

PRINT POST NUMBER PP 32856/00032



flooring

feb/march 2012

AUSTRALIA AND NEW ZEALAND

"Your Industry - Your Magazine"

incorporating
PIC FLOORS
PROTECT GRETE FLOORING SYSTEMS

- Eliminates moisture problems on new and old concrete
- Withstands hydrostatic pressure
- Fast Clean and VOC free
- Minimum downtime walkable in 1 hour
- Install floor coverings after 24 hours
- Concrete densifier



- Permanent Moisture Barrier
- Aged Care & Animal shelters
- Polished Concrete
- Warehouse Floors
- Fast Track Retail

INSIDE

2012
**PROTECT GRETE
TIPPING COMPETITION**



EASY ENTRY DETAILS



SAVING YOU TIME & MONEY



floor coverings love level floors

From timber laminate flooring and parquet, through to carpet, tiles and vinyl, floor coverings love level floors. And when it comes to floor levelling, you can't go past BASF's range of specialist floor levelling solutions. From residential installations to the largest commercial and industrial projects, new buildings, old buildings and everything in between - at BASF we have a high performance floor levelling solution to meet the needs of even the most challenging installation. Contact your local BASF branch to find out how we can help to get your floors on the level. At BASF, we create chemistry.

1300 2273 00 (1300 BASF 00)

www.basf-cc.com.au

 **BASF**

The Chemical Company

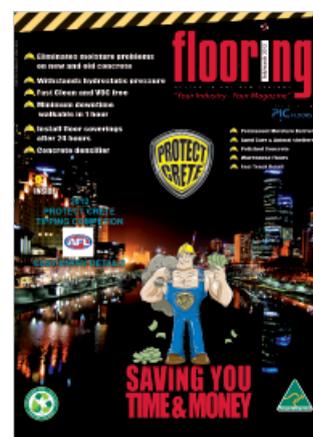
flooring

AUSTRALIA AND NEW ZEALAND
"Your Industry - Your Magazine"

incorporating
PIC FLOORS

february/march 2012 | vol 30 no 01

www.flooringmagazine.com.au



News

- 05 New staff at Embelton
- 06 Domotex Middle East moves to Turkey
- 07 Power struggle at Victoria Carpets UK
- 08 Domotex Asia preview
- 10 Victorian Go-kart heat

SpecialReports

- 14 FocusOn: Domotex Hannover Review
- 16 Carpet & Rugs
- 26 Floating Floors
- 27 Entrance Systems
- 36 Timber
- 39 Asbestos

RegularFeatures

- 12 Airstep Supplier of the Month: United Bonded Fabrics
 - 20 Surfaces Today
 - 30 Alternative Floors
 - 33 Opinion
 - 40 Business
 - 42 Exhibition Calendar
- Advertisers Index

FrontCover

- 01 Protect Crete Australia



Retail spending rose in January and, while it was led by sales in clothing stores and by online and mail order providers, it is still good news for everyone.

The Commonwealth Bank (CBA) Business Sales Indicator (BSI), which tracks the value of credit and

debit card transactions processed through CBA's point-of-sale terminals, recorded rises in spending in all states for the fourth straight month.

"Despite ongoing economic concerns being felt both here and overseas, sales figures in most industries are ticking up and have been for some time now," CBA Local Business Banking executive GM Matt Comyn said. "That means that there is still a certain level of confidence amongst consumers, even if it is relatively weak.

"While the improvements are a good sign, there are a range of factors that contribute to consumer confidence; the ongoing fluctuations we are seeing in the global economy, therefore, make it difficult to forecast how strong the recovery will be," he said. "It appears that the growth many had hoped for has continued into the start of the year," James said.

Don't forget

Don't forget to send in your photos (see below) of strange, unusual or just amusing places to read Flooring magazine. We know the magazine gets read in all sorts of interesting places so show us where you read your copy. Remember, there is a bottle of champagne for the best photo.

