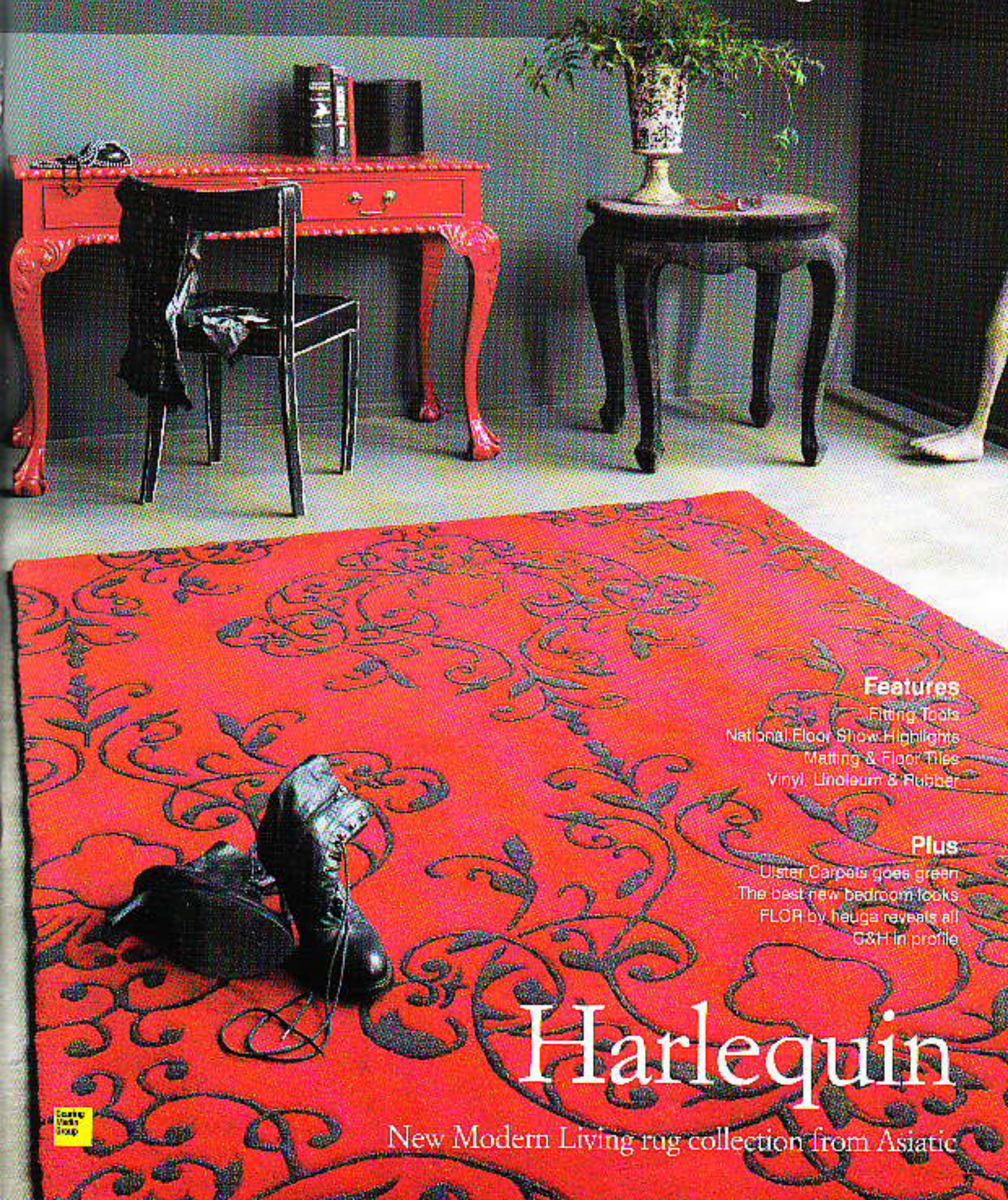


# CFR

Issue 419 | October 2009

## Carpet & Flooring Review



### Features

Fitting Tools  
National Floor Show Highlights  
Matting & Floor Tiles  
Vinyl, Lino, Lam & Rubber

### Plus

Ulster Carpets goes green  
The best new bedroom looks  
FLOR by heuga reveals all  
G&H in profile

# Harlequin

New Modern Living rug collection from Asiatic

## F. Ball extends offer

AS part of its successful Loyalty Card Scheme, F. Ball and Co has extended its offer of 2.5% cash back on all purchases of F. Ball products by scheme members until 31st December.

