

interfloor news

The Biggest and Best Accessories Range EVER!

The new 2009/2010 flooring accessories catalogue from Interfloor provides the ultimate 'one-stop-shop'.

The new catalogue offers the complete range of Stikatak and Gripperrods quality products in one publication, from one single source. Over 800 of the flooring industry's best, most popular and leading fitting products including adhesives, grippers, edgings, nosings, tapes, fitting tools, wood/laminate underlays and retail packs have been brought together in a single 56-page catalogue.

"This represents the ultimate in flooring accessories where the best quality and value products from two of the leading UK flooring brands,

Stikatak and Gripperrods, have been combined to provide the most comprehensive range ever," said Interfloor sales director Gary Cowley.

Plus, there are new products developed for the industry which are shown and available for the first time. These include a new range of UK-manufactured Stikatak adhesives, flooring screeds and the new, patented Floor Edge Trim.

The catalogue, available free from Interfloor account managers or the sales office on 01706 238810, has been designed for ease of use.

It features ten colour coded sections with detailed, illustrations and informative technical details. Many also have a clear recommended usage guide. "All this ensures customers are able to choose the right and best accessory product for the job," said Cowley.



Find out much more on pages 4 & 5...

Selling In The Recession

Retailers tell us how they are improving sales in the recession

Interfloor has recently completed a survey with retailers to find out how they are coping with the recession. The results are published in an Interfloor News Special Edition called, "Selling in the recession - retailers' top selling tips".

"We asked many of our retail customers what they were doing to improve the sales of underlay and floor-

ing accessories at present," said Steve Woodhead, Interfloor marketing director, "and they gave us some excellent tips. We've picked what we think are the ten best ones and we've published them so that a wider audience can benefit from them. Our customers have told us how they cross sell, up-sell and even sell to those consumers who wouldn't otherwise have bought at all.

Most of the ideas are plain, common sense but if they help to get an extra order or two we think it's worth it."

If you would like a copy of the Interfloor News Special Edition, "Selling in the recession - retailers' top selling tips" just contact your local Interfloor account manager or call the sales office on (01706) 213131.



World Records Fly in Emirates

Billed as the world's largest ever fireworks display, the grand opening of Atlantis, the Palm, in Dubai was a star-studded event where Interfloor shared floor space with celebrities including Kylie Minogue!

Atlantis, the flagship resort on the Palm Jumeirah, a huge 25 square kilometre man-made island, is a £1.5 billion ocean themed entertainment playground. It includes the Royal Towers with 1,539 guestrooms and suites all fitted with Tredaire Defender underlay. The public areas, corridors and function suites all feature Tredaire Technics 5.

"Interfloor has successfully completed a large number of highly prestigious installations in the United Arab Emirates, but the Atlantis is the biggest and most prominent to date," said international sales director Tony Capon.

"Not only did the Atlantis opening



claim the title of the world's biggest fireworks display it is also claims one of the world's largest single underlay

and carpet installations." Interfloor supplied over 100,000 square metres of underlay.

In this issue

Product Range Grows

pages 2-3

Gripper, adhesives, wood & laminate underlays

New Accessories Catalogue

page 4-5

Featuring the Stikatak & Gripperrods range

Export Award

page 7

More success for Interfloor's export team

Competition

page 8

win a Samsung HD ready TV worth over £200!

And lots more...

More products and expanded range:

Good, Better, Best in Grippers

Interfloor has expanded its underlay, flooring adhesives and fitting accessories ranges with new products and more choice. "Our goal is simply to offer the widest choice of quality products to meet our customers' needs for underlay and flooring accessories", says marketing director Steve Woodhead.

As the industry and consumers seek to find best value, quality and service, Interfloor has introduced the 'good, better, best' concept into many of its ranges to give customers clear buying options.

The addition of Stikatak's Regular Gripper to Interfloor's accessories portfolio alongside Gripperods Tackfast and Golden Gripper provides more choice for domestic and contract carpet installations.

BEST: Golden Gripper

Made in the UK from Russian birch plywood with a wider 25mm strip for greater stability. Golden Gripper's precision made nails and pins give better holding and higher strength in heavy stretch installations. Choice of three pin heights, wood or concrete floor nails or no nails for stick down work.

