

NEWS UPDATE

March 2008

www.floorstyle08.co.uk

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INTRODUCTION TO EXCEL

Set in the Old Royal Docks, alongside Canary Wharf and City Airport, ExCeL has fast become an international exhibition and conference centre. It hosts a vast range of events, from internationally acclaimed exhibitions and conferences to sporting spectacles and family days out. Since 2000, it has hosted over 1,500 events and welcomed over 4 million people from 193 different countries.

ExCeL is a self-contained venue that covers over 100 acres. It benefits from its own station on the Docklands Light Railway and a variety of bars, restaurants and hotels, including the Crowne Plaza, Ibis, Novotel, Premier Inn and Ramada Hotel. It also boasts the world's first custom-built yacht hotel - Sunborn Yacht - which is moored within the Docks. Central London is less than 30 minutes away and the London City Airport just 5 minutes journey. There are also excellent road communications via the A13, with the M25 less than 10 miles away. More information regarding the venue, accommodation and directions is available at www.excel-london.co.uk.



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WELCOME!

Welcome all to our March Update.

In this issue, we'll be finding out more about ExCeL - venue for Floorstyle 08 and London's leading business-to-business exhibition venue. Plus, we've included details of how to register to come along to the event, free of charge.

We'll be finding out what exhibitors have planned for the show and also recapping on the exciting line-up of features and events.

If you're exhibiting and would like to share any news with us, please email Angela Fitzhugh at enquiries@afpr.co.uk for newsletter inclusion or Joe Simpson, Wood & Laminate Journal at wjjournal@aol.com. We'd love to hear from you!



REGISTER FOR FREE SHOW ENTRY

Visitors to Floorstyle 08 can now register for free entry by visiting www.floorstyle08.co.uk.

Show dates and opening times have been carefully selected to make the event as accessible as possible. They are:

Sunday 29 June	10.00am to 6.00pm
Monday 30 June	10.00am to 6.00pm
Tuesday 1 July	10.00am to 5.00pm

If you have any difficulties registering or would like to speak to somebody regarding visiting the show, please contact Stuart Bourne on +44(0)1892 752400 or email stuart.bourne@kick-startpublishing.co.uk

LIVE TEST THE EXPERTS

Sponsored by The National Institute of Carpet & Floor Layers, Floorstyle 08's 'Test the Experts' will see industry renowned expert floorlayers, John Roberts and Steve Ramsden, set the challenge of transforming a room in front of a live audience. The challenge will take place within two purpose-built booths incorporating contractors' nightmares, from an ornate toilet to a curved staircase, creating an eye-catching installation showpiece.

As well as demonstrating how experts tackle various tricky situations, there will also be an interactive question and answer session for visitors. With bags of useful advice and 'tricks of the trade' demonstrations, the feature looks set to attract a big audience.

LEFT: Steve Ramsden
RIGHT: John Roberts



DEMONSTRATIONS AND PRESENTATIONS

Adding a practical hands-on element to the show, Floorstyle 08's Demonstration Zone will host a series of product demonstrations, enabling exhibitors to give practical, hands-on advice to potential customers.

These will include a series of daily demonstrations hosted by floor finishing specialist, WerkMaster, who will cover hardwood sanding, lippage removal on marble and the polishing and grinding of concrete slabs during the show.

WerkMaster President, Brian Wilson commented, "The reason we are attending the show is because this will be our initial launch of WerkMaster products into the UK market. We are very excited about using the venue to launch our grinding, polishing and sanding machines, as Floorstyle 08 reaches out to the three types of clients we are trying to target - customers from the wood, stone and concrete industries. Our product is revolutionary in design and functionality. In the wood flooring industry, there really haven't been any changes in machine technology for almost 105 years! In the stone and concrete industry, there only exist planetary or swing machines, which are slow and difficult to operate. WerkMaster stands alone as the only machine that can edge to within 1/8" of a wall and edge under cabinets right back to the kick plate. Additionally, they are the only machines that can truly cater for hardwood, concrete and stone.

The advantage of a WerkMaster is speed. We use speed over weight to deliver a finish that is second to none. Our variable speed drive allows the machine to be slowed down to act as a buffer or sped up to also act as a burnisher. Our proprietary tooling allows customers to quickly grind

stone - DRY! This is an amazing benefit to stone polishing, as it allows the installer to see where the lippage is on the floor and concentrate efforts in that area.

Using a WerkMaster on a hardwood floor eliminates stall marks, chatter marks and divots that are common to today's belt and drum sanders. Furthermore, our machines work on soft or hardwood floors, as well as on engineered floors.

