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INTERFLOOR MAKES DOMOTEX HISTORY FOUR LEADING BRANDS ON ONE STAND



Interfloor goes to Domotex 2009 with the biggest and widest ever range of floorcoverings products. Traditionally known for underlay with market leading brands Duralay and Tredaire, the expanded Interfloor range now includes comprehensive fitting accessories and adhesives selections from Gripperrods and Stikatak.

All four brands – Duralay, Tredaire, Gripperrods and Stikatak – will be promoted on the Interfloor stand at Domotex. “Interfloor has become a “one stop shop” for the floorcoverings trade,” said marketing director Steve Woodhead. “We have underlays for all types of flooring installation and now the widest range of flooring accessories and adhesives from any UK manufacturer.”

Underlays

For the domestic market, Interfloor offers a wide range of sponge and recycled crumb rubber underlay products – a huge choice to suit every application. Duralay Durafit and Tredaire Technics are market leading carpet underlays for the contract sector – hotels, entertainment centres, shops, offices and airports – where reliability and performance are required.

Interfloor meets the demands of the wood and laminate flooring market with the Duralay Timbermate collection. Other Interfloor underlay innovations include Duralay Heatflow, a range of three underlays created for use with underfloor heating.

Specialist underlays from Interfloor include Counterflame, a high quality flame retardant latex foam underlay suitable for both stretch-fit and double-stick installations on cruise ships and offshore platforms.

Accessories

Gripperrods offers a range of carpet grippers, edgings, trims, tapes and fitting tools. This is now complemented with a new and extended range of adhesives from Stikatak. A new Interfloor accessories catalogue, combining the Stikatak and Gripperrods ranges, is due to be published early in the new year.

To find out more and view Interfloor products visit stand A45 in Hall 7 at Domotex 2009.