**FORBO ALLURA: INNOVATIVE COMMERCIAL LVT MADE WITH PASSION**

**In response to the ever-changing trends in commercial design, Forbo Flooring Systems has refreshed its popular Allura Luxury Vinyl Tiles (LVT) collection. Introducing new on-trend shapes, plank sizes and a range of contemporary designs, the new collection provides specifiers and architects with an array of innovative and fresh LVT designs to create modern, yet practical flooring schemes.**

Commercial interior design is constantly evolving, with trends coming and going all the time. For this reason, it’s important that architects and specifiers have access to on-trend flooring solutions, specifically created to meet modern building design standards, to ensure they are creating spaces that are fit for purpose, now and in the future. Designed and manufactured inhouse at Forbo’s own European factories, Allura embodies the next generation of commercial LVT flooring.

Focusing on the ever-increasing demand for nature inspired interior finishes, the range includes a brand new, highly contemporary gradient wood plank, which features a graded light to dark design at random intervals of the plank, as well as a twine wood effect, a hybrid between wood, stone and textile for a softer and more elegant take on modern wood, in several shades. At the other end of the spectrum abstract designs such as the new digitally printed Sky and Cloud designs are reminiscent of cloudy, overcast days or beautiful early morning sunrises bringing the outside in, as well as the corroded and oxidised strata concrete colourways with a very matte embossing for a modern finish.

The new collection also sees the launch of a series of new plank and tile sizes including a modern, elegant 75x15cm plank in a palette of 10 colourways to help accentuate the laying pattern and designed to meet the demands of the growing herringbone trend, as well as larger 150x20cm planks in serene oak and twine designs. There are new tile sizes too, 100x50cm and 75x25cm, which broaden the possibilities of flooring design further.

Karen Wilding, Marketing Communications Manager from Forbo Flooring Systems, spoke about the refreshed collection, saying: “With the new year in full swing, we wanted to ensure that our offering was as fresh as possible and bang on-trend. As such, we thought it was the right time to refresh our popular Allura LVT collection - keeping it at the forefront of commercial flooring trends.

 “Our new Allura collection has been updated with a variety of new designs, shapes and sizes, including the very unique Trapezoid shape, which we’re extremely excited about. The new Trapezoid shape is a brand-new take on flooring design, featuring an almost triangular shaped edge, allowing the tiles to be installed alongside each other in a variety of ways to create many different laying patterns. It is available in a range of marble and cement designs in beautiful colourways, helping to create the WOW factor in any space.”

Forbo’s refreshed Allura portfolio doesn’t just offer architects and designers with a range of colourways, but also a choice of installation methods. This includes, fully adhered, such as Allura Dryback, as well as adhesive free installation methods, such as Allura Puzzle or the Flex II collection, enabling faster, more environmentally conscious installations.

Indeed, in the development of the new Allura collection, Forbo continued its work in increasing the sustainability of its portfolio. Produced in Europe based on zero waste principles and using 100% green electricity, Allura is 100% phthalate free, REACH\* compliant and contains up to 30% recycled content. Moreover, over 50% of the Allura offer can be installed adhesive-free, ready for circular use. The excellent dimensional stability ensures safe and hygienic floors, as dirt isn’t trapped in the seams; and the superior embossed lacquering system guarantees long lasting appearance retention and improves resistance to stains and scratches.

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

For more information on Forbo’s sustainability policy, please visit [www.forbo-flooring.co.uk/sustainability](http://www.forbo-flooring.co.uk/sustainability).

**-ENDS-**