



Elastilon have a variety of products under their hat, but don't even think about infringement...

# Paws off!



Elastilon can be used with wood, concrete, sheet or tiled flooring and is quick and easy to install



Her bark is worse than her bite:  
Lara the Elastilon alsatian

*Lara the alsatian has become an unwitting celebrity within the flooring industry. Faithfully guarding the protected patent of Eindhoven-based Elastilon, the esteemed pooch has graced many adverts with her vigilant presence.*

*And with good reason. After several similar products appeared in the UK market, managing director Fred van Bers is all too aware of the importance of patent protection of his self-adhesive underlay systems.*

*Back in 1963, OSBE was launched backed up with Fred van Bers' extensive experience in the wood flooring industry. Very soon, mainly due to word-of-mouth, the company built up a strong customer base. By 1994, the company diversified and started developing easier ways to lay parquet.*

*It was now that Fred looked to resolve the growing problems of glue, particularly with larger planks and came up with the*



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idea for a brand new system - a solution to the shrinking and swelling of wood floors.

After exhaustive tests in Belgium, the production of Elastilon was a global success, resulting in the company expand-

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ing from just three people to 20 production companies throughout the world.

Fred Van Bers' ethos is that quality is more important than price and as the brand awareness increases, so are the orders. If all the Elastilon produced in a year was laid together there would be enough to go around the world 10 times.



The principle of Elastilon's newest product has been inspired by the resistant qualities of Post-it notes



Lara keeps guard of managing director Fred Van Bers, account manager Valentijn Dekker, sales development Ingrid Vlemmix, administrator Monique Bogaards and marketing manager Mark Simkens (Not in picture: international account manager Wendy de Goederen)

Fred commented: 'What makes Elastilon unique is that it is a totally new system. It seems the simplest ideas are the most logical, but this is not by coincidence.'

The benefits of the adhesive underlay systems are manifold. Removing the need for nails, Elastilon can be used with wood, concrete, sheet or tiled flooring and is incredibly fast to install. A reusable protective layer is pulled back from underneath and simply laid on the floor. It has excellent soundproof qualities and, crucially, allows for movement of the flooring.

The latest innovation is another result of Fred's inquisitive mind. While fingering a Post-it note, he realised that when lifting a sheet it came away easily. However, when pulled at a lower angle the resistance was incredibly strong.

Utilising this principle, the company

**“The company has created a new adhesive tile designed primarily for temporary installations. such as exhibitions...”**

has created a new adhesive tile designed primarily for temporary installations, such as exhibitions. With the potential of vast amounts of flooring to be laid 70% faster than traditional methods, it's no surprise that the company is continuing its meteoric rise within the industry.

In a dog eat dog industry it appears that Lara has the upper paw.

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