BETTER: Tackfast Gripper

Made in the UK from Russian birch plywood, with a pronounced bevel edge for a consistent finish, there are three pin height choices for the exact carpet holding strength required. Available without nails for installations where nail fixing is unsuitable or with pre-fixed nails for wood, concrete or dual purpose installations.

GOOD: Regular Gripper

Pre-nailed with wood, concrete or dual purpose nails, and made from poplar plywood with galvanised medium pins, this is an easy to use and speedy installation choice for stretch installations.

Additionally, there is Contract Gripper for heavy stretch installations and Floorworks Microplast Easy Gripper made specially for felt back carpet installations.



All are featured and illustrated with technical details and usage guide in Interfloor's new 2009/2010 accessories catalogue.

Environmentally friendly adhesives are big success

The launch of the new Stikatak adhesives range and catalogue last August was a major success for Interfloor. The combination of very low emission products, an expanded range and the bold new packaging has been very popular with customers.

Interfloor is the only UK manufacturer of very low VOC products licensed by the GEV under its Emission rating. Products rated as EC1, for very low emissions, include STK400 Very Low Emission Carpet Adhesive, STK200 Very Low Emission Pressure Sensitive Flooring Adhesive and STK500 Very Low Emission Release Tackifier

The red and black packs with distinctive coloured product names for clear identification has been welcomed by all. "We have been delighted with the response to the image and overwhelmed with the response to the products, particularly STK300, which has outperformed all expectations," said business development manager David Hume. "The Stikatak range now offers a specialist, high quality, environmentally friendly product for all flooring adhesive work plus screeds, primers and moisture suppressant," said Hume.



COSHH and technical data sheets on all the products are available on request.

Now, in 2009, the Stikatak range has been expanded even further and incorporated into Interfloor's new 2009/2010 accessories catalogue. New products are STK600, a high performance flexible adhesive for wood flooring, double stick carpet adhesive STK900 and double stick tackifier STK950.

STK900 is a specially formulated adhesive with a long open time which is easy to trowel. It is suitable for the permanent bonding of carpet to double stick underlays - Duralay Durafit, Duralay System Ten, Tredaire Technics and Tredaire Terra Firma. New tackifier adhesive STK950 is a permanently tacky dispersion adhesive ideal for bonding the underlays to the sub-floor. Both are water-based, low odour products.

STK1200 is a new water-based smoothing compound and STK1000, a new epoxy damp proof membrane. They join the highly popular STK300 which stands out as a top performing fast grab multi-purpose adhesive offering exceptional bond strength.

Sponge (still) at Number One

Sponge rubber is – and continues to be – the most popular underlay type in the UK. Around sixty per cent of underlay purchased by consumers is sponge - that's more sales than PU and crumb rubber underlays combined!

Their popularity is firmly down to high performance and reliability. Research has shown that 80% of consumers preferred sponge in their homes. They liked its comfort, durability and the choice of prices, colours and thicknesses.

It was sponge bought by June Roberts (see back page) which lasted her nearly twenty years and which she is now replacing with more sponge, Tredaire Colours Red. "... the underlay looked in perfect condition, even after all these years" said June.

Sponge rubber underlay is one of the highest generating profit lines for retailers offering great margins. And for consumers it offers an underlay at all price points. "Tredaire and Duralay sponge rubber underlays are tried and tested products which retailers can sell, and consumers can buy, with confidence. Many luxury sponge underlays offer a combination of comfort and durability that others, including many PU underlays, simply cannot match," said marketing director Steve Woodhead.

Five reasons to choose sponge



Tredaire Colours Red

- 1 High performance for comfort AND durability
- 2 Wide choice of colours, textures and thicknesses
- 3 Reliable, tried and tested products
- 4 Tredaire and Duralay are the consumers' favourite brands
- 5 Great margins for retailers

TREDAIRE® **Duralay**®

bringing wider choice to the market

More Underlays for Growing Wood & Laminate Market

The wood and laminate flooring market has experienced ten years of steady growth, peaking last year at over 30 million square metres of sales. It now accounts for around fifteen per cent of all floorcoverings sold by UK retailers.

