

Furlong Flooring

First choice flooring for every room



Our products

Whatever building, room or customer, Furlong Flooring has the perfect range for you. With carpet, natural wood, LVT, laminate and vinyl flooring at a range of price points and with all the help, advice and customer service you need, we're the first choice for every room. Quality and product innovation are at the heart of everything we do and our hard-working teams make sure you get exactly what you need, exactly when you need it.



1

Carpet

From deep-pile luxury to easy-clean practical carpets for family homes, Furlong's carpet range is contemporary, stylish and affordable.

2

Hard flooring

Fabulous wood, LVT and laminate flooring doesn't have to cost the earth. With a range of tones, widths and styles, our hard flooring brings contemporary living right up to date.

3

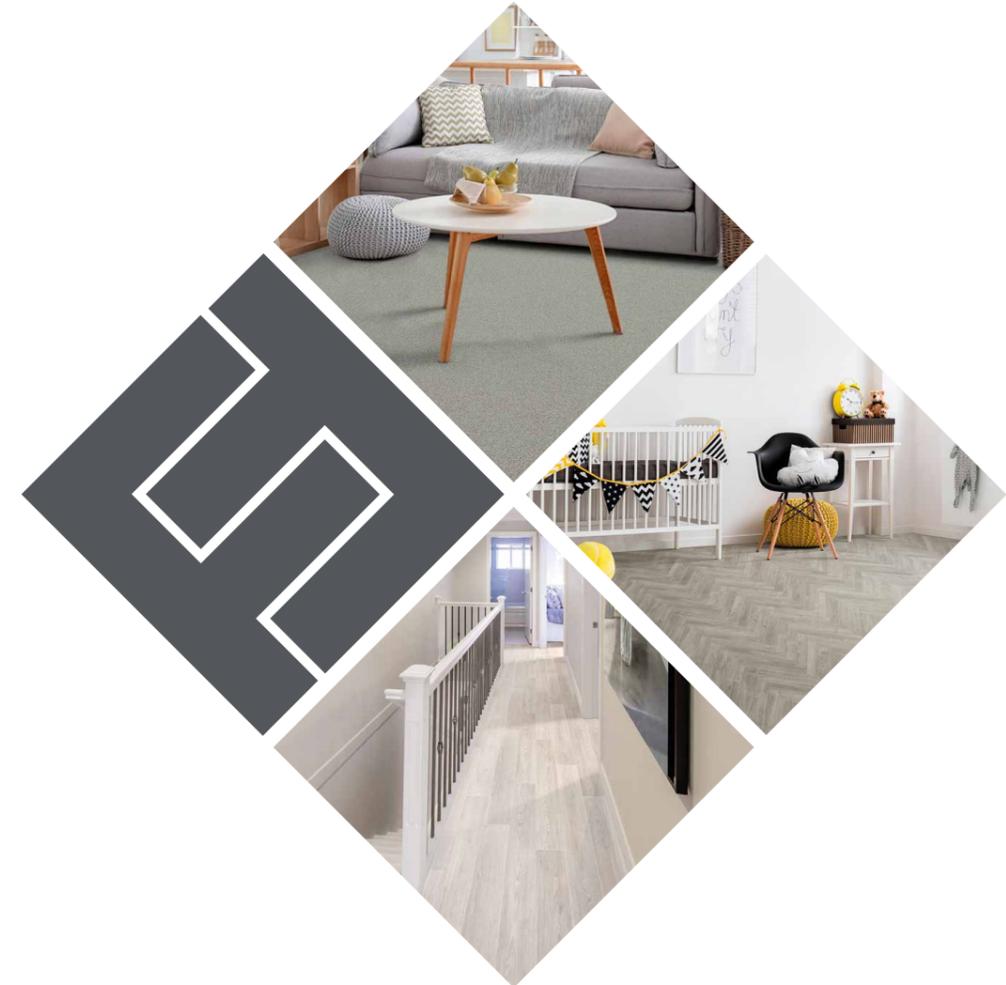
Cushion vinyl flooring

Modern vinyl retains its long-lasting, hard-wearing qualities and is a stylish and desirable choice. Is it time you looked at vinyl flooring again?

