



Press Release
15th April 2015

Polyflor employees become Dementia Friends

Manchester based vinyl flooring manufacturer Polyflor Ltd recently held a Dementia Friends session for its staff to help raise awareness about the condition and the challenges that people living with dementia face.

Dementia Friends is an initiative run by the Alzheimer's Society and funded by the Government to raise awareness of dementia across the country and encourage the creation of dementia communities. The session was hosted by local Oldham Dementia Champion Natalie Yates-Bolton from the University of Salford at Polyflor's Salmon Fields office in Royton, Oldham.

As part of the company's dedication to becoming more dementia friendly, Polyflor is a local and national member of the Dementia Action Alliance who are committed to transforming the lives of the 800,000 people living with dementia in the UK. Polyflor also works closely with the University of Salford and is a partner in their International Dementia Design Network.

Polyflor's vinyl flooring is often used in residential homes, care homes and hospitals where people with dementia may be living or visiting. Flooring is an important element of interior design as it can help people with dementia feel more comfortable and less agitated as well as helping those who are visually impaired navigate their way around a building.

John Mellor, Safety Flooring Market Manager at Polyflor Ltd, is leading the company's action plan on becoming more dementia friendly. He commented, "The

session has been a great benefit to Polyflor staff. It is well known that dementia affects a wide range of people across the community. The more we understand about the needs of someone living with dementia, the more empathy and caring can be shown to help those affected live their life as comfortably and happily as possible. Employees were able to take away knowledge that could benefit them in their personal lives for years to come.”

For more information about attending a Dementia Friends session or hosting one at your workplace visit www.dementiafriends.org.uk

Details of Polyflor’s extensive range of resilient vinyl flooring are available from Polyflor Ltd, Radcliffe New Road, Whitefield, Manchester, M45 7NR. Tel: 0161 767 1111. Fax: 0161 767 1128.

Website: www.polyflor.com Email: info@polyflor.com

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Editors Notes

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Picture Caption

Polyflor employees and Natalie Yates-Bolton from the University of Salford at their Dementia Friends session.