To meet this opportunity – and consumer demand – Interfloor has extended its range of underlays specially developed for wood and laminate installations. Joining the top selling Duralay Timbermate Collection are Stikatak's polyethylene (PE) underlays to bring a complete and comprehensive range.

This conforms with Interfloor's 'good, better, best' concept to offer price and quality choice with an underlay to suit every budget and every installation.

Duralay

The Timbermate Range

High performance underlays for wood and laminate floors



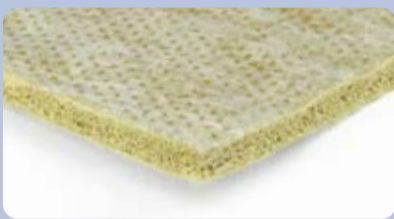
BEST: Silentfloor Gold

the ultimate solution, the highest specification acoustic performance underlay, 4.20mm thick, with a built-in vapourstop barrier.



BETTER: Timbermate Excel

the first 'all in one' rubber underlay, 3.60mm, with built-in vapourstop barrier, eliminating the need for extra moisture barrier protection.



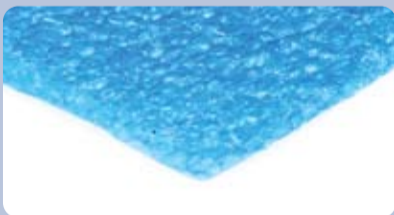
GOOD: Duratex

the traditional high density rubber underlay, 3.60mm thick, ideal for wood-based suspended floors where moisture vapour is not an issue.

STIKATAK

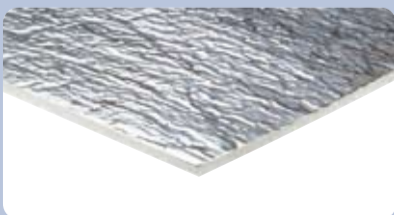
Polyethylene (PE) Underlays

Standard underlays for wood and laminate floors



BEST: All-in-One Blue

3mm PE underlay with integral damp proof membrane with thermal and sound insulation qualities



BETTER: Silverlay

2mm thick PE underlay with built-in silver foil moisture barrier and self adhesive overlap



GOOD: Plastifoam White

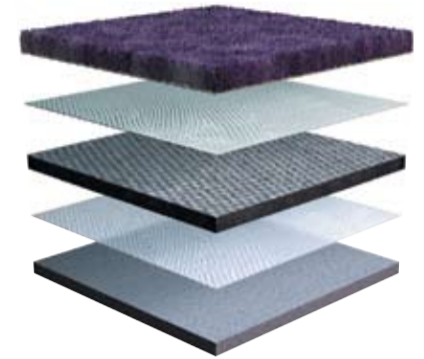
easy to fit light PE underlay, 1.8mm thick

All are featured in detail on page 42 in Interfloor's new 2009/2010 accessories catalogue.

Making More of Double Stick – the Contractors' Favourite

Interfloor has a strong tradition in double stick underlays. It leads the market with key ranges such as the 'original' Duralay Durafit, supported by Tredaire Technics, Tredaire Terra Firma and Duralay System Ten. Together they account for approximately 30% of the underlay used in contract work across the UK.

Now, with Stikatak's new double stick carpet adhesive STK900 and double stick tackifier STK950, the power of Interfloor's double stick system has never been stronger. STK900 is a specially formulated adhesive with a long open time and is easy to trowel. It is suitable for the permanent bonding of carpet to double stick underlays.



New tackifier adhesive STK950 is a permanently tacky dispersion adhesive ideal for bonding underlays to the sub-floor. Both are water based low odour products.

With the double stick system, the dimensional stability of the carpet is improved with good underfoot comfort, making it ideal for carpets in commercial and heavy usage areas.

See pages 24 & 25 of Interfloor's new 2009/2010 accessories catalogue for more details.

