

NEWS

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INTERFLOOR GEARING UP FOR 1ST BUYING GROUPS NATIONAL FLOORING SHOW

carpet^{1st}
select collection



brm

Interfloor will be presenting their top selling range of PU and rubber underlays at the first ever Buying Groups National Flooring Show at Cranmore Park, Solihull on 18th-19th May. The Company have experienced strong underlay sales growth, on a sustained basis, since last summer. Supported by an extensive marketing campaign their Tredaire Seventh Heaven PU has consistently broken both sales and production records as retailers, wholesalers and contractors have switched from competitor brands. They are also finding that the sales of quality, branded rubber underlays are rising too.

“We’ve been very pleased with the sales performance of our Tredaire Seventh Heaven PU underlays” says Gary Cowley, Interfloor’s sales director. “Since we commissioned our brand new, state of the art, production line in Dumfries last year we’ve seen a steady rise in demand from across the market. In the second half of 2010 this rate of growth shifted up a couple of gears and we’ve had to increase our output to keep pace with the surging demand ever since.”