

Client: Novostrat Limited
Date: February 2008
Subject: Sonic Gold Excel – Launch

NEW FROM NOVOSTRAT – THE ‘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 LDPE black vapour control layer and the top lamination is a gold foil facing which extends to form a 200mm overlap, on both sides, to avoid any possible acoustic bridging and to facilitate perfect continuity in installation. 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.

The company’s market strategy is to produce the highest quality products at the most competitive of prices. Sonic Gold Excel may be a ‘top end’ performance product but, in Novostrat’s words, it is still one of the most cost-efficient.

Novostrat is the largest producer of Polyethylene foam in Ireland. Its existing ‘Sonic’ and ‘Comfort’ ranges of underlays are becoming well known to Retailers, Distributors and Builders Merchants in Ireland and UK and the company has Technical and Sales representation throughout the UK and Continental Europe.

www.novostrat-insulation.ie

See us at Floors Expo 2008 in Dublin on 16th and 17th April – Stand No: 418



The New 'Sonic Gold Excel' wood and laminate floor underlay from Novostrat Limited

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