At Furlong, we're all about happiness. We want our customers to be happy with the quality, delivery, price and service they get from working with us.

And we want your customers to be delighted with the stylish, contemporary, well-fitting flooring they choose.

We develop great relationships with all our customers. From site visits to dedicated point-of-sale materials, we add value to our service to make sure it's easy for you to show, sell and fit our products.



Two things matter most to us:

Product quality and customer service.

Our job is to do all the hard work so you don't have to. Our carpets are carefully selected or manufactured in house, and our wood, LVT, laminate and vinyl flooring is meticulously sourced from reliable sources.

Are you ready for first choice flooring?

Our retail partnerships include:

- Regular site visits** We visit our retailers an average of 10 times per year
- Direct contact** Your rep is at the end of the phone whenever you need them
- Quality point-of-sale** Our contemporary display stands look great in-store and help you to attract customers and demonstrate products clearly and easily
- Dedicated online portal** 24/7 access to our portal so you can see live stock levels and place orders directly, usually with next-day delivery
- Marketing materials** We have plenty of marketing assets available for you to showcase products and help make your life easier and your business more successful
- Find a Retailer listing** All account holders get a free listing on our 'Find a Retailer tool', allowing consumers to find the Furlong Flooring retailer closest to them. It's another great way to drive business to your store
- Product training** We'll train your staff so you can sell our products with confidence
- On-time delivery** Our friendly transport team deliver on-time so you can keep your promises



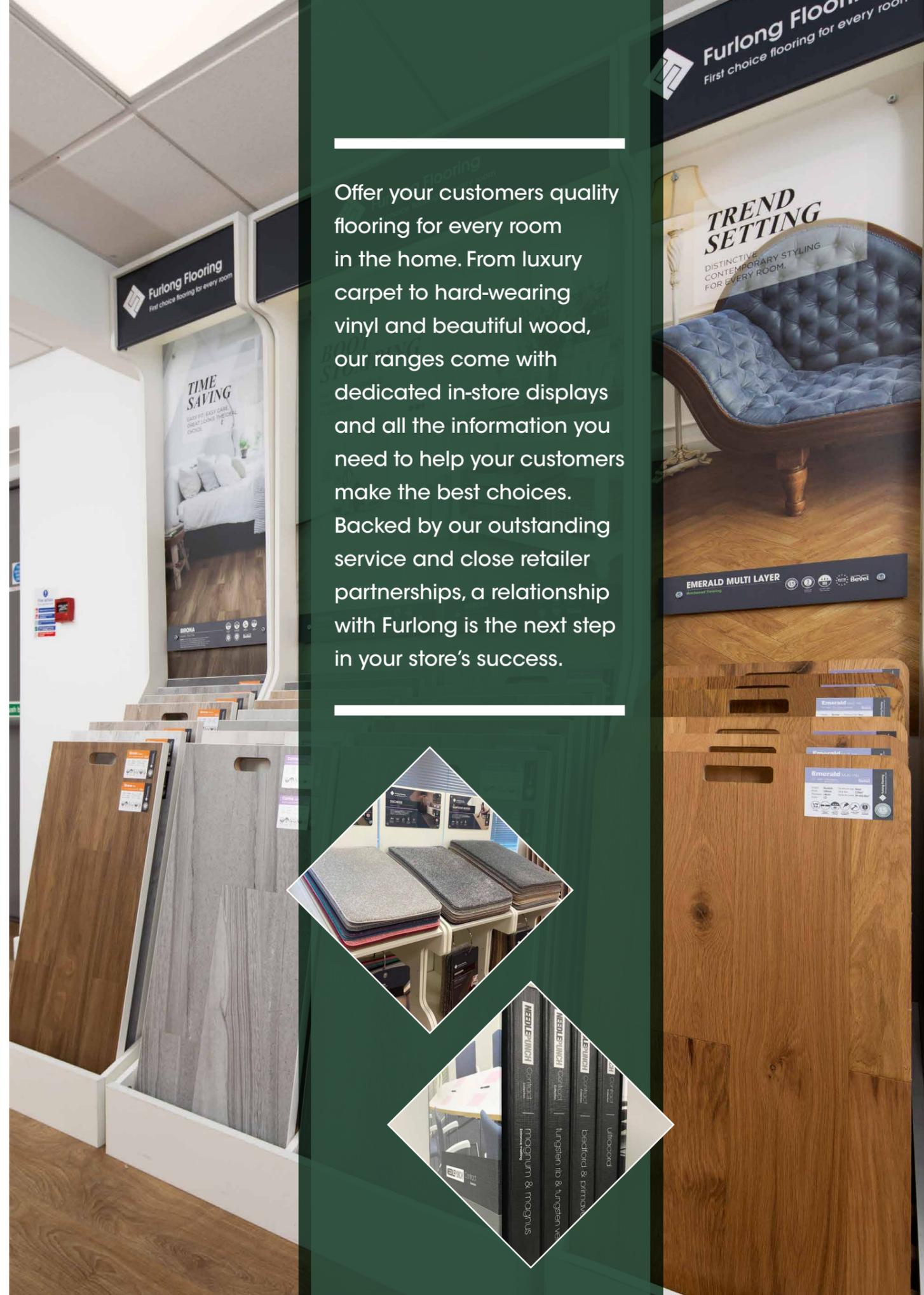
There's never an issue with Furlong.

