

novochat

A NOVOSTRAT NEWSPAGE FOR CLIENTS, EMPLOYEES AND FRIENDS

WELCOME... by Michael Hanrahan



Hello and welcome to the first edition of 'NovoChat', our new newpage for customers and friends to keep you up to speed on what's going on

inside Novostrat and what we are doing to provide improved business opportunities for our customers and business partners.

.... And what a time to launch a Newpage... right in the middle of the biggest financial crisis of all time!... but, as they say, 'fortune favours the brave'.

Having said that, we are looking to 2009 with enormous optimism. 2008 was a tremendous year for us. We saw the launch of Sonic Gold Excel; we won the 'Best underlay 2008' Award at the Floors Expo 2008 exhibition; we have established a superb network of retailers and distributors across the UK, Ireland and Mainland Europe and we have consolidated our range of underlays for wood, laminate and carpeted floors into a comprehensive product portfolio to accommodate every application and budget.

What a year!

And if what they are saying is right, house sales and new building projects are likely to be seriously slow next year, which should mean that people stay where they are and improve the properties that are living in.... every reason then to think that 2009 could be every bit as good, if not better, than 2008.

Thank you for taking the time to read our new NovoChat.

Michael Hanrahan
Novostrat Sales and Marketing Director.

BUILDING THE BRAND

At the beginning of 2008 it would be fair to say that most people would have said "Novostrat -Who?".

Although Novostrat was already the largest manufacturer of polyethylene foam in Ireland, to their recent target sector, i.e wood and laminate floor underlays, they were positively embryonic. How things change. After a year of major brand building, Novostrat is right there, winner of the Best Underlay 2008 at this year's Floors Expo 2008 exhibition, sporting a range of 8 laminate floor underlays and two carpet underlays, and now with a network of distributors and retailers across Ireland and the UK, Novostrat is being recognised and respected.

Our marketing campaign this year has been quite intense. Almost every month we have had a new press story released all of which have been carried in virtually all the major industry journals; we have been present at all the important flooring exhibitions and our ad campaign has been constant throughout the year - we simply don't believe anyone can have missed our growing presence in the market and the development of the Novostrat brand.

... and what are we selling?...simply a range of high quality, high performance underlays with a series of distinct selling points separating them from the competition (see article 'Ticking all the



Top: Selection of adverts and promotional leaflet.
Bottom: Selection of press articles.

boxes)... but most of all, very competitive pricing for a very high performance product.

Novostrat underlays are made using polyethylene foam with a variety of foil and membrane laminations - as such they are fully recyclable and the manufacturing process neither produces nor uses any harmful HCFCs, heavy metals, chlorides or bromides. These very green credentials are finding favour with Local Authorities and environmentally aware developers who are now insisting on 'Green' products.



NEW FROM NOVOSTRAT 'SONIC GOLD EXCEL' - Wood and laminate floor underlay

Sonic Gold Excel is a completely new high performance underlay for laminate, solid wood and engineered floors, both for domestic and workplace applications.

This extremely durable underlay is a three layer lamination based on the well proven Novostrat high density polyethylene foam, as used in other underlays in the Sonic range, which is the key to its

exceptional sound absorption performance qualities and impact resistance.

The floor-side lamination is an effective 100mu black vapour control layer and the top lamination is a gold foil facing which extends to form a 200mm overlap on both sides for total joint sealing protection against moisture.

The higher density polyethylene foam also goes a long way to

evening out imperfections in the deck on to which the floor is to be laid.

Novostrat's market strategy is to produce the highest quality products at the most competitive prices. Sonic Gold Excel may be a 'top end' performance product but one which we believe is one of the most cost-efficient.

Inset picture above: New 'Sonic Gold Excel' wood and laminate floor underlay.

TICKING ALL THE BOXES

Novostrat is certainly becoming a name to be reckoned with – and why? – because we simply tick all the boxes. The new Sonic Gold Excel underlay will deliver a noise reduction of 22db whilst a roll of it will only weigh a fraction of a roll of traditional underlay, making it easier to store, to handle, to deliver and of course, to lay.

