

# NEWS UPDATE

February 2008

[www.floorstyle08.co.uk](http://www.floorstyle08.co.uk)

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## ALL ABOUT FLOORSTYLE 08

Launched to run in tandem with, and enjoy the proven success of the Tile & Stone Show, Floorstyle 08 fulfils a very specific demand - for a standalone flooring show in the capital. It gives visitors the rare opportunity to experience the whole 'surfaces' market under one roof, whilst representing the two distinct sectors in different exhibition areas.

With so many retailers expanding their ranges to incorporate other materials - in many cases, stone and ceramic suppliers moving into the smooths sector - the show indeed provides a rare opportunity to showcase different products in a complementary environment.

Floorstyle 08 is attracting exhibitors from all sectors, including wood, laminate, vinyl, rubber and linoleum sectors, as well as suppliers of associated products. It will represent manufacturers, retailers, distributors and wholesalers, and will cover all sectors of the industry, spanning leading mass-market manufacturers to niche specialists.

Visitors to the show will include leading architects, specifiers, interior designers, planners, retailers, contractors, facilities managers and property developers.

"Even though the show is still a few months' away, there is a real 'buzz' and a huge amount of interest building. The Tile & Stone Show was incredibly well received last year and, with Floorstyle 08 being launched alongside it this summer, it looks sets to attract an even greater audience," added Emily Walsgrove from show organiser, Kick-Start Publishing.

## WELCOME!

Welcome all to our February Update. With just a few months' to go until the launch of the new industry exhibition, things are certainly gathering pace.

Numerous high profile manufacturers, along with niche specialists, have secured stands and the line up is looking very exciting indeed.

In addition to attracting exhibitors from the flooring industry, Floorstyle 08 is also proving popular with exhibitors at The Tile & Stone Show. As both events run in tandem, companies that work with both sectors have a rare opportunity to promote their products together, at one high profile event.

For those of you that haven't secured stands yet, we've included more detail on what Floorstyle 08 has to offer - plus quotes from exhibitors that have already signed up. We've also included an update on this year's inspirational seminar line-up, as well as more information on our unique show features.

If you're exhibiting at the show and would like to share any news with us, please email Angela Fitzhugh at [enquiries@afpr.co.uk](mailto:enquiries@afpr.co.uk) for newsletter inclusion, or Joe Simpson, at Wood & Laminate Journal on [wjjournal@aol.com](mailto:wjjournal@aol.com) - we'd love to hear from you!



## SUPPORTED BY



# WHAT EXHIBITORS HAVE TO SAY

## **Janser UK**

"The main reason Janser UK has chosen to exhibit at Floorstyle 08 is that the company strongly believes in the importance of trade shows, particularly in the tools/machinery segment of the industry.

They provide a great opportunity to bring new products to the attention of installers who are generally very busy with their day to day work and don't get too much opportunity to find out about the latest tools available.

The other major factor in deciding to exhibit is that while The National Floor Show has been very successful for Janser in the last few years, we feel there are a significant number of companies, particularly from London and the South-East, who need a show closer to home.

Lastly, a good number of installation products in the Janser range cross-over into the field of stone/ceramic fitting."

**Caius Kane**  
Sales Director

The logo for Janser, featuring the word "janser" in a bold, blue, lowercase sans-serif font. A small green square is positioned above the letter 'j'.

## **Amtico International**

You are invited to visit the Amtico International stand at this year's Floorstyle 08. Visitors will step into a world of opulent indulgence as Amtico International uses its presence at Floorstyle 08 to showcase a number of new products in both the Amtico and Spacia ranges. These include the stunning new Amtico collection 'Back to Black' which will re-introduce a sense of decadent glamour to designer flooring for both commercial and residential interiors.

'Back to Black' is a dramatic and bold collection of products, in dark saturated shades of black, that contain a unique linear grain with a subtle pearlescent sheen that can be cut into different formats to enhance the grain.