When Crumb Rubber Pops-Up in Your Store

Duralay's crumb rubber underlays continue to be highly popular with consumers. They are often seen – and can be promoted – as 'green' products because of their environmentally friendly credentials. They are the only underlays made from recycled post-consumer waste.

Duralay Super Mark III, Duralay Treadmore and Duralay System Ten are all manufactured from top grade rubber taken from over 3 million used car tyres which Interfloor recycles every year in the UK. Plus, they are all hard wearing and durable.

That's why Interfloor has given this Duralay range the 'Tough by



Nature' banner and is backing their in-store presence with new and highly visible FREE point-of-sale material.

The three underlays are now available with new sample covers and 1.5 metre high 'pop-up' displays all promoting their hard wearing and green message.

To find out more, or to order your free pop-up display or samples, contact your Interfloor account manager.





Interfloor's new accessories range:

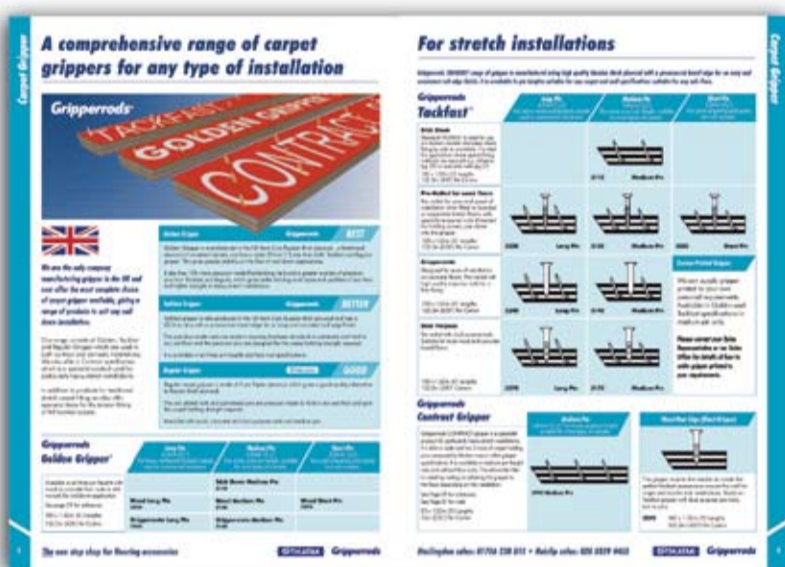
Interfloor's new accessories catalogue brings together the widest range of flooring accessories in the UK market to give retail, wholesale and contract customers at home and overseas an unparalleled quality and price selection.

One-Stop-Shop

With the new 2009/2010 flooring accessories catalogue Interfloor becomes the ultimate 'one-stop-shop' for flooring accessories and promotes the 'good, better, best' product philosophy where customers are given clear choice.

"With two of the top brand names in flooring accessories brought together under the Interfloor name, we have attained a premier position with excellent products and great value backed by retailer marketing support and attention to customer service," said marketing director Steve Woodhead.

Carpet Gripper



A comprehensive range of Gripperods and Stikatak carpet grippers for any type of installation including stretch, stick down, contract and felt back. The 'good, better, best' range features Golden Gripper, Tackfast Gripper and Regular Gripper. The complete range is illustrated with cross section diagrams showing pin lengths and pre-nails with specifications and fitting advice.

Floor Edgings



Edgings cover two sections – one for carpet and vinyl and the other for wood/laminate. The new comprehensive range has been rationalised from the previous Stikatak and Gripperods ranges, to offer the best quality and value from each. All are illustrated with size, colour and finish options. The ten pages, with an edging, coverstrip and nosing for virtually every installation, feature the flexible use clip system and a new product – the Floor Edge Trim. This patented edge bridges the gap between wood/laminate flooring and the skirting and is very quick and easy to fit.

Stair Nosings and Finishing Products



Six pages of Stikatak's stair nosings and finishing products, both slimline and heavy duty aluminium profiles, available with PVC inserts and a choice of eleven colours and various PVC nosings, skirtings and cove formers. Plus, useful tips for using a template for curves and preventing trip hazards.

