

# AN ODE TO LOGIC

Fred van Bers founded OSBE PARKET BV in 1967. In 1994 he turned the parquet and wood floor world on its ear. He had a crazy idea: 'ELASTILON'. It became such a success that it led to a new company, ELASTILON BV. The essence of ELASTILON is the simple sticker, which he implemented in a stretchable, upside down version. The result: an elastic mat with a special adhesive layer, covered with protective paper. The floor elements are carefully placed in a close-fitting arrangement on top of it, after which the protective paper is pulled out from underneath. From this point on, the elastic mat forms an integrated whole with the floor elements affixed on top of it. They can swell, which causes the mat to hold them more firmly, and they can shrink, in which case the mat pulls them together, preventing gaps from appearing in the floor. This fantastic solution resolved an age-old problem in one fell swoop. The globally patented Elastilon swept the world markets at lightning speed. After all, a more logical and obvious solution is inconceivable.

In the opinion of Van Bers, there is no such thing as wood waste. Therefore he is continuously in search of useful applications for residual wood produced by his company. The design of a wooden cachepot is one such example; it stood at the cradle of the development. To make the container round and elastic, plastics and adhesives were used. When that project succeeded the idea arose to employ the same concept for parquet and wood strip flooring.

This led to an utterly NEW, REVOLUTIONARY parquet installation method, which caused quite a sensation around the world. The influence of the product was great, and it was soon in use around the world. The system, with its untold advantages, markets itself. Simplicity, lack of risks, considerably faster and cleaner installation, and – above all – no complaints, are the driving forces behind the carefully targeted product launch. It is suitable for all possible climatic conditions, including the greatest extremes.

In Namibia, for instance, the relative humidity is typically 9%. On the Seychelles, the situation is exactly the opposite, typically 90 to 95%. With traditional installation methods a parquet floor simply is not an option. Thanks to Elastilon it is now possible and no problem at all. China and Japan are also important markets. However, before Elastilon became widely accepted, particularly in Japan, every fibre and molecule was exhaustively analysed, as were the environmental aspects. Fred: The world has become a village, very small indeed. Communication between various parts of the world takes just seconds, and we are practically all neighbours. Elastilon greatly appeals to wood technologists and insiders no matter what country they call home. That is why Elastilon was such a resounding success from day one. Screws, nails, glue, clips, along with all the associated concerns and obstacles, are a thing of the past, and floor elements on Elastilon are drawn together as if by magnetic force so they remain a tightly fitting whole, without the slightest gap, even under the aforementioned

## Elastilon®

no glue  
no nails...



...no problems!



