, manufactures and markets a full range of professional service products. All Forbo products combine high levels of functionality and durability. Forbo Flooring Systems is committed to environmentally responsible production and to far-reaching customer service. Forbo Flooring is part of the Swiss Forbo Group and owns twenty manufacturing plants and branches in 32 countries worldwide.

For more information on Forbo Flooring Systems please visit: www.forbo-flooring.com. Or contact Forbo Flooring Marketing, Mr. Willem Burmanje at willem.burmanje@forbo.com