Flooring Adhesives



An exclusive new range of UK-manufactured, environmentally friendly, Stikatak adhesives. Interfloor is the only UK manufacturer of very low VOC products licensed by the GEV under its Emission rating. Products rated as EC1, for very low emissions, include STK400 Very Low Emission Carpet Adhesive, STK200 Very Low Emission Pressure Sensitive Flooring Adhesive and STK500 Very Low Emission Release Tackifier.

"This is the definitive adhesives range," said business development manager David Hume. "We have carefully selected the best, most popular and technically sound original adhesives and developed new ones to meet market demand, and now offer a comprehensive range of UK-made adhesives meeting the highest environmental and emission standards."

The section features flooring adhesives, double stick adhesives, screeds and primers, epoxy damp proof membrane and spray adhesives, plus handy tips, double stick instructions and a sub-floor preparation guide. A detailed chart highlights the correct Stikatak adhesive for each floorcovering – carpet, carpet tiles, PVC, cork, wood/laminate, rubber and underlay double stick.

the widest choice of quality and value

Heat Seaming Tapes

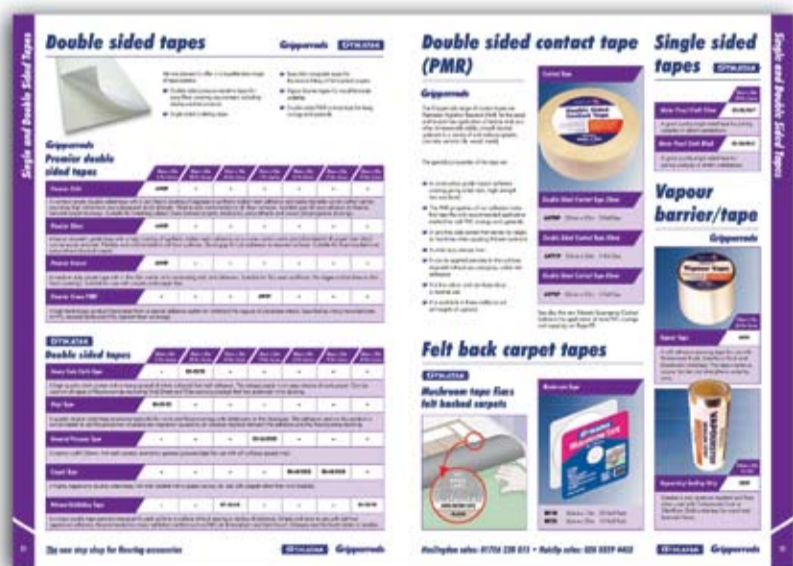


Gripperods tapes are manufactured in the UK and have woven scrim with glass fibre welt and polyester warp, and are designed for strength in excess of British Standards. To make selecting the right tape easy, the catalogue has a detailed technical and recommend use guide.

“With two of the top brand names in flooring accessories we have attained a premier position with excellent products and great value backed by retailer marketing support and great customer service”

Steve Woodhead
Interfloor Marketing Director

Single and Double Sided Tapes



The best of Stikatak and Gripperods tapes provide the professional flooring installer with the best choice, best quality and best value. The range consists of Gripperods Premier double sided tapes, double sided contact tape and vapour barrier tape. From Stikatak comes double sided tapes, single sided tapes, mushroom tape for felt back carpets and vapourstop sealing strip. All are featured with technical details and a recommended use guide.

To get your copy of the new product-packed 2009/2010 flooring accessories catalogue contact your Interfloor account manager or phone the sales office on 01706 238810.

Tools, Blades and Fixings



A broad selection of Stikatak and Gripperods tools are brought together into a comprehensive portfolio of quality tools. The range covers tools for floor stripping and preparation; adhesive and screed application; cutting and trimming; measuring, marking and fixing; stretching and heat seaming, plus blades, nails and screws; knee pads and the Gripperods complete fitting tool kit.

Wood/laminate underlays



Stikatak's lightweight PE underlays and the market leading, noise reducing Duralay Timbermate range have been combined to offer an extensive 'good, better, best' solution.

