

April 2008

Subject: Best Underlay Award

APRIL 2008 : NOVOSTRAT WINS BEST UNDERLAY AWARD

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' in April of this year.

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."