Jennifer Curtis editor

Ph: 03 9890 0815; Fax: 03 9890 0087 or
Email: jennifer.curtis@elitepublishing.com.au

ELITE PUBLISHING CO PTY LTD

ABN: 27 006 876 419
PO BOX 800, Templestowe
Victoria, Australia 3106
Ph: + 61 3 9890 0815
Fax: + 61 3 9890 0087
Email: info@elitepublishing.com.au
Website: www.elitepublishing.com.au

PUBLISHERS

Vicky Cammiade
Email: vicky.cammiade@elitepublishing.com.au
Maureen Home
Email: maureen.home@elitepublishing.com.au

GROUP MANAGING EDITOR

Jennifer Curtis
Email: jennifer.curtis@elitepublishing.com.au

NATIONAL SALES MANAGER

Ashley Cooper
Email: ashley.cooper@elitepublishing.com.au

CIRCULATION MANAGER

Georgia Gilmour
Email: georgia.gilmour@elitepublishing.com.au

PRODUCTION

Annette Epifanidis
Email: annette.epifanidis@elitepublishing.com.au

PRE-PRESS

Prominent Digital

PRINTED BY

Prominent Group Pty Ltd

FLOORING MAGAZINE SUBSCRIPTION RATES

AUD\$57.00p.a. (Incl. 10% GST)
AUD\$95.00 (overseas airmail rate)

EXHIBITION ORGANISERS & PROMOTERS

Elite Media & Marketing Pty Ltd
P O BOX 800, Templestowe
Victoria, Australia 3106
Ph: + 61 3 9890 0815
Fax: + 61 3 9890 0087
Email: info@elitepublishing.com.au
Website: www.elitepublishing.com.au

ELITE PUBLISHING CO PTY LTD

PUBLISHERS OF:

Supplier Magazine, Furniture & Bedding Magazine, Flooring Magazine

Members of the Publishers Australia Association



Member of the Australian Furniture Association South West



ELITE PUBLISHING CO PTY LTD

(established 1985)

All rights reserved – No part of this publication may be reproduced, transmitted or copied in any form or by any means, electronic or mechanical including photocopying, recording, or any information storage or retrieval system, without the express prior written consent of Elite Publishing Co Pty Ltd. Viewpoints, opinions, claims, etc expressed in articles appearing in this publication are those of the authors. The Publishers accept no responsibility for the information supplied or for claims made by companies or their representatives regarding product performance, etc or for any errors, omissions, misplacement, alterations, or any subsequent changes, or for any consequences of reliance on this information or this publication.

"Your Industry - Your Magazine"



Jess Gardner, daughter of iRubber's Ann and Murray Gardner with the family's mascot labrador, Bounce. Bounce visits architects in Melbourne with Murray Gardner and even is happy to ride elevators to see firms such as John Wardle.



Richard John



Peter Thomson

New staff at Embelton

Embelton Flooring has announced two new appointments to its staff.

Embelton is pleased to have secured the services of Peter Thomson as Accounts Manager based in Brisbane, where he will be reporting to Dan Hardy.

Peter joins Embelton after a long career in the floorcovering industry where he started as a sales representative with Greig Bros Pty Ltd in Brisbane in 1978. During his 20 years there he held the positions of State Manager, Queensland and Marketing Director. Between 1989 and 1997 he was based in Melbourne.

Following the closure of Greig Bros, Peter became Marketing Manager for DLW AG, a German manufacturer of vinyl sheet and linoleum. When Armstrong World Industries purchased DLW in 1999, he became the National Sales Manager, Residential Flooring.

Peter's decision to join Embelton Flooring was heavily influenced by the company's rapid growth, innovative management and its strong product profile.

Peter's away from work interests are reading, jazz, travel and sport.

After seven years as Sales Manager NSW and Canberra for Armstrong World Industries in residential flooring (timber and laminate), Richard John has made the move to Embelton as Account Manager NSW.

Richard brings excellent experience with specifiers, architects, builders, interior designers and flooring retailers as well as a great deal of industry knowledge to the job with Embelton

Of Irish descent, Richard loves Guinness and rugby league (he follows the Canberra Raiders). He is married to an American and has two children – a boy and a girl. ■

Design your building future

Australia's building and construction trade expo, DesignBUILD, returns to Melbourne in a challenging period for the industry.

According to Exhibition Manager, Frank Matus, the expo is expected to showcase the latest innovations and generate new business opportunities for the year ahead.

With the support of major sponsor, Mazda (displaying the all new BT-50), and new show features including dedicated Tool Demo Stations, interactive

Innovation Alley and bigger than ever Green Building Zone, organisers are confident that the 2012 expo will be the most successful yet.

The DesignBUILD 2012 expo, which opens at the Melbourne Convention and Exhibition Centre from 27 to 29 June, is the ideal place for all building, architecture and construction trades and professionals to get a complete overview of the latest innovations and inspirations from within the industry. ■

Boral Timber to manage WA timber portfolio

Management of Boral timber products in Western Australia has moved from Boral Bricks to Boral Timber, resulting in a more streamlined ordering process and a broader range of species and profiles available to customers.

