

The Hotel Show Dubai
Tarkett exhibits at the Hotel Show Dubai with
a new creative approach to embrace
hospitality trends

Press release

Tarkett EMEA



*Forges Hotel, Forges-Les-Eaux, Design by interior architects Mediterra Design from Aix en Provence
Tarkett LVT collections, iD Mixonomi and iD Loose Lay
©Vincent Fillon*

Dubai, September 2018 – Tarkett, worldwide leader of innovative flooring and sports surface solutions, will present a range of products at The Hotel Show Dubai. These new collections evoke current hospitality trends central to Tarkett’s approach such as co-creation, modularity, customization and sustainability.

Customization

The hospitality industry is constantly mutating, and visual impact and unique experience is of utmost importance to architects and designers creating personalized spaces for hotels, resorts and venues. As a multi-solutions provider, Tarkett has therefore developed a spectrum of highly-customizable collections with professionals in mind. Bespoke co-creative spaces in Paris, rue de Saintonge, Design Labs in Luxembourg and in the Netherlands provide architects and designers with full access to a wide range of products (vinyl, linoleum, carpet, wood floors...) in order to adapt their creative proposals, whatever the size or location of the project.

Florian Bougault, Tarkett's EMEA Art Director, explains how two Tarkett vinyl collections in particular address this need for customization: *"With the new generation of modular vinyl flooring, like iD Mixonomi and iD Supernature & Tattoo, floors become a real surface for expression. Adding a subtle detail such as a graphic iD Tattoo, on top of a timeless iD Supernature oak, brings life to the space. It brings dynamism and creativity to a presumably classic decor."*



*Andaz Hotel (Groupe Hyatt) 2012
Desso Carpets and rug by designer Marcel Wanders
from the Axminster 10row & Axminster 9row collections*



*Cosy Hotel Cadet, Paris
iD Mixonomi
©Vincent Fillon*

Flexibility

Original concepts are key for hospitality brands, and interior designers are encouraged to propose flexible solutions which stand out. Flooring can define the identity of a space and must therefore be both personalized and flexible.

Pop-up installations are progressively common in the retail industry, and hotels are expected to change the look of their lobbies and rooms to keep up with trends. During refurbishments and renovations, business continues and time is of the essence. Tarkett's innovative products provide high quality, quick to install solutions, thereby reducing business downtime for hotels on a tight schedule. With iD Click Ultimate for example, there's no waiting, no gluing, no special tools required and little to no subfloor preparation needed.

Sustainability

Hospitality players aim to create attractive and unrivaled spaces as well as healthy environments. For years, Tarkett has been committed to sustainability using Cradle-to-Cradle® principles. Based on this framework, Desso (EMEA's carpet brand) has been actively innovating and optimizing its carpet products to create people-friendly spaces which respect the planet's natural capital. Phthalate-free vinyl products contribute to creating healthy environments and very low volatile organic compound levels of Tarkett's floorings contribute to good indoor air quality.

Tarkett's ReStart® take-back program highlights a commitment to circular economy, dedicated to the collection of eligible post-installation and post-consumer flooring, with the aim to recycle and reuse it as a new resource.

Maintenance and durability

One of the main challenges for hospitality owners is maintenance, and flooring can come at a cost. That is why Tarkett creates flooring solutions conceived to simplify cleaning and maintenance with vinyl products that require a very small amount of water and detergent. Hotels welcome daily influxes of customers and deliveries and flooring able to withstand all manner of scratches, scuffs, indentations and abrasions caused by daily wear and tear is essential.

As one of the main players in the flooring industry, Tarkett is exhibiting at the Hotel Show Dubai, from 16th to 18th September. The co-creation journey continues at two other major international trade shows this year: The Independent Hotel Show in London, on 16th and 17th October, and Equip'Hotel in Paris, from 11th to 15th November.

Come and visit us to learn more about Tarkett's tailor-made flooring solutions.

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Tarkett at the Hotel Show Dubai

To visit us: Stand 5A219 Hall 5

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About Tarkett

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. With approximately 13,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to "Doing Good. Together", the Group has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people's health and wellbeing, and preserving the natural capital.

https://professionals.tarkett.com/en_EU/

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