To the user, the Novostrat range of underlays delivers the required level of cushioning under a laminate floor, even levelling out minor underfloor imperfections, high impact resistance, comprehensive damp-proofing and because of their exceptionally low tog rating, they work very well with underfloor heating systems.

Even developers are now specifying Novostrat products because they are 'Green'. There are no harmful HCFCs, halogens or heavy metals used in their manufacture and at the end of their very long working life they can be fully recycled and reused in the manufacture of other primary commercial or domestic products.

Novostrat is already the largest manufacturer of polyethylene foam in Ireland. Their range of insulation products for domestic and commercial applications is growing steadily – with a total commitment to the provision of True Value Performance. From their Economy underlays to the highest performance products, Novostrat markets on price as well as performance – probably the most important of the boxes to tick given the current economic situation.



LIGHT AS A FEATHER

A visitor to the National Flooring Exhibition in Harrogate tried one of the new rolls of Novostrat Sonic Gold Excel to test its weight, and in comparison with many of the more traditional underlays on the market, the verdict was 'light as a feather' which, as we say in our literature, makes it great for transportation, storage, warehousing, customer deliveries, handling and installation.



'GRAPHITE' CARPET UNDERLAY – going from Strength to Strength

'Graphite' is the Novostrat 'Economy' Carpet Underlay designed and manufactured to be simply a reliable and robust product offering real, solid, value for money.

Graphite is 7mm in thickness, and is delivered in 12metre rolls at 1.2metres in width. It is made from polyethylene foam which makes it extremely light in weight and thus easier to store, transport and install. It also makes it fully recyclable and Environmentally Responsible in that it is manufactured neither using nor producing any harmful HCFCs or other unpopular by-products. Graphite is designed to be compatible with underfloor heating systems.

But, most of all, Graphite is produced to a price which is quite clearly right for today's economy market with Retailer and Distributor networks both providing Novostrat with rapidly increasing sales volumes and market penetration.

'Graphite' Carpet Underlay from Novostrat.



NOVOSTRAT WINS BEST UNDERLAY AT FLOORS EXPO 2008

Having run a very successful marketing campaign entitled 'Going for Gold' to launch their new 'Sonic Gold Excel' High Performance Underlay for wood and laminate floors, Novostrat has effectively won 'Gold' by being awarded 'Best Underlay 2008'.

The Award was sponsored by the prestigious Flooring Magazine which was also sponsoring the Floors Expo 2008

Exhibition where the presentation was made. Pictured here are Novostrat's Sales and

Marketing Director Mr Michael Hanrahan (right), Mr Tony Taibi, Novostrat's UK Sales Manager (left)



and, making the presentation, in the centre, Mr Philip Poser, President of the National Institute of Carpet and Floorlayers (NICF).

Mr Hanrahan said after the presentation, "We are extremely proud to have been given this award in recognition of our 'New Generation' of high performance underlays which clearly are finding an

enthusiastic retail sector, keen to introduce its benefits to their home owner customers."

NOVOSTRAT NEW DISTRIBUTORS *Talbot Timber appointed for South Wales*



2008 saw several very important appointments made for distributorships of Novostrat underlays. One such appointment, made in October, was Talbot Timber who's area will encompass Swansea and Cardiff.

Already Mr Will Morris, of Talbot Timber, has started pushing the Novostrat product range, not only through regional advertising and press releases, but also through a mailing of leaflets/brochures to flooring

retailers and builders' merchants in his target area.

Such is Mr Morris's commitment to the brand that he is arranging for a programme of training days for his retail and merchant clients in the benefits of the Novostrat product range, in particular when integrated with his other quality lines in the wood flooring sector.

Tony Taibi, the Novostrat UK Sales Manager, was on hand to help with the training sessions.

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