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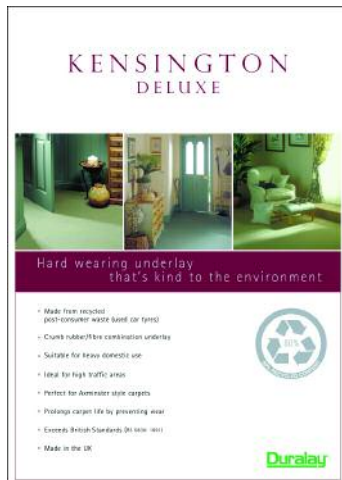
NEW RECYCLED UNDERLAY FOR WOVEN CARPETS



Duralay Kensington Deluxe

Duralay Kensington Deluxe is a new, high performance crumb felt combination underlay ideally suited to woven carpets. The 11mm thick underlay comprises two layers: 6mm of recycled charcoal grey felt provides comfort and “beds in” to the carpet backing, and a 5mm layer of high quality crumb rubber offers a durable and hard-wearing support for the carpet.

Duralay Kensington Deluxe is classified for Heavy Domestic and Heavy Contract Use (BS5808:1991) and, as with all Interfloor underlays, is guaranteed for the serviceable lifetime of the carpet. It is especially recommended for hall, stairs and landings where foot traffic is more intense.



Point Of Sale

This is a very environmentally friendly underlay – the crumb rubber is made from recycled car tyres, the felt is made from recycled automotive felt and even the packaging is fully recyclable. A massive 80% of the product is manufactured from recycled material making it a highly appealing “green” solution for the consumer. Like all of the Duralay range of crumb rubber and crumb felt combination underlays Kensington Deluxe is positioned as a “hard wearing underlay that’s kind to the environment.” It also comes with attractive in store point of sale and distinctive burgundy packaging.



Packaging

For more information contact your Interfloor account manager or the sales office on (01706) 238810.