We get great feedback from customers on the product, and everyone at the company is so easy to deal with. If we have a question we just call and our account manager is happy to help – and really responsive. Thanks to the online portal, we always know exactly where we stand in terms of quantity and delivery times, which means we can give a reliable service to our own customers.

Sally Adams, Barnes of Ipswich



Furlong Flooring
First choice flooring for every room



Offer your customers quality flooring for every room in the home. From luxury carpet to hard-wearing vinyl and beautiful wood, our ranges come with dedicated in-store displays and all the information you need to help your customers make the best choices. Backed by our outstanding service and close retailer partnerships, a relationship with Furlong is the next step in your store's success.



Our commercial flooring clients work with us because we can deliver direct to site, on-time and with everything you or your contractor needs to get working. Our range covers every room, and we work closely with our commercial partners to make sure that price, delivery and service always meet or exceed expectations.

For house builders

Our job is to make your life easier, letting you focus on your other tasks without worrying about when the flooring's going to turn up. From selecting flooring samples for every room in your development to training your site staff so they can sell flooring to commercial tenants, project managers or homebuyers, we help you every step of the way.

We deliver direct to your site, work hand-in-hand with your contractor and give you dedicated access to the people who can answer your questions quickly and reliably.

We work across a range of developments:

- ◆ Private housing
- ◆ Mixed commercial and residential developments
- ◆ Hospitals, clinics and schools
- ◆ Private commercial developments

For flooring contractors

When we work with development contractors, we respect your deadlines and your site organisation and we work with you to make sure the right flooring is delivered to the right site on time.

We have a contractor-first approach to all our development work - we're able to be flexible with what we supply and how we supply it, and our UK-wide delivery fleet means you get outstanding service every time.

We know that quick response is important, so you'll have dedicated access to the right people at our offices - in sales, delivery and finance - to give you the support you need.



Stylish carpets for modern living

With our own UK manufacturing facility, we can design and produce outstanding carpets at all price points. We're constantly innovating – understanding exactly what your customers need and developing long-lasting carpet ranges that make everyone happy.



Furlong Flooring

First choice flooring for every room

Loops



Our loop pile carpets offer amazing value without compromising on style or substance. Constructed using high and low loops, all our loop decors are stain-resistant and family friendly. Easy to clean and maintain, these carpets are perfect for every room in the home.

Twists



Ideal for most areas of the home, our twist collection covers everything from single and 2-ply yarns, action back and Combi-bac® backing, plain and heather colourways and lustered and de-lustered finishes.

