

# There's an underlayer of *sleaze* around!

It seems that every time someone comes up with a brilliant idea, a unique product, or a system that nobody has previously thought of in the floorcovering industry – it is not long before somebody else produces an 'el cheapo' version that may look the same, often costs the same, but is grossly inferior in quality and performance.

This is certainly the case with Elastilon's patented, high-quality self-adhesive underlay installation systems for solid wood flooring, which is now faced with copycats appearing mainly in England and South Africa. Elastilon has managed to get England's copy cats under control and will have a serious look now at the South Africa copy cats.

This is despite the fact that Elastilon Holland holds the world patent for these systems – which includes South Africa where it is marketed solely through Suntups Solid Wooden Flooring.

A recent statement issued by Elastilon says: "We have been noticing some copycats of the original Elastilon systems entering the market. Please watch out for these products, because the use of these copycats can give you major problems with your floor."

"A specific technical and important detail by which only the original Elastilon installation systems can be recognised, is the net which is integrated in the foam and glue." Copy cats don't have this reinforcing net which allows the mat to break apart with little pulling pressure.

"Elastilon reinforcing net creates a perfect combination and adhesion of the PE foam and glue layer. That is why we give 70 years guarantee on the glue layer.

"The glue we use is a permanent stick adhesive and not a temporary stick. This is a major issue when dealing with the movement of solid wooden flooring." One cannot have a floor expand and delaminate off the mat.

"Another point of recognition is the printed Elastilon name on the back of our products. Please keep these points in mind to make sure



△ French Oak Brushed Natural

you are working with the real Elastilon – and ensure you don't have any failure."

Steven Suntup of Suntups Wooden Flooring and a respected member of the Southern African Wood & Laminate Flooring Association (SAWLFA) states: "Copies of Elastilon are not recognised by SAWLFA as an installation system for solid wooden flooring, and these are in breach of the Elastilon patent in South Africa."

"The patent is not on a closed cell mat, but on the method and system of installing a wooden floor. If you are using a mat other than Elastilon to install wooden floors you are in breach of the patent," whether you are the installer or the distributor, he says.

The South African patent number for this system is 08/00366 and it is based on the European and American patents which can be viewed on the Elastilon website at [www.elastilon.com](http://www.elastilon.com).

There are many benefits of the Elastilon adhesive underlay systems: a reusable protective layer is pulled back from underneath the floor board, the flooring then makes contact with the adhesive layer and is stuck for life. This removes the need for nails and height differences created by a batten down installation, and it is laid directly over the screed or existing tiles, providing an incredibly fast and trouble free installation. We like to call Elastilon "THE BEST OF BOTH WORLDS" as Elastilon creates a fully glued down floor with zero restriction on the natural movement of wood as the underside of the mat is not bonded to the screed. It also provides excellent soundproof qualities. ■

Suntups Wooden Flooring

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△ African Zebra wood during installation on Elastilon