Additionally, contractor members can now also claim 5% cash back on purchases of the latex-free Stopgap Green Bag and Blue Bag powders, as well as the associated Stopgap 114 and 128 liquids, providing great value.

Available to all flooring contractors, the Loyalty Card Scheme offers exclusive benefits and discounts to reward F. Ball's customers for purchasing its high performance subfloor preparation products and adhesives.

Further benefits available to members include exclusive competitions, such as the new Spot the Bull. Offering members the chance to win a Makita site radio in the monthly draw, the competition is accessible through the loyalty scheme website.

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W fballrewards.co.uk

## Stateside expansion

WITH the first foundations already laid, IVC Group has announced the beginnings of a new state-of-the-art production facility in the US, which will cement the group's position as a world leader in the manufacture, and supply of vinyl floorcovering products.

A major investment by the firm has seen the acquisition of new land in Dalton, Georgia – the centre of floorcovering production within the United States – to build a high-tech manufacturing plant that will provide approximately 520,000ft<sup>2</sup> of production, storage and office space and that will be capable of manufacturing over 30m<sup>2</sup> of flooring a year.

Since 2002, IVC Group has had a distribution facility and administration offices in the region, allowing it to exploit the excellent transportation links to the rest of the US. However, the company's decision to increase production of US-specific ranges is testament to its growing presence within the country.

"Although the facility will not go live until the end of 2010/early 2011, it underlines our commitment to becoming one of the world's leading producers of cushioned vinyl flooring," says Jan Vergote, CEO, IVC Group. "It will also open up new employment possibilities for the area and under full operation we estimate that we will benefit Dalton, Georgia with approximately 150 new jobs."

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## More from Snickers at Interbuild

IN addition to the very latest 2009 workwear designs for professional tradesmen, Snickers will be running a series of promotions and giveaways at this year's Interbuild.

There is a free prize draw with two winners each receiving a £250 voucher to kit themselves out in Snickers working clothes and accessories – jackets, trousers, toolvests and much more.



With appropriate proof of ID, apprentices and students can claim a 50% discount voucher that can be redeemed against a purchase for Snickers workwear after the show.

Those people who make a donation to the Children in Need charity collection on the stand will get a Snickers Workwear TefLuk tape made by Fisco, the leading manufacturer of tapes and measures in the UK.

In addition, there will be an extensive display of the UK's most comprehensive range of workwear including the very latest in high-visibility clothing, plus plenty of help and advice about which workclothes and accessories are right for the job to be done or site.

Each purchase must be for at least one pair of Snickers work trousers and knee pads.

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## The Cannes alternative

JASON Maclean of Nucleon Bespoke Interiors selected Alternative Flooring for his unique design project, the House at Cannes. Jason designs in a clean and sophisticated style, with a passion for detail and quality. Alternative Flooring fits perfectly into this interior design ethos.

The House at Cannes is the newest addition to Maclean's award-winning exclusive boutique retreats. Design is a key element here and Alternative Flooring's luxurious new wools (Wool Cord Sable and Wool Venus Royal) and natural fibre floors (Sissl Bonole Ditrerre) provide the perfect foil to one-off prints and wallpapers created exclusively by British Fashion House Eley Kishimoto.

Interior designers say that flooring is one of the most important elements in interiors and if it is right, everything else falls into place. Alternative Flooring creates some of the best

and most beautiful natural fibres with designs that are indulgently tactile and others that are soft underfoot.

This modern Riviera villa is the height of elegance and with its state-of-the-art design, finds a natural home overlooking the Bay of Cannes in one of the world's most glamorous destinations.

T 01264 335111

W alternativeflooring.com

W thehouseat.com



## NCCA course coming soon

SPOT and stain removal is still a genuine craft and requires a higher degree of skill and knowledge than almost any other process undertaken by the professional carpet cleaner.

Over the years, cleaning equipment and surfactants have improved, enabling the carpet cleaner to remove almost any spillage on a client's soft furnishings. However there is always an unknown spot or stain that proves difficult and it is these marks which cause the biggest headaches, along with the client's expectancy of complete removal.



On 23rd October, the National Carpet Cleaners Association (NCCA) is holding another of the popular Spot and Stain schools in Leicester. During training the course delegates will be taught how to identify a stain, what specific things to look out for and how to advise the client prior to carrying out any work. Only once the work and possible outcome has been assessed should an attempt at stain removal take place.

Each delegate will also receive a course manual and three spotting tools to be used on the day, which can be taken home to use again.

Learning the ABC of stains and how to identify spillages using FOCAL, along with the five methods of removal are also available at the school.

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