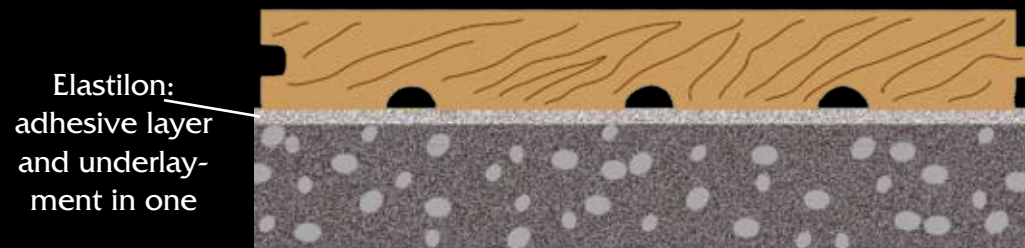
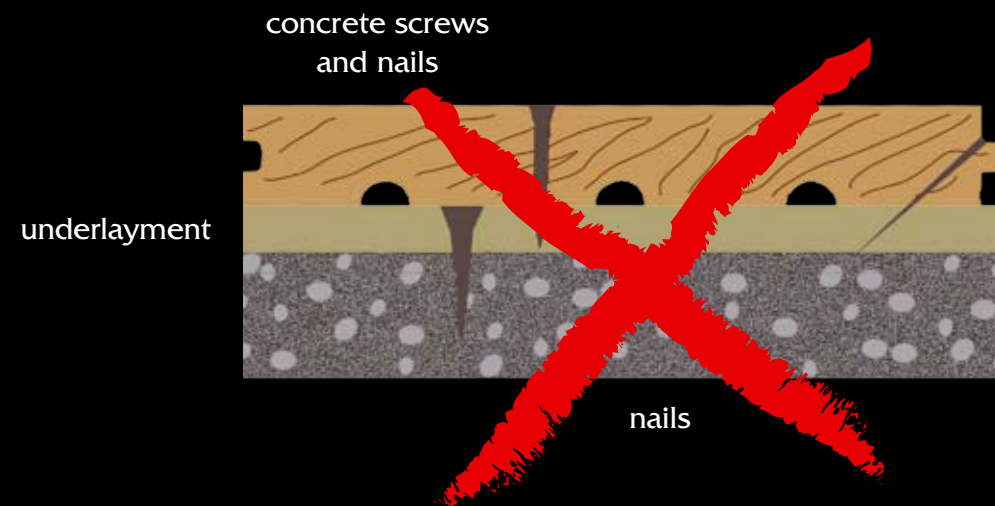
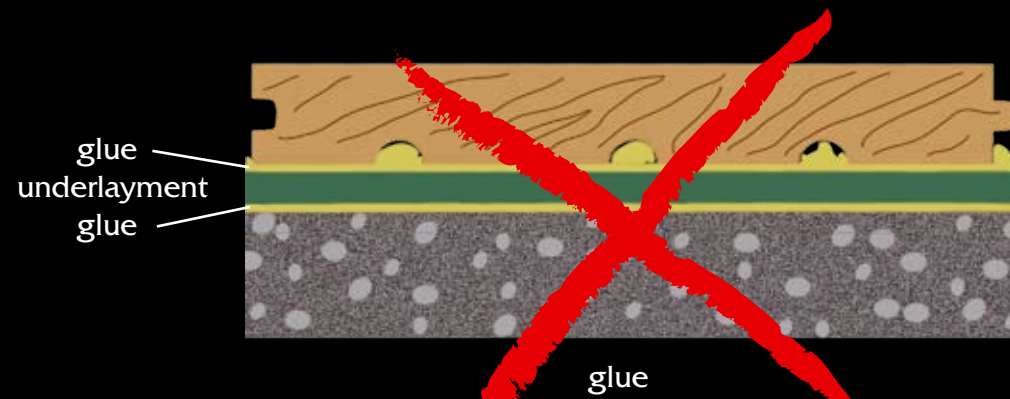
**Patent rotected!**  
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## Parquet or strip floor



# Elastilon®

**Screws, nails, glue, clips, along with all the associated concerns and obstacles, are a thing of the past, and floor elements on Elastilon are drawn together as if by magnetic force so they remain a tightly fitting whole, without the slightest gap. Simply put: no problem!**

Dear business partner,

ELASTILON® is a sensational and revolutionary parquet installation system used with tremendous success for huge numbers of floors in every corner of the globe. ELASTILON® is also the product that makes this installation system possible, and you receive the underlayment – which is part of it – at no extra cost.

You may not yet be aware of the advantages.

We mention a few:

- In addition to the environmental problem, you eliminate a tremendous amount of packaging material and waste.
- Opting for this solution allows you to strongly differentiate yourself from the competition, while – despite the fact that you are significantly less expensive – you will enjoy a considerably higher and healthier profit margin.
- You will be able to handle substantially more orders, with the same number of installers.
- You and your personnel can say goodbye to the time-consuming loading and unloading of the huge jumble of glue pots, compressors, tackers, hoses and extension leads, and you will never have to trip over them again.
- The physical demand on your installers will be greatly reduced.
- You can streamline your company, improving its financial performance.
- You can sand and varnish the floor immediately following installation.

Because ELASTILON® =

**NO GLUE, NO NAILS, NO PROBLEMS!**

and that's what you, your customer and your personnel are looking for.

To convince you, we share the experience of a Canadian parquet company – you will find their recommendation enclosed. You can also watch a demonstration at [www.elastilon.com](http://www.elastilon.com).

If you are still unconvinced and have decided it's not worth your time to learn more, you are doing yourself and your customer a great (economic) disservice.

In that case there is only one thing left that will help:

**SEE FOR YOURSELF, ONLY THEN  
WILL YOU SEE THE ADVANTAGES FIRST HAND  
AND WILL YOU BE FULLY CONVINCED.**