

GL Floors select PHPR

Edinburgh, UK, December 2008

GL Floors, Scotland's leading wood flooring specialist has selected PHPR Ltd to handle their PR with a brief to boost their profile in the trade, design and consumer media, on and offline. PHPR handles on and offline PR for a range of clients on both sides of the border and is unusual in having a qualified interior designer on its team to ensure that clients' reception areas match expectations when the media profile is raised.

PHPR CEO, Penny Haywood says, "GL Floors is a PR dream client, with a 40-year track record of excellence, including Scotland's only certified flooring training academy to continue their craftsmanship tradition. Their work includes precision custom-designed inlaid floors for commercial clients, like Gleneagles Hotel, through to specialist overnight installations by their commercial 'hit-squad' for retailers such as Jenners and Harvey Nichols. They also have the certified skills to undertake historic flooring restoration and repair and have worked on a range of castles plus the recently re-furbished Edinburgh City Council's main meeting chamber.

"Not surprisingly, they are the appointed Scottish distributor for most of the world's top flooring manufacturers and their advice, aftercare and maintenance programmes are second to none. That's backed up by the testimonials they receive, but I was particularly impressed by the testimonials they get after small domestic jobs: almost all mention the firm's courteous and responsive workmen."

Martin Smith, GL Flooring's MD says, "I've seen the effect PR has when I worked with Junckers and I was determined to introduce that at GL Floors. We chose PHPR because Penny consistently demonstrated an in-depth understanding of our business thanks to her past work with Historic Scotland and her diploma from the Institute of Interior Design, and her association with a Forestry Stewardship Council specialist. She has an innovative approach to media relations that matched our own approach to business."

ENDS (background information follows)

For further comment, interviews, or photos please contact Penny Haywood at PHPR on 0131 669 5190 (day or evening) or email penny@phpr.co.uk.

About GL Floors

GL Floor Finishing Company, established in 1965, has over 40 years of experience in the installation, refurbishment & maintenance of wooden floors.

GL Floors has sole Scottish distributor agreements with many of the world's leading flooring manufacturers and because they buy in bulk, offers excellent quality at affordable prices.

The company employs and trains 35 skilled craftsmen and apprentices trained at the independently accredited GL Flooring Academy, the country's only dedicated flooring craftsmanship and customer service training centre, developed in conjunction with the [Scottish Qualifications Authority \(SQA\)](#) with support from [Jewel & Esk College](#) in Edinburgh.

97% of GL Floors' customers are satisfied with their installation and many would recommend the company.

GL Floors' offers unparalleled technical and sustainable flooring advice, both on site, online, and at our World of Wood showroom at Newcraighall, Edinburgh where over 200 different floors are on view.

GL Floors' customers include historic castles, major public buildings, hotels, offices, shops and restaurants, cutting-edge architect-designs, self-builders plus home owners seeking

beautiful affordable floors that last, thanks to their unique aftercare service and maintenance agreements.

A GL Floor is an additional selling point, coming with free follow –up inspection visits plus ongoing maintenance contracts to keep their floor in top condition.

GL Floors is committed to [Sustainable Timber Sourcing](#) and forest management and is working to become a low carbon company.

The company offers 0% interest commission-free deals from an independent financial services provider.