

Draft Press Information 2

Client: Novostrat Ltd.

Date: January 2008

Subject: Novostrat in Construction

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**NOVOSTRAT, the new name in Insulation,
is growing - fast**

Novostrat Ltd. maybe a relatively new name in the UK but it is in fact the largest manufacturer of Polyethylene insulation products in Ireland, with distribution facilities throughout the UK and Continental Europe.

Novostrat is already becoming well know for its underfloor insulation products, which range from 'standard' carpet underlay to the company's most recently launched product 'Sonic Gold Excel', which is a high performance acoustic insulation and vapour barrier with exceptional sound reduction qualities.

But it is with an eye to the general construction market that Novostrat faces the future.

Polyethylene insulation products are inherently environmentally responsible, being totally recyclable as off-cuts or at the end of their long life, they are manufactured producing no harmful halogens and are CFC and HCFC free material. The new product range, which will be rolled out during 2008, will encompass more flooring products, roof and wall insulation, and under concrete 'plank' insulation products. As with all construction products today, ecological issues are a high priority with Architects, Specifiers and Developers.

All Novostrat products are performance tested to meet all acoustic and impact resistance demands for both residential and workplace environments. All products

are also designed to deliver the most cost efficient solutions i.e. competitive pricing, high quality and high performance.

Mike Hanrahan is the Sales and Marketing director for Novostrat and Tony Taibi is responsible for the UK sales territory, both of these names will be familiar to many Architects, Specifiers and Contractors in the construction sector as they have been working at the heart of the Construction/Insulation Industry for many years.

Currently Novostrat insulation products for under carpet, laminate and/or wood are mostly branded for the main DIY and Builders Merchant chains which is a situation the company is dedicated to building upon. However the company is confident that the Novostrat name will soon be a major name in its own right and a primary construction option in the Building Industry.

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Picture Caption: The Novostrat Logo and 'Insulation in Construction' line.