Retail Packaged Products



A range of Stikatak branded packaged flooring accessories, designed to help the retailer promote and sell more products in store. There are metal edgings, clip systems, carpet gripper, flooring adhesives, sealants and screeds, tapes, tools, floor cleaning and care products all available packed for display and immediate sale.

Sound Investment Brings Results

A quiet revolution has been taking place in the world of flooring acoustics. It is now possible to combine specially developed Interfloor underlay during new build construction or refurbishment to create a highly effective acoustic solution to impact, airborne and drum sound.

Floor noise found in buildings from offices and apartments to hotels and schools, can be reduced and absorbed using a system developed by Interfloor partner Aprobo Inc. of Sweden.

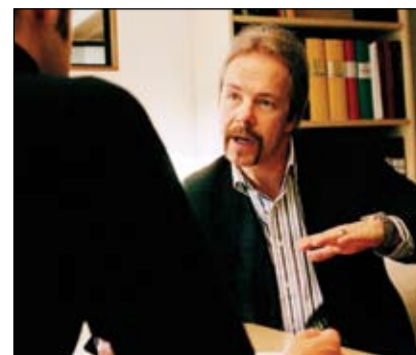
The specialist flooring company has been working with Tredaire, Duralay and now Interfloor, for twenty years. The initiative started in Scandinavia when Aprobo recognised the trend for harder flooring was resulting in poor acoustic qualities. Their perfected range, the Aprobo Decibel Concept, is now achieving an annual €2.5m turnover of business mainly in the Scandinavian market with expansion into France, Italy, Germany and the United Kingdom planned.

"The market potential is huge and growing," said Aprobo director Pär Lindstedt. "Our products and solutions are based on top quality high density sponge rubber underlays exclusively manufactured for us by Interfloor."



Concrete is poured over the underlay during construction

"Our products and solutions are based on top quality high density sponge rubber underlays exclusively manufactured for us by Interfloor."



Pär Lindstedt
Aprobo Inc.

The Aprobo Decibel Concept now includes three different thickness underlays Decibel 1, 2 and 3, which form part of the floor structure for PVC, linoleum, wood and laminate coverings. Also, the SoundSeal construction method where the underlay is placed under the floor levelling material or concrete during the construction process. "Any kind of floorcovering can be installed without having to think about the acoustics because acoustic improvement is permanently installed within the basic construction of the building," said Lindstedt.

Additionally, this method allows thinner concrete constructions which, by keeping the thickness down, means other savings on materials for inner and outer walls.

Many hundreds of tests have been carried out both by Interfloor and Aprobo over decades to produce products resistant to chemical breakdown and wear which provide the highest acoustic performance.

To find out more visit www.aprobo.com

Top of the Underlay League

Interfloor is at the heart of two of London's most ambitious leisure and residential developments

Integrated into the famous Twickenham Stadium – the home of English rugby – is a new four-star Marriott Hotel. With 156 bedrooms the hotel opened in March 2009 as part of the £80m South Stand re-development with conference, banqueting, meeting, events and exhibition facilities.

"Our hotel will be the best of its kind within the UK," said London Marriott Twickenham general manager Paul Davies. "We are confident it will

become the ultimate destination for business and sport."

To maintain the high standards in one of Marriott's flagship hotels, the flooring contractor, J Fitch Flooring Ltd of Romford, chose the market leading Duralay Durafit System. They installed Durafit 500 and Durafit 650 underlay in the bedrooms, main corridors and dining areas, all with Gripperrods gripper.

"We felt Durafit offered the best value product in its class and from past experience we were aware that adequate supplies are readily available,"



Artist impression of 22 South Chophouse, the main restaurant at the Marriott Hotel Twickenham



Highbury Stadium Square development

said Mick Sharp of J Fitch Flooring.

Twenty miles across London at the Highbury Stadium, the historic home of Arsenal Football Club, another major sports linked development is underway.

When the Gunners left Highbury for their new £357m Emirates Stadium three years ago, they left behind a historic landmark. They had been playing there since 1913 and immediately after they moved, work started on the creation of 'Highbury Stadium Square', a high-spec Art Deco-style apartments and penthouses development facing into a central garden square, created from the former pitch.

