

A new concept is set to change the face of parquet flooring. Meet Elastilon, an elastic adhesive mat with which floating floors can be easily installed.

Fred van Bers the man behind this plan said: "These two monumental five-star hotels are gigantic building complexes with spacious rooms fitted with prefabricated floor strips that include the Elastilon system. Major projects are also planned for the near future, in Mauritius, the Seychelles and the Cayman Islands." In addition, van Bers indicated much has been planned for Canada, Greece and Brazil. "Even the expanding markets in Japan and South Africa have discovered the advantages of Elastilon," he said.

All these export activities indicate that the underlay system has remarkable technical features. The system is suitable for all possible temperature and relative humidity levels, as can be seen from its use in both very dry and very humid climates. Van Bers said: "Elastilon has even been installed in Namibia. There, the low atmospheric humidity is at only 9%. The company had never experienced such a low value. Another extreme is a project in India, where the conditions are more reminiscent of a hothouse."

A significant international gain in the export portfolio is Japan, a country where the quality of the product is an absolute must. "Literally every fibre is checked at close range. Elastilon passed the strict procedures, and another container will soon be heading for Japan soon," said van Bers.

FULLY READY

Elastilon can be found all over the world. Taking into account that the launch only took place in 2002, the company has seen impressive growth. The advantages of Elastilon – such as simplicity, no risks, speed of application – are certainly the basis of this success, clever marketing has also been necessary.

Van Bers explained: "It comes as a surprise to some customers, but we don't have a large-scale marketing machine. The market came to us, not the other way round. Naturally, not everything has simply fallen into place. By trying out the product for eight years in the Netherlands, Belgium and Germany, we did, however, make sure that Elastilon was completely ready for its launch," he said.

"Only when we were 100% certain of its features and areas of application was Elastilon presented to the wider parquet public. Prior to this, the company had one large-scale publicity campaign; after this, everything followed as if predetermined, at lightning speed."

THERMAL AND ACOUSTIC PROPERTIES

Van Bers was present at the very beginning of Osbe Parket, which he founded in 1967. While clearly a good businessman, he is also an inventor. In the

NEW KID ON THE BLOCK

A NEW CONCEPT IS MAKING WAVES IN THE WORLD OF PARQUET FLOORING. EASY TO INSTALL AND REMOVE, ELASTILON IS TURNING HEADS AROUND THE GLOBE. DEVELOPER FRED VAN BERS OF OSBE PARKET EXPLAINS HOW ELASTILON HAS MADE A NAME FOR ITSELF SO QUICKLY.



beginning, he listed a number of holes in terms of what was being provided in the marketplace and tried to come up with an integrated solution. The result was Elastilon. And the elastic adhesive matting system has more than one trump to play. For a start, this underlay system is a laying system and a sub-floor in one, thanks to the heavy adhesive layer.

"In addition, no screws, nails, glue or clips are necessary, while, at the same time, all the floor components are drawn together into a seamless fit," explains van Bers. "This underlay is not called 'Elastilon' for nothing; it is extremely elastic and perfectly follows the expansion and shrinking of wooden floor components."

Van Bers continued: "The floor therefore keeps its natural behaviour without resulting in the formation of seams. In addition, Elastilon has excellent acoustic and thermal characteristics, making it particularly suitable for use with under-floor heating."

MORE FLOATING FLOOR-LAYING

Van Bers is pleased with the current success, but is aware that standing still is very much the same as going backwards.

"For this reason, we continue to search for new application areas and variations of our existing concept. One of the most recent developments is Elastilon Removable. The adhesive layer has the same effect as those yellow Post-It notes.

This produces a high strength, enabling the applied floor components to be removed easily and without damage. It is now also possible to combine Elastilon with blunt floor sections; we no longer necessarily require tongue and groove parquet."

Van Bers sees the future of Elastilon as favourable. In his opinion, this has a lot to do with the increasing importance of the laying of floating floors. "Consider the hotels. Here, the work must be carried out fast, quietly, odourless and without a lot of dust. Floor-laying without gluing is also important for rental apartments, because you have to leave the apartment in the same condition as when you moved in. It must therefore be possible to remove the floor covering easily and without causing damage, he concludes. "All these developments will contribute to the further worldwide spread of Elastilon."



Elastilon

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