



Furlong Flooring®

First choice flooring for every room

**MAKE THE
SUSTAINABLE
CHOICE**

cora
Creating Amazing Places



In the journey to best-in-class environmental stewardship, the choice of materials and products has never been more important. For housebuilder Cora Homes, its partnership with Furlong Flooring is set to play a key part in achieving its sustainability goals while maintaining exceptional build quality. By providing 100% recycled carpet products, Furlong aligns perfectly with Cora Homes' ethos of environmental protection and consciousness.

Aiming to deliver over 200 homes in 2025, Cora Homes was looking for a flooring partner that could provide the very best in terms of flooring but also strong sustainability credentials. Enter Furlong Flooring, a company that specialises in manufacturing and distributing sustainable and eco-friendly carpet products, offering a perfect fit for Cora Homes' ethos of environmentally friendly materials and responsible sourcing.

"The idea of having recycled carpets, saving plastic from going into landfill, was a huge selling point for the flooring – it fits in perfectly with our ethos of sustainability," said Matt Wright, Commercial Director, Cora Homes.

Making the right decision

Cora Homes began working with Furlong Flooring around a year ago, and the partnership has been a resounding success. The Enchantment Elite and Luxe line of carpets from Furlong Flooring have been a hit with customers, who are pleasantly surprised to learn that the high-quality, hardwearing, and comfortable carpets are made from recycled materials.

"We have received some great feedback from customers on how good the carpets look – most are really surprised, and very happy, to hear that they are environmentally friendly" added Matt Wright.

Shared ESG ambition

While the quality and sustainability of Furlong Flooring's products were the initial draw, the partnership has flourished due to shared values and exceptional service. Cora Homes praised Furlong Flooring's commitment to Environmental, Social, and Governance (ESG) principles, which aligns perfectly with its own mission.

"As well as producing high-quality carpets at an affordable price, it is the Environmental, Social, and Governance (ESG) aspect of Furlong Flooring that really impressed us at Cora Homes," said Matt. **"The fact that they are working with the same goal in mind – for sustainability and environmental protection – is very important to us as a company."**

Furthermore, the Furlong Flooring team has been highly responsive to Cora Homes' needs and questions, providing excellent communication and support throughout the partnership.

As Cora Homes continues to develop climate-resilient communities, its partnership with Furlong Flooring remains a crucial component in its mission.

By combining exceptional quality, affordability, and a shared commitment to environmental responsibility, the two companies are setting a benchmark for sustainable building practices in the housing sector.