

Press Information

Date: December 2008

Client: Novostrat Limited.

‘Graphite’ Carpet Underlay – going from Strength to Strength

‘Graphite’ Carpet Underlay is an ‘Economy’ underlay, produced by Novostrat which, in the words of Novostrat, is simply an excellent 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. Graphite is 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.

Novostrat is building its reputation on a comprehensive range of High Performance Underlays for wood and laminate floors with their award winning Sonic Gold Excel leading their market drive. ‘Graphite’ will soon be joined by other carpet underlays in the product portfolio which now boasts a product to suit every application and every budget.

www.novostrat-insulation.com.



‘Graphite’ Carpet Underlay from Novostrat.

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