

SETTING THE  
STANDARD FOR  
FUTURE HOMES



Keepmoat Homes has partnered with Furlong Flooring and INTU Interiors to set a new benchmark in sustainable housing.

Its flagship Gedling Green site in Nottingham, the UK's first open market sale Future Homes development, showcases innovative flooring solutions that seamlessly integrate with new underfloor heating systems while meeting strict sustainability standards.

Gedling Green will be marketed as the UK's first open market sale Future Homes development, featuring a range of zero carbon ready two, three and four-bedroom homes. Paving the way to eco-friendly and sustainable living, Keepmoat had considered every energy-efficient detail that they could. The homes were designed to help use less energy, combining tomorrow's technology, enhanced levels of insulation, air source pumps and solar panels, and EV charging points.

Keepmoat's Group Technical Development Director, Trudie McCormick, explained, *"We were venturing into new territory with our underfloor heating system. We needed a flooring partner who could provide not just products, but expertise to help us achieve our sustainability goals."*

Furlong Flooring rose to the challenge, leveraging its manufacturing expertise to provide a range of suitable options. It offered technical guidance on TOG ratings and recommended specialist underlays, working closely with INTU Interiors, the appointed contractor, to ensure proper installation. Coinciding with the project's October 2023 launch, Furlong introduced its innovative

Avondale range, a carpet made from recycled polypropylene.

Andy Scott, Regional Housebuilder Sales Manager at Furlong Flooring, *"We were delighted to be able to contribute to this groundbreaking project. We presented numerous options of both carpet and hard flooring which would all achieve the required TOG rating, and provided indicative costs, so that Keepmoat could ensure that they were achieving value for money whilst meeting the specification criteria."*

"The timing of the launch of our new recycled carpet range called Avondale couldn't have been more perfect, allowing us to offer a product that met all of Keepmoat's sustainability requirements."

The results of this collaboration were impressive. The installation of Avondale carpet in 33 homes at Gedling Green saved the equivalent of 29 barrels of crude oil, while the vinyl flooring used in bathrooms and kitchens prevented 80 plastic bottles from entering landfills. These solutions significantly contributed to Keepmoat's aim of creating a carbon-neutral development.

Reflecting on the project, McCormick stated, *"Furlong Flooring's expertise and innovative products were instrumental in helping us achieve our vision for Gedling Green. Their Avondale range not only met our technical requirements but also aligned perfectly with our sustainability ethos."*

Furlong Flooring's ability to provide tailored solutions and develop new products in line with emerging sustainability trends positioned them as a valuable partner in Keepmoat's pioneering Future Homes project.

Commenting on the collaboration, Andy Scott concluded: *"We're proud to have played a part with INTU Interiors on this landmark development. From an initial technical query, it's a testament to what can be achieved when manufacturers, developers, and contractors work together towards a common goal of sustainability. We look forward to continuing our partnership with Keepmoat on future projects."*