The flooring contractor, London-

based Abbeywood Floorcoverings, chose high quality textured flat sponge rubber Tredaire Defender underlay for the 600 luxury apartments, all with underfloor heating, and Tredaire Terra Firma 7 PU underlay for the corridors. "We chose Defender because it met all the specifications required for use with underfloor heating," said Abbeywood director Jim Kent. "Plus, we are also using Stikatak multi purpose adhesive and double stick tackifier with the Terra Firma."

The development is due for completion this summer to become a living tribute to the Gunners and their Highbury legend.

MAKING DOMOTEX HISTORY

Four leading brands on one stand

Interfloor exhibited at the world's largest trade show for the flooring industry with its biggest and widest ever range. The expanded Interfloor range at Domotex 2009 included top products from Duralay, Tredaire, Gripperods and, for the first time, Stikatak.

Domotex was the first opportunity to present the brand new 2009-2010 Interfloor accessories range, showcased in one catalogue. The new, 56 page, catalogue 'flew off the shelves' at Domotex where over 38,000 visitors from the flooring industry from around the world gathered in Hannover for the four day event.

Interfloor was among 1,400 exhibitors from sixty countries. Also being promoted were carpet underlays including sponge and recycled crumb rubber for the domestic market and award winning and market leading Duralay Durafit and Tredaire Technics for the contract sector. For wood and laminate flooring Interfloor was promoting the Duralay Timbermate collection and for underfloor heating installations, the Duralay Heatflow range.

"Interfloor has an established and growing customer base across Europe and the rest of the world," said international sales director Tony Capon. "Our products are acknowledged as high quality and innovative, such as our Duralay Heatflow range which has been specially developed to work effectively and economically with underfloor heating. "For the specialist cruise ships and offshore platform sector, we offer Counterflame, a high quality IMO rated flame retardant latex foam underlay for both stretch-fit and double-stick installations. We were pleasantly surprised at how busy the show was and there was a huge amount of interest in what Interfloor has to offer."



"Over 38,000 visitors, from 70 nations, attended Domotex in Hannover"

Award for Export Team

Interfloor's export business is a real winner. Overseas trade is growing with sales of UK manufactured underlay and flooring accessories to almost eighty countries. Installations include some of the world's most prestigious projects from hotels and cruise ships to mosques and international airports from Europe to the Far East.

There was recognition of the export team's achievement at the East Lancashire Chamber of Commerce President's Awards. Interfloor was named Exporter of the Year and won the prestigious Business Award for International Trade.

"Our success is the result of twenty years working with carpet manufacturers, project consultants and flooring contractors promoting the benefits of quality underlay and the techniques of stretch-fit and double-stick carpet installation," said Interfloor international sales director Tony Capon.



The Interfloor export team proudly display their new award

DOUBLE WINNER



Interfloor scored a 'double' at the Flooring Awards at Lord's Cricket Ground. Run by Networks Business Publications, publisher of ContractFloors, the awards are among the most prestigious accolades in the flooring sector.

Two Editor's Choice Awards, recognising businesses who made contributions to the industry through service, quality and product innovation, were won by Interfloor. First was the hard covering underlay category

and in the accessories category, Stikatak, now part of the Interfloor Group, won the honour.

Gary Cowley, Interfloor Sales Director said, "These awards emphasise the reputation that Interfloor has for quality and service in the contract market. We're delighted to accept these awards and we look forward to developing our commercial underlay and flooring accessories business throughout 2009 and beyond."

SMG backing British manufacturers

SMG, who are currently celebrating their 40th anniversary year, have reasserted their support for British flooring manufacturers.

Chris Moffat, SMG's Chief Executive says "If we are to maintain a strong independent retail sector we need to maintain a strong British manufacturing base." Echoing SMG's original "4 Britain" campaign Mr Moffat said, "Our message is the same as it was ten years ago, and it is just as clear...support the manufacturers who support you!"

SMG was founded in Reading in 1968 by 12 independent carpet and furniture retailers and has now grown to over 380 retail outlets. Initially, the Group's membership was predominantly complete house furnishers but with the property boom of the 1980's and the demise of many independent furniture specialists, a major change of direction took place which led to SMG becoming one of the strongest Carpet and Flooring Groups in the UK.

