Draft Editorial Copy

Project: Flotex Naturals

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**FLOTEX AT ITS NATURAL BEST**

**Seamlessly blending the appeal of a textile floor covering with the practical and hygienic properties of a resilient, Flotex Naturals is the new range from Forbo Flooring Systems. Consisting of 20 realistic wood designs – ten of which are completely new – the range meets the very latest design trends, with the added benefit of impressive acoustic and slip resistance properties.**

Due to the continuing strong demand for wood aesthetics, Forbo has developed the new Flotex Naturals range (part of the Flotex Vision collection) as a desirable solution for where both design and performance are key. Thanks to its digital printing technology, Forbo has managed to craft an array of contemporary and highly realistic wood-effects. From traditional timber and weathered oak, to more contemporary shades such as ash grey and black, along with new plank structures, specifiers and contractors are sure to find a colourway that will complement the overall interior design of a building.

What’s more, as Forbo is committed to helping create better indoor environments, the Flotex Naturals range has ultra-low VOC emissions, zero phthalates and can reduce impact sound by up to 20 dB.

“There’s nothing quite like Flotex,” explains Chloe Taylor, Global Product Manager – Flotex at Forbo Flooring Systems. “It is a completely unique offering, providing the warmth, comfort and acoustic properties of a textile, combined with the durability and easy-to-clean benefits of a resilient flooring. This unique construction and the array of designs available means that Flotex achieves both style and performance – making it the perfect solution for busy locations in leisure, education, office and retail environments.”

Flotex flocked flooring is also exceptionally hard wearing and will restore back to its original appearance after cleaning; helping to reduce maintenance and refurbishment costs, whilst retaining its visual appearance to a high standard. Additionally, it is also the only textile floor covering to receive the prestigious Allergy UK Seal of Approval™.

For more information please visit [www.forbo-flooring.co.uk/flotexnaturals](http://www.forbo-flooring.co.uk/flotexnaturals)

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**NOT FOR PUBLICATION:**

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