

Linoleum survey

# The lino king

Linoleum has a strong natural pedigree.

**Forbo Flooring Systems** works with colour and interior experts developing linoleum collections, designed to offer specifiers a wide array of colour and design options from the solid coloured Walton palette to the vibrant structures of Artoleum to niche trend collections such as Marmoleum Dutch Design.

The latest colour trends are presented alongside contemporary classic shades, giving diversity of choice to satisfy the requirements of many different commercial and industrial environments where its linoleum is used.

Forbo's aquajet cutting technology is designed to produce bespoke floor designs to create exclusive interiors. Aquajet designs are delivered to site pre-assembled which makes installation of intricate designs straightforward, according to the company.

Jo Cheer, designer, Parker Liddell was responsible for Countess of Chester Hospital's new haematology and oncology suite. She says 'We wanted to create an environment that reflected warmth and calm by using some of the more natural colours in the Forbo colour palette to engender a feeling of wellbeing.'

'Colours like warm limestones and a rich brown were used alongside soothing greens and a hot rust shade to generate some life and interest.'

These design-led flooring collections are supported by a range of through-the-floor system solutions for common problems. If you need to reduce impact sound, to install a floor on a difficult surface, to control static or want a completely sustainable solution, Forbo claims to have the answer.



ABOVE: Marmoleum Dual, Real and Vivace Marmoleum at the Countess of Chester haematology and oncology suite

Marmoleum Real Colourful at Hotel Q

A proper installation procedure ensures a high end finish and the company also offers expert technical support to contractors, helping to ensure that installations are carried out to the highest standard.

Julie Dempster, head of marketing at Forbo, says: 'With our products it is always possible to create the right kind of floor. These sustainable floorcoverings combine excellent levels of performance and aesthetics. Our comprehensive solution packages offer contractors and end users a world-class installation that will look good for years to come and guarantees quality and accountability from a trusted, single supplier.' **CFJ**

**BUYERS' GUIDE**

For further information on any of the products mentioned, contact the suppliers directly. And please remember to tell them that you read about their companies in **CFJ**:

Forbo 01592 643 777

## The comeback floorcovering

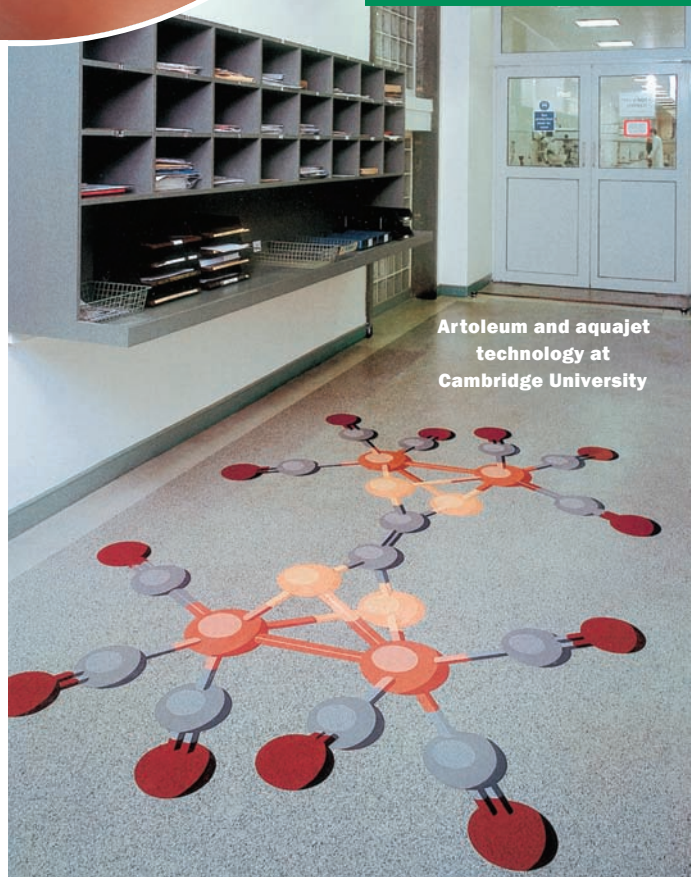
LINOLEUM was invented in Britain around 150 years ago and is derived from linseed oil (hence its name) which is extracted from flax seeds and then dried out and ground into a fine powder, called 'linoleum cement'.

This is then mixed with fine plant material, such as ground cork, wood flour and pine resins and then combined with a jute fibre backing.

As society becomes more environmentally-conscious, linoleum is now making a comeback as a completely natural option for flooring as it is composed of entirely natural materials from highly sustainable and renewable sources and thus is 100% recyclable and biodegradable.

This means all of the leftover or waste products from its production can be re-used in future production. Its main source material also comes from flax seed which is a renewable resource.

The benefits of linoleum include resistance to soiling, wear, bacteria, slip resistance, sound insulation or anti-static properties. It is a highly durable product, requiring minimum maintenance.



Artoleum and aquajet technology at Cambridge University