Deep pile



These deeper pile carpets offer a beautiful experience underfoot and a stylish finish that makes them particularly popular for bedrooms. All ranges are stain resistant and moth proof.

Soft touch



This carpet collection accommodates a wide range of budgets, decors and finishes. Soft touch carpets are particularly popular in bedrooms where they add style to both contemporary and traditional interior design.

OSPREY
LONDON

Bringing your floor to life

We've carefully sourced our wood, LVT and laminate ranges to give you access to the latest in warm, welcoming flooring.

Natural wood flooring



It's hard to beat the beauty of a natural hardwood floor. Most of our flooring is oak – carefully harvested and cut to give you the best in grain and fit, and finished with oils and lacquers to bring out the details, and give the flooring the protection it needs. All our hardwood flooring is sourced in line with sustainable forestry management requirements.

LVT



Our LVT is naturally warm to the touch and possesses excellent sound and heat insulation properties bringing a feeling of tranquillity to every room. LVT flooring authentically captures the character, detail and texture of natural materials, and our LVT ranges have the added benefit of a Super Guard PU layer to improve durability, wear and performance. As you'd expect, all ranges are also slip resistant, moisture resistant, hygienic and easy to clean, and available in traditional Dryback or next generation Click-fit.

Laminate flooring



One of our most popular ranges, our laminate flooring is robust and hard-wearing – perfect for commercial applications and those areas of the home that see the most footfall. Easy to clean, able to absorb impact and with a wide range of natural designs, it's the perfect flooring for everyday life.

The practical choice for any room

Easy to fit, easy to clean, easy to live with – vinyl flooring is seeing a huge resurgence in popularity.

At Furlong, we source the best quality vinyl flooring, with superior cushioning, great patterns and styles, hard-wearing finishes and real comfort underfoot.

All this makes vinyl the ideal choice for homes and commercial developments:

- ◆ Hallways, reception lobbies and entranceways
- ◆ Kitchens, utility rooms, dining areas and canteens
- ◆ Bathrooms, changing rooms and washrooms
- ◆ Conservatories, meeting rooms and display areas

Vinyl designs are now highly sophisticated, with limestone tiles, quartz stone, slate, natural wood, fabric, marble and leather effects all available.

Our vinyl is easy to lay, giving a long life, great look and comfortable feel in any situation.

Felt back vinyl



Our felt back vinyl collection combines style and trend with the technical benefits of a soft textile backing. All ranges are impact resistant, hard wearing, waterproof and have great acoustic properties.

Foam back vinyl



Our foam back vinyl collection is packed full of great value hard wearing, waterproof and stylish ranges. Seven collections across three distinct price points offer a wealth of choice in wood planks, herringbone, tiles, plain and geometric decors.

Our commitment to you

We're proud of our reputation for outstanding service, and we monitor and measure our service standards to make sure we meet our commitments to you:



Deliver to your door
on-time, everytime



Work towards zero
product faults



Largest range of stock
for preferred day of
delivery



Respond immediately
to your enquiries

Why work with Furlong Flooring



Full range of flooring
for every room



UK-wide distribution
centres and in-house
delivery fleet



High-level service agreements,
with outstanding rates of stock
and on-time delivery

