

Client: Novostrat
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Subject: Downturn favours Graphite

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Novostrat Limited manufacturer of High Performance underlays, primarily for wood and laminate flooring systems and more recently for carpeted floors, has, perhaps unsurprisingly, revealed that the uncertain economic situation in UK and Ireland is greatly favouring their sales of 'Graphite' economy carpet underlay.

'Graphite' is a robust, 'no frills', solid value for money carpet underlay. It is produced in polyethylene foam which is 7mm thick and as such provides a particularly comfortable cushion underfoot. Graphite has a very low tog rating i.e. it is designed to be able to work perfectly with underfloor heating systems, and being so light in weight it is ideal for ease of storage, transportation and, of course, installation.

Michael Hanrahan, Sales and Marketing Director for Novostrat, says "It is quite noticeable at the moment how the market is gravitating towards the 'value' products - not necessarily the cheapest, but those which offer optimum performance at the most realistic prices. Fortunately our Graphite carpet underlay was always intended to occupy that market position but we could never have expected it to have been so in demand so soon.

We now have Graphite positioned for sale through Retailers and Distributors throughout the UK and Ireland where it is being sold primarily into the Home Improvement market."

www.novostrat-insulation.com.



Graphite underlay by Novostrat

Submitted by Dawson Read Marketing on behalf of Novostrat Limited, Unit 3, Annacotty Business Park, Limerick, Ireland. Email: info@novostrat.com Tel: 00353 61-339287, Fax: 00353 61-339288.