

----- Originele bericht -----

Onderwerp:Fw: SUNTUPS ELASTILON

Datum:Mon, 23 Feb 2009 08:32:31 +0200

Van:SUNTUPS WOODEN FLOORING <info@suntups.co.za>

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----- Original Message -----

From: [SUNTUPS WOODEN FLOORING](#)

Sent: Monday, February 23, 2009 8:23 AM

Subject: Fw: SUNTUPS ELASTILON



NOW THIS A IS REAL BACK TO BASICS SOLID WOODEN FLOOR

I would like to take a minute to explain why Elastilon is so successful as an installation system.

Lets start with the type of fixing required to hold down a solid wooden floor,

1) If you look at battens we use a porta-nail, why, well the movement in wood is so great during climatic and seasonal changes that we need a nail that will hold forever and not a cheap pneumatic brad nail that can work loose over time. Below you can see the Porta-Nail.

2) If you look at Glue down we use an elastic adhesive like a Sika T52. This adhesive is so strong on its bond to the wood and the concrete that if one rips out a glue down floor with this adhesive the adhesive will pull up the concrete screed.

Why? well again due to the movement in wood is so great during climatic and seasonal changes that we need a glue that will hold down a floor forever while maintains elasticity to allow for this movement. If one had to, say, use silicone to glue a floor down it would be much cheaper but you will have a failure as its bond is not strong enough and has not been designed to hold down a wooden floor and one would have a failure.

3) If I can now come to the Elastilon. Taking into consideration the strength and holding down power of the porta-nail and the Sika T52 adhesives then an Elastilon Installation should in fact have at least similar holding down power in the bond. Please note that there are some fitters that are under the impression that Elastilon is just a sticky mat. This is not true, Elastilon is an installation system for wooden flooring(not just a sticky mat) that works and is used in more than 20 countries around the world. The adhesive on the Elastilon mat is 70% of the cost of the product. This is a very specialized permanent bond adhesive guaranteed to bond the wood to the mat and not to delaminate for 70 years (see attached) Yes it is expensive but it works. There are currently 150,000m² of wooden flooring installed on Elastilon with not one floor failure and we have had two floors on Elastilon that have survived a geyser burst. The only issue we have had with Elastilon is that if the floor over expands and closes the expansion joints it will bulge up. Well to us when that happens is a gift from above as all one has to do is to re-cut the expansion joint and it will drop flat with zero damage to the floor and zero cupping. Can you imagine if the same floor was on a batten or glue down and it expanded with humidity there would be pressure cupping prior to bursting and then after the burst you will have catastrophic damage of pressure cupping, a major repair and a re-sand to attempt to get the floor flat again. So that is why we look at a bulge caused by humidity on Elastilon as a gift. With a 250 micron plastic and Elastilon we have two floors that I know of that have zero damage. 1) Is a Cumaru floor at the showhouse at Fancourt in George that has 70% moisture on the Prot-meter under the floor and the floor is perfect and 2) is a strandwoven bamboo floor in Johannesburg that has 50% moisture under the floor with zero damage to the floor.

Guys please you are not doing your customers any favors by trying to source cheaper products as when that floor fails you have besides your reputation being on the line you are going to cost them (or yourself) a fortune you also caused a huge amount of emotional stress in the prized home with their prize floor. Rather explain to them that you may be a bit more expensive as you work to SAWLFA installation procedures and methods and the floor is fully guaranteed. Believe me that if one does things to the book and there is a floor failure then the chances are that you the fitter will be cleared of blame.

Below are two pictures, one is a floor failure of a floor on a copy of Elastilon that has a temporary stick adhesive, and you will see how the floor has popped off the mat and even fallen through where it has popped and also a second picture of a floor that is glued down that has expanded and pressure cupped, this WOULD NOT have happen if this floor was on Elastilon.

DON'T LET THIS HAPPEN TO YOUR CUSTOMER- THIS WOULD NOT HAVE HAPPENED ON ELASTILON



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Yes we are all in business and yes we all want to cover our overheads and yes we all want to make money and I am no different to you guys but please understand that wooden flooring is much more to me than just a business, I live, eat and breathe wooden flooring and am so passionate about it and it really upsets me when failures happen due to short cuts, it is not good for our industry. If you don't like me I don't care if you want to buy from my competitors I have no problem with that as we are all in the same game and we need competitors **but please I ask of two things from you.**

1) Join the association to put yourself one up on your competitors and work to their installation procedures, even if you have a competitor of mine's product and you need some technical advice, call me I will help you if I can, but do it right.

2) Do not take short cuts and explain to your customers the benefits of using you as you do all the pre-installation requirement checks and install to SAWLFA methods.

And let's stop floor failures in South Africa that have occurred due to short cuts.

I will be running some more seminars in the next few months and the title will be:-
LET'S STOP FLOOR FAILURES IN THEIR TRACKS AND CORRECT INSTALLATION PROCEDURES FOR WOODEN FLOORING.

Believe me if Elastilon has changed the world, WHY, because it works.

We know that **Surfers - do it standing up** and **Grand Prix Drivers - do it sitting down** but of all the ways of doing it us wooden flooring installers have the best way of doing it as **wooden flooring installers - do it on our knees**

Have a good one

Best regards,

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