Amtico International is the market leader when it comes to providing stylish, practical and desirable flooring for all types of interiors, with brands such as Amtico and Spacia becoming the first choice for resilient flooring.

**John Oakes**  
Marketing Manager

The logo for Amtico International, featuring a stylized lowercase 'a' in a green circle followed by the word "amtico" in a bold, black, lowercase sans-serif font, with "international" in a smaller, black, lowercase sans-serif font below it.

### **Karndean International**

Karndean International will showcase its full range of flooring products at this year's Floorstyle 08 show, held at London's ExCeL from 29th June – 1st July.

Visitors can see how the company's flooring products combine clever design with affordability. Staff at the stand will explain how its five ranges, Renoir, Michelangelo, Van Gogh, Da Vinci and Art Select, cater for a wide variety of tastes and help to reduce fitting time and cost.

"We are, and will continue to be, committed to supplying innovative products to the commercial sector. Floorstyle 08 exhibition gives us the ideal platform for us to highlight how we do this and support the work of all those involved in commercial installations."

**Martin Bell**  
Managing Director



### **Novostrat Ltd**

Value, performance and environmental responsibility are all priority criteria for the specification of all insulation materials, which is why Novostrat is so keen to place its new generation of insulating underlays, for wood and laminate floors, in front of the Architect and Specifier. We have been looking for a stand-alone exhibition which addressed our target audience - which is why we chose to exhibit at Floorstyle 08.

Novostrat Ltd may be a relatively new name in the UK but it is the largest manufacturer of polyethylene insulation products in Ireland, with distribution facilities throughout the UK and Continental Europe.

Novostrat produces a wide range of underlays and insulation products for domestic and commercial applications, including its 'Comfort' and 'Sonic' ranges of underlays for wood and laminate floors. New at Floorstyle 08 will be its Sonic Gold Excel, which is a high performance acoustic and vapour barrier achieving 22dB sound reduction which is easy to lay and is a completely CFC and HCFC free product.

**Michael Hanrahan**  
Sales and Marketing Director



### **BSL Hardwood Floors**

Within the flooring industry, and particularly within the laminate and real wood floor market, a sentiment has emerged that has connected 'wood flooring' as an alternative, in many cases, to ceramic floor tiles. This connection, within a more established sector, has made ceramics a very easy market for laminate and solid wood to enter.

The introduction of the 'Wood Option' within leading ceramic tile multi-national chains has proved to be very successful. Companies have enjoyed substantial growth, within just a few years, as a result of giving the end user greater flexibility and choice in store.

More comprehensive product ranges have been seen across the whole of North America and Europe, and more and more UK retailers are being attracted to the market. Even traditional carpet retailers now offer designer vinyl tiles imitating a ceramic tile appearance, together with laminates, engineered wood floors and luxury solid hardwood floors.

The new cross-over industry has attracted BSL Hardwood Floors to support the Floorstyle 08 exhibition, as the show runs alongside the established Tile & Stone Show. We see this exhibition as an opportunity to showcase our products within our own market, and to capture the imagination of the ceramic tile sector, which is increasingly being impacted upon by the 'wood flooring' element of the flooring market.

BSL Hardwood Floors has established its position as probably the largest UK operation for the distribution of North American species. BSL has three factories based in Quebec, Canada which employ over 300 people and it has dominated the solid pre-finished hardwood flooring market since opening its UK office and warehouse in 2005.

We're looking forward to welcoming visitors to the Floorstyle 08 show, where we'll be exhibiting favourites like the much sought after American Walnut, American Cherry and American White/Red Oak, together with our well known Canadian Maple and Hard Birch.

**Michael Wilson**  
Managing Director

### **Panaget**

Panaget is delighted to be exhibiting at Floorstyle 08.