The SMG 'Approved Supplier' portfolio is predominantly British and includes the

majority of the major manufacturers within the carpet and flooring industry, including Interfloor. SMG's relationship with Interfloor began over 40 years ago with Duralay, Tredaire and Gripperrods. Chris Moffat says, "It goes without saying that SMG are extremely proud that this superb long term and successful business relationship continues to grow even stronger through the continued and valued support of Interfloor."

SMG are confident about the future. In 2008 they won two significant industry awards: 'Best Flooring Buying Group 2008' voted by the readers of Interiors Monthly and 'Best Buying Group 2008' by readers of Retail Floors.

Winning these awards has substantiated SMG's belief that the policies they have adopted for the future are in the best interests of their members and suppliers. SMG believe their support of industry initiatives and commitment to heavily promoting branded products gives their retail members the edge over their local competitors, which is something SMG will continue to develop throughout 2009.



Prestige Range Lives up to Name

Celebrating its first anniversary, the high performance Tredaire Prestige sponge rubber range has become a real winner with independent wholesalers.

A year after its launch the three 'good, better, best' underlays have passed the £1m sales mark, making them one of the most sought after

premier product ranges from Interfloor.

Tredaire Elite is top of the comfort range, a 9.75mm thick maroon coloured underlay perfect for luxurious underfoot feel. Next is Tredaire Superior at 8.65mm thick, red coloured with outstanding luxury feel. Then the 'good' option is Tredaire Sterling at 6.90mm thick, blue, for

everyday use around the home. All are manufactured in the UK with branded Textron backing.

Strong branding and great point-of-sale material including swatch books and hanging samples have helped make the Tredaire Prestige range one of the most successful underlay launches of recent years.



Tredaire Elite



Tredaire Superior



Tredaire Sterling

Sponge rubber underlay is for Life!

Nearly twenty years of hectic family life has taken its toll on June Roberts' living room. With a large family comprising teenage kids and their parties, family pets and now lively grandchildren, the room has taken a typical family pounding.



So when June decided on a room makeover the flooring was a priority for replacement. The nineteen-year-old Berber carpet was showing signs of wear, particularly around the patio

doors' entrance where the fabric had begun to disintegrate. "At some time there has been a leak which has clearly had a serious impact on the carpet," said June.

To her amazement, however, the underlay seemed in perfect condition. "It was a Duralay sponge rubber underlay bought and laid with the carpet from an independent store locally," said June of Waltham Cross in Hertfordshire. "While the carpet has shown signs of severe wear, the underlay looked in perfect condition even at the patio doors."

As the carpet has reached the end of its life she has decided to replace

the underlay at the same time so that her investment is secured for the lifetime of the new carpet. June has chosen Tredaire Colours Red, an 11.4mm thick sponge rubber underlay, offering the ultimate in underfoot comfort with enhanced heat and sound insulation.

"We were delighted June contacted us to say how well the underlay had performed over the last 19 years. We guarantee all of our underlays for the lifetime of the carpet so we're not surprised that the underlay was still in good condition," said marketing director Steve Woodhead.

Win this superb HD ready TV worth over £200!



Take part in our free competition and you have the chance to win this 19" Samsung HD LCD TV with built in Freeview tuner

All you have to do is answer this question:

What is the STK product number for Stikatak fast grab multi-purpose flooring adhesive?

Simply send your answer, with your name, contact address and daytime telephone number, by email to:

marketing@interfloor.com

or by post to:

The Marketing Team, Interfloor Ltd, Broadway, Haslingden, Lancashire BB4 4LS.

Entries must be received by 31st July 2009, when all correct entries received will be entered 'into the hat' and the first drawn out will win the prize. The winner will be notified by phone and feature in the next issue of Interfloor News.

Lucky Reader..

The lucky winner of our Nintendo Wii in issue 5 was Louise Abbott from Designer Contracts in Chesterfield. Louise said, "What a great surprise - it was my birthday yesterday so it's another reason to celebrate!"

