**FLOTEX LEADS BY DESIGN**

**Forbo Flooring Systems has re-imagined its digitally printed textile range – Flotex, with the launch of new, exciting designs aimed at hospitality & leisure, education and offices.**

Completely new to the Flotex offering, the organically inspired Flotex Advance range is split into Code and Latitude designs, with 39 contemporary patterns across a range of tones. Both are available in sheet and tile formats, with the sheet product benefiting from a new special ‘next’ backing, which means it can be installed adhesive-free or fully adhered.

The Flotex Code collection is subtly flecked, featuring 26 colourways, from neutral greys, to deep purples, allowing for smart and stylish interior spaces to be created. The Latitude range is formed of 13 organic patterns in light and dark shades, in a more neutral palette, perfect for workspaces and classroom environments.

With a range of striking designs tailored to the sector, the new Hospitality and Leisure collection offers 55, digitally printed sheet designs including florals, plaids, geometrics and statement designs that lend themselves perfectly to large scale installations, whether that’s receptions, bar areas, or bedrooms. The durable nature of Flotex also means that it is ideal for high traffic areas and where wheeled suitcases and hotel trolleys are part of the everyday use of the area.

Forbo has also hand-picked 27 of its best-selling designs from its Vision online digital library to form the new Flotex Vision collection. The range includes highly realistic biophilic designs that draw inspiration from elements such as grass, pebbles and autumn leaves, through to bold statement looks such as bubbles, pencils or zebra skin and captivating ceramic designs. The Vision collection is available in sheet format for truly stand out projects.

Donna Hannaway, Head of Marketing UK and Ireland, from Forbo Flooring Systems said: “Flotex is a unique flooring proposition that offers specifiers a wealth of design possibilities through high-definition digital printing. With this major re-launch we’ve listened to the market and curated a range of collections that speak directly to those looking for high end designs for hospitality and leisure, education or offices.

“In addition to our new designs we have revisited collections such as Flotex Colour and our ‘Created By’ designer collaborations, opening up the wealth of beautiful designs available to architects and designers.”

Flotex combines the design and comfort of a textile floor covering, with the functional benefits of a resilient flooring solution. With Flotex’s flocked construction, and 70 million fibres per square metre, it is the perfect base for digital printing, giving greater definition than is possible using conventional textile products. This, combined with its dense surface, delivers better cleanability and durability, meaning a longer lasting and better-looking flooring solution.

In addition, Flotex contains 59% recycled content by weight and is manufactured in factories running off 100% renewable energy. Flotex also boasts the prestigious Allergy UK seal of approval, ensuring Flotex flooring schemes positively impact those using the spaces it’s installed in.

Find out more about Flotex on Forbo’s website: <https://www.forbo.com/flooring/en-uk/commercial-products/flotex-flocked-flooring/ctbual>.

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