

PRESS RELEASE

EXPECT THE UNEXPECTED FROM FORBO FLOORING SYSTEMS

Forbo Flooring Systems is proud to launch a special edition of its Marmoleum range of sustainable floor coverings: the 'Unexpected Nature of Linoleum'. Drawing on nature's more unusual colours and combinations, it is a floor covering collection that is as surprising and natural as the places that inspired it.

Taking a new look at the power of nature, the collection contains luminescent colourways reminiscent of sea greens, stormy blues, volcanic coppers and mountain range ochres – all of which have been inspired by real landscapes such as the Alcantara gorge in Sicily, Ljótípollura 'crater lake' in Iceland and Shilin stone forest in China.

The unexpected colours and striking patterns are fresh and uncompromising, lending themselves to the creation of inspiring floor designs that push the boundaries of what is normally expected from linoleum.

With nine linear and nine marbled designs, the collection has enormous scope for imaginative installation. The linear designs are about contrast, different ways of colouring and tones within tones, while the marbles combine rich hues, fresh clean pastels and evenly weighted warm and cool tones.

Julie Dempster, Forbo Flooring Systems Marketing Manager, said: "By focusing on these remarkable colours, the Unexpected Nature of Linoleum collection taps into nature's palette in a refreshingly unique way. Both the design and the product itself reflect a growing appreciation of the need to protect the world's resources. Made from natural renewable raw materials, linoleum chimes perfectly with this sentiment, while the inspiring designs within the collection celebrate the fragile beauty of the world around us."

A truly sustainable flooring choice, Forbo's Marmoleum has 97% natural raw

materials, 67% harvestable and 37% overall recycled content. It is also naturally biodegradable* and achieves the lowest environmental impact according to Life Cycle Assessment criteria. With a life expectancy of more than 25 years and a high performance Topshield coating for easy cleaning, Marmoleum reduces long term life-cycle costs through reduced requirement for ongoing maintenance.

Recognised by many independent eco-labels around the globe, such as the Nordic Swan Label and Germany's Nature Plus, Marmoleum is also independently LCA assessed and is BRE A/A+ rated.

For more information visit www.forbo-flooring.co.uk or request samples from our next day service T:0800 731 2369

** in a controlled environment*