We are truly bringing a unique product to the UK and look forward to working with dealers/distributors and end users, as we work towards developing the UK market for WerkMaster products."

Meanwhile, Floorstyle 08's Seminar Theatre, sponsored by Amtico, will host a varied mix of presentations and lectures from industry speakers. The programme will cover a variety of topics, from design inspiration, to specification of different wood species.

Amtico's own presentations will discuss 'Interior trends and styles for both domestic and commercial environments, with a focus on the latest colours, styles and textures and how these can be translated into flooring design.'



EXHIBITORS' NEWS AND VIEWS

"We decided to exhibit at Floorstyle 08 after speaking to several of our southern based customers; many voiced a concern that since the demise of the London Floor Show there is no platform for them to see and discuss new products and innovations in the flooring industry.

Floorstyle 08 provides us with a high profile venue in London, which is easy to get to and from. We'll be demonstrating our new SikaBond 5400 dispenser that can apply 9m² of elastic adhesive in under one minute, making substantial savings on labour costs and shortening installation times by up to 40%."

Mick Hooper, Key Account Manager
Sika



"Whitehead & Wood is a supplier of product presentation materials to the flooring industry, specialising in shadecards, presenters, swatches, ringbinders and other marketing support products.



Our heritage is as a retail packaging printer, with extensive knowledge of graphic and constructional design, and we have utilised this experience to provide innovative creative solutions to what can generally be regarded as a traditional and predictable market.

At Floorstyle 08 we will be showcasing a new range of environmentally friendly platform board fitments, which are perfect for the presentation of wood and ceramics. This specialist floorcoverings show provides us with an ideal opportunity to display a wide range of in-house services and reach a new audience who will be looking for something different."

Nigel Clarke
Whitehead & Wood

"We are very excited to be exhibiting at Floorstyle 08. Flexible Flooring, a name which is designed to reflect our passion for rubber flooring, is the new name for the Whetter Group, which has been supplying rubber flooring products to the trade, retailers and the general public since 2004.

At the show, we will be launching our new range of rubber floor tiles, designed to offer value for money whilst maintaining consistently high quality. The wide variety of colours and profiles that we stock make our tiles particularly suitable for domestic end use, and also for small-scale commercial projects. As well as promoting our products to installers and the general trade, we will be looking to get more retailers on board, and our exciting new retail stand designs will be previewed at the show."

Emily Whetter, Managing Director
Flexible Flooring



"The main reason Gerflor is exhibiting at Floorstyle 08 is that it is an exciting opportunity for specifiers to see and touch an amazing collection of innovative vinyl floorcoverings.

We will be showing our brand new collection of Creation luxury vinyl tiles, which boasts an expanded range of wood and mineral effects. The collection also features new natural embossing, bevelled edges and a commercial 0.7mm wearlayer (high quality) and precision manufacturing."

Hazel Cook, Contract Marketing Manager
Gerflor



EXHIBITORS' NEWS AND VIEWS



"Atkinson & Kirby is pleased to announce that it will be taking a stand at this year's Floorstyle 08 event.



We are very excited about the potential of Floorstyle 08, as the UK needs a good showcase for wood. And we have the confidence in Kick-Start to attract the right people to make it a success.

As a company, we have never had a better, more comprehensive product range and Floorstyle 08 is an ideal place for us to showcase our portfolio.

Floorstyle 08 will be the only place this year where people will be able to see and touch all of our products. Our stand will be an inviting, and relaxing place to visit and peruse our products. Those on display will include new species and finishes across all of our ranges, and for the first time, our bespoke CONCEPT range. CONCEPT is unique in that every floor is individually made to order on a short lead-time. Currently available in eight colour finishes, CONCEPT can also be colour matched. We will also be showcasing new marketing resources, specifically designed for architects and specifiers."

Maxine Smith
Atkinson & Kirby



"We chose to exhibit at Floorstyle 08 because we were keen to get our products into a London show. We're hoping the Architects and Specifiers, who should be visiting the exhibition, will be interested in the Osmo range and will consider it for any projects they may have in the future. This is also a great way for us to demonstrate our range of products, for anyone unfamiliar with Osmo, and to answer any queries people may have."

Steve Grimwood, Managing Director
Osmo UK

"We're very much looking forward to exhibiting at the show. It will give visitors an opportunity to have a practical, hands on demonstration of our moisture meters."

Andrew Rynhart
Tramex Ltd



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

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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

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

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For more information, please visit www.floorstyle08.co.uk

For more information on The Tile & Stone Show, please visit www.thetileandstoneshow.co.uk