

International success of Elastilon



The Mamilla hotel of Jerusalem is a very special commendation of the Elastilon installation system.

In 2008 Elastilon, the Dutch producer of flooring underlays, may refer to some special orders. In the Netherlands a big hotel and both the business premises and the staff restaurant of a large industrial complex have been equipped with Elastilon underlays.

Additionally the company was successful at the export business – with importer Suntups Wooden Flooring from South Africa leading the way. This distributor runs offices in Capetown, Durban and Johannesburg and was able to assure significant contract orders from Mauritius, the Seychelles and the Kaiman isles. Other markets the Dutch company introduced Elastilon to were Canada, Japan, India, Australia, Greece and Brasil.

A special spot at the reference list of Elastilon is the David Citadel hotel at Jerusalem, Israel. The giant complex is located at the Jaffa gate outside the town wall on the outskirts of the historic Jerusalem district. Recently this building was extended by the so-called Mamilla hotel.

Like all of the town's architecture the hotel building has been constructed using the typical yellow-white Jerusalem stone. The interior was designed by the Italian Piero Lissoni. All major rooms of the monumental five-star hotel have been furnished with prefinished wooden planks. Installation of the planks was achieved by using the special Elastilon system. The company in charge was the Elastilon importer Ker Parquet from Tel Aviv.

Terhürne, Germany Plastic tongue locking system

Terhürne, the German producer of wood and laminate flooring, has equipped the “avantgarde” and “edition” collections from its engineered parquet range with the new, patented installation system “CLICKitEASY”. The technology of the installation method features a plastic insert, which is

incorporated on the short side of the board. No force or effort is required to lock the boards. Locking can actually be heard and felt and thanks to the tool-free installation, the planks can no longer be damaged by tools. The installation speed is further improved by board dimensions of 2,390 x 200 mm.

Made in China doesn't always pay off

Production and procurement in China is not always profitable. According to a mutual study by the German Association for materials, sourcing and logistics (BME) and the consulting company, PricewaterhouseCoopers (PwC), some enterprises are even losing money. Says Harald Kayser, director of the China Business Group at PwC, “Every third company questioned is taking losses because they miscalculated transport costs to Europe as well as quality management.”

However, some global players decide deliberately, for strate-

gic reasons, to source in China although European production would be less expensive. Kayser notes two arguments: international groups have to be present in China and the Chinese government takes care that part of the added value earned by foreign companies remains in the country

On the average German companies pay 10% less for products sourced in China. If the worst comes to worst, they pay 2% more. One third of the total costs are covered by transport, insurance, customs, storage, complaints and management.

MeisterWerke, Germany No tropical wood species

MeisterWerke, a family-owned German producer of wooden veneer, cork, and laminate flooring, no longer processes tropical wood species. Says Managing Director, Anja Schulte, “Sustainably grown raw materials are our main concern. We will offer FSC-certified products only.”

Because there is still demand for tropical wood species MeisterWerke will compensate with in-

novative treatments for domestic wood species. MeisterWerke also proves sustainability by using wooden top layers ranging from 0.6 mm to no thicker than 3.6 mm on a base of high quality HDF fibreboard. Another material-saving technology being used is direct printing of laminate boards which skips both the use of décor paper and the high energy use of the laminating process.