



Furlong Flooring®

First choice flooring for every room

**PARTNERSHIP
ELEVATES
QUALITY**

BLOOR HOMES®



Renowned as one of the largest private housebuilders in the UK, Bloor Homes has solidified its reputation for superior quality homes through its partnership with Furlong Flooring. Constructing around 4,000 properties per year across nine regional markets.

Bloor's core product offering consists of three-bedroom detached homes, along with a diverse portfolio spanning one-bedroom apartments to five-bedroom detached houses. However, it's the innovative collaboration with Furlong that has allowed Bloor Homes to truly elevate the move-in experience for new homebuyers.

Committed to excellence, Bloor Homes carries the distinguished 5-star rating from the Home Builders Federation (HBF). A key contributor to its reputation stems from the company's innovative "Your Choice" fixtures and fittings options service. By encouraging buyers to select from a vast array of carpet and vinyl styles that have been provided by Furlong Flooring, Bloor elevates each property with a warm, welcoming ambience from the moment new owners take possession.

"We deliberately encourage our customers to personalise their homes with flooring options so it feels completely move-in ready," explained Lee Gaskin Group Category Manager at Bloor Homes. ***"And by keeping our margins low, our prices remain competitive with major retailers."***

Bloor's partnership with Furlong has proven transformative for the company's residential offerings. Working hand-in-hand, the two businesses curate a diverse selection of on-trend carpet and luxury vinyl planks and tiles across multiple price points to suit any preference or budget. With Furlong's industry expertise and advice, Bloor can continually refine its catalogue to

incorporate the latest styles that resonate with prospective home buyers.

"Furlong presents us with thousands of potential flooring products," added Lee. ***"We lean on their advice about which ones are current and popular choices, then work closely with our respective sales teams to narrow those down to a manageable selection for buyers."***

This collaborative process has empowered Bloor to cater to the nuanced tastes of its varied customer base, from first time buyers to millennials and older downsizers. While neutrals such as soft grays and beiges remain the most popular for speculative homes, the line-up also incorporates bold splashes of colour advocated by Furlong. Vivid blues and rich reds, for example, appeal to purchasers with distinctive interior design perspectives.

Beyond simply supplying flooring materials, Furlong has demonstrated unparalleled commitment to Bloor Homes as a partner. Its relationship was solidified during COVID-19 when most manufacturers temporarily halted operations. Despite industry-wide disruptions, Furlong enabled Bloor to keep developments on schedule

by allowing the builder's contractors to collect products directly from its warehouses for installation.

"Furlong went the extra mile to keep us working during that difficult time," said Lee. ***"In April 2020 alone, in the midst of nationwide lockdown, we were able to move over 100 families into newly completed homes thanks to their support."***

In the months following, as supply chains remained compromised, Bloor's priority status with Furlong ensured its sites never experienced stoppages due to lack of flooring materials. Many contractors who once promoted other suppliers quickly recognised the stability of their specification with Furlong.

"Our relationship with Furlong has quite literally transformed our business," said Lee Gaskin. ***"The consistency that Furlong provides has made Bloor Homes' job much easier and taken it to another level. It has enabled us to be consistent across our approach, our pricing, quality, and service levels for flooring products and installation. We couldn't have achieved this level of excellence without such a steadfast partner."***