It will be presenting its new ZENITUDE range, in OTELLO Oak Engineered plank. With a matt lacquer, which represents an oiled finish, ZENITUDE gives an authentic but contemporary style to any room and is available in four pastel surface formats.

Product benefits include a low maintenance, life-time polyethylene finish. The ZENITUDE range will be further developed to include 190mm wide plank DIVA, Solid OCTAVO and SONATE floor later this year.

We look forward to welcoming clients, both old and new, to our stand.

**Guy Dallyn**  
Export Sales  
London & South U.K



## TEST THE EXPERTS

Industry experts John Roberts and Steve Ramsden, of the National Institute of Carpet & Floorlayers and the Flooring Industry Training Association, will host this exciting feature, unique to Floorstyle 08. They are set to be greeted with a range of floorlaying nightmares, ranging from an ornate toilet to a curved staircase, and will show how the best in the industry deal with the various tricky situations!



This feature will create an eye-catching installation in front of a live audience and there will also be an interactive question and answer session for visitors.

## DEMONSTRATION ZONE ADDS PRACTICAL INGREDIENT

Floorstyle 08 exhibitors will have a unique opportunity to showcase their product ranges and equipment within the show's Demonstration Zone.

From advice to contractors, to live demonstrations of product benefits, the Zone will enable exhibitors to give practical, hands-on advice to potential customers, reinforcing their on-stand messages.

All exhibitors will have the opportunity to book 'slots' within the Zone, which will be offered on a first-come first-served basis.

For more information, please contact Emily Walsgrove on +44 (0)1892 752 402 or email [emily.walsgrove@kick-startpublishing.co.uk](mailto:emily.walsgrove@kick-startpublishing.co.uk)



## SEMINAR THEATRE - SPONSORED BY AMTICO

Floorstyle 08 will have a purpose-built seminar theatre, hosted by high profile speakers on topics ranging from sustainable wood to design inspiration – Amtico have already confirmed several seminars exploring design.

For further information, please contact Emily Walsgrove on +44 (0)1892 752 402 or email [emily.walsgrove@kick-startpublishing.co.uk](mailto:emily.walsgrove@kick-startpublishing.co.uk)

## THE TILE & STONE SHOW 2008

The Tile & Stone Show 2008 will incorporate a number of features of interest to Floorstyle 08 visitors. These will include a live tiling competition, a Tile Design Competition, a demonstration zone and an open-plan lecture theatre hosting seminars from high-profile industry speakers: acclaimed British Designers Wayne Hemmingway and Sebastian Conran have already been secured!



## SHOW CONTACTS

For information on booking a stand at either The Tile & Stone Show or Floorstyle 08, please contact:

**Stuart Bourne** on +44 (0)1892 752400 or email [stuart.bourne@kick-startpublishing.co.uk](mailto:stuart.bourne@kick-startpublishing.co.uk)

For information on booking a stand at Floorstyle 08, please contact:

**Andy Turner** on +44 (0)1892 752400 or email [andy.turner@kick-startpublishing.co.uk](mailto:andy.turner@kick-startpublishing.co.uk)

To discuss Demonstration Zone or Seminar Programme bookings, please contact:

**Emily Walsgrove** on +44 (0)1892 752400 or email [emily.walsgrove@kick-startpublishing.co.uk](mailto:emily.walsgrove@kick-startpublishing.co.uk)

To submit PR information for News Update or to obtain a free press pass, please contact:

**Angela Fitzhugh** PR on +44 (0)1590 688667 or email [enquiries@afpr.co.uk](mailto:enquiries@afpr.co.uk)

For other press enquiries, please contact:

**Joe Simpson** on +44 (0)1580 752404 or email [wjournal@aol.com](mailto:wjournal@aol.com)

For more information, please visit [www.floorstyle08.co.uk](http://www.floorstyle08.co.uk)

For more information on The Tile & Stone Show, please visit [www.thetileandstoneshow.co.uk](http://www.thetileandstoneshow.co.uk)