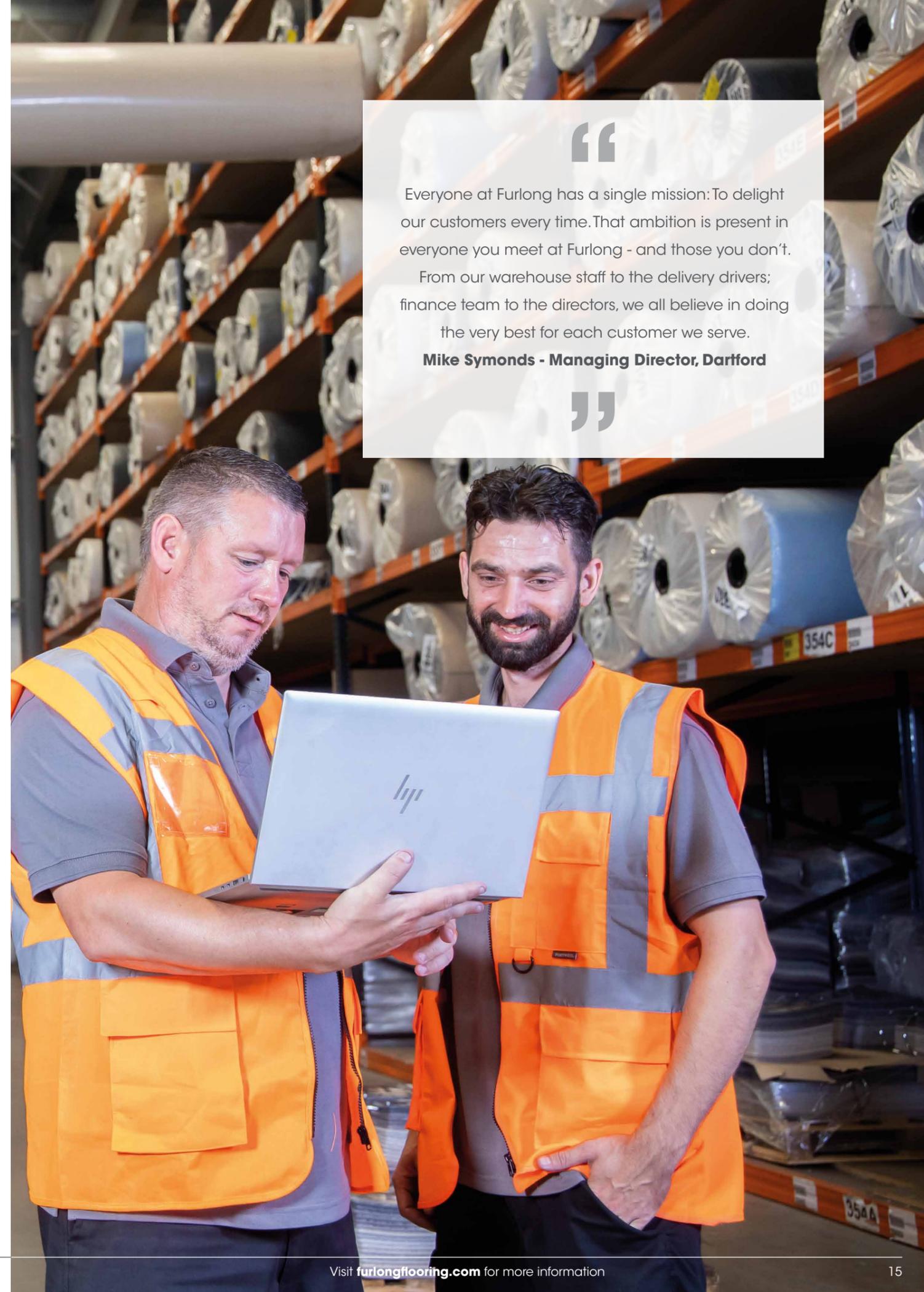
“

Everyone at Furlong has a single mission: To delight our customers every time. That ambition is present in everyone you meet at Furlong - and those you don't.

From our warehouse staff to the delivery drivers; finance team to the directors, we all believe in doing the very best for each customer we serve.

Mike Symonds - Managing Director, Dartford

”





Furlong Flooring

First choice flooring for every room

Furlong Flooring (Southern) Ltd

Unit E6 Bridge Close
35 Clipper Boulevard West
Crossways Industrial Estate
Dartford
DA2 6QN

Furlong Flooring (Central) Ltd

Unit 283 Carnfield Place
Walton Summit
Bamber Bridge
Preston, Lancashire
PR5 8AN

Furlong Flooring (Wales) Ltd

Brunel Way
Stroudwater Business Park
Stonehouse
Gloucestershire
GL10 3SX

Tel: 01322 628 700

Email: enquiries@furlongflooring.com

www.furlongflooring.com