Under the new management, Boral Bricks centres are no longer selling timber to market and will only act as display and referral locations.

The move also focuses the product portfolio on Boral Timber's Australian grown and manufactured timber products instead of imported and exotic species. The business emphasis will be on providing greater access to uniquely Australian timber species.

Michael Johnson has recently been appointed Boral Timber WA state manager and

will implement the changes and oversee the operational transition.

"With direct access to the mill, we can better source timber products for our customers and facilitate bulk buying," said Johnson.

Boral has achieved Australian Forestry Standard (AFS) chain of custody certification (AS 4707-2006) for its timber products. This means that timber used to produce Boral Timber's hardwood flooring, decking and structural timber has been sourced from certified, legal and sustainably managed resources. The Australian Forestry Standard Scheme also has mutual recognition by the Programme for the Endorsement of Forest Certification Scheme (PEFC) – the world's largest forest management certifier. ■



GMK LOGISTICS
YOUR SUPPLY CHAIN MANAGER

Specialised transport & distribution for the floor covering industry for over 49 years

- ▶ National warehousing & distribution
- ▶ Logistics management
- ▶ Interstate transport
- ▶ Pick & pack facility
- ▶ Customised trucks
- ▶ Cutting machines

Experience the GMK difference
Call 1300 796 208

Stock Handling ▶ Storage/Warehousing ▶ Cutting ▶ Transport ▶ Logistics

“We can help you maximise your merchandise display needs”



jarvismartindisplays

We offer a complete Flooring and Point of Sale solution. Local or import, deal direct with the manufacturer!



Flooring:

- *Cascaders
- *Book Trees
- *Tile Stands
- *Swinging Rug Racks
- *Vinyl Roll Racks

POS:

- *Poster Stands
- *Brochure Holders
- *Shelf Display
- *Digital Displays
- *And much more



Jarvis Martin Displays
Unit 2 50/52 Malvern Street
Bayswater VIC Australia 3153
Ph: 61 3 9720 1444
Fax: 61 3 9729 3591

**Email: info@jarvismartin.com.au
Web: www.jarvismartin.com.au
Web: www.retaildisplaystands.com.au**

Repair, replace refund

The nation's competition regulator has launched a media campaign urging people to be aware of their rights when they have bought a product that is faulty or doesn't perform as described or a service that isn't right.

Ads featuring a chair with a broken leg and a woman's top with unravelling thread will be appearing online, with the campaign's theme simply 'Repair, Replace, Refund'.

"From Dandenong to Darwin the ACCC is letting people know when it's not right, use your rights. If it's not right, consumers are entitled to a repair, replacement or refund," ACCC chairman Rod Sims said.

The campaign, which can be viewed and downloaded at the ACCC's website, is in response to research that shows only 10% of consumers understand their rights when it comes to a faulty product or a standard service.

There is now a single national law so that all shoppers have the same rights to a repair, replacement or refund for a faulty product

or unsatisfactory service.

"If products don't work as promised or don't work at all you have rights as a consumer regardless of whether you bought it online, in a shop, full-price or on sale," Sims said. "These rights are called Consumer Guarantees and are within the Australian Consumer Law."

Consumer Guarantees apply to new products, second hand goods and sale items sold through retail and hire outlets or online. The guarantees also cover the supply of services. Retailers cannot have signs or policies that state 'no refunds' as they imply it is not possible to get a refund under any circumstance when this is not the case. Retailers also cannot refer consumers to the manufacturer; they must help resolve the problem.

If direct contact with the retailer fails to resolve the situation, consumers are urged to contact their local state or territory consumer protection agency or the ACCC. ■

Domotex Middle East moves to Turkey

Domotex Middle East, the leading trade fair for carpets and floorcoverings in the Middle East/North Africa region, is on the move. After six successful years in Dubai, the fair will now be staged at the CNR Expo Centre in Istanbul from 2012 onwards.

"Regrettably, the Emirate of Dubai was unable to reach the ambitious goals it had set itself," explained Martin Folkerts, Director Global Fairs at Deutsche Messe. "However, the Middle East remains a highly promising market for foreign companies, thanks to its many large-scale building projects.

"At the same time, Turkey, with its population of around 73 million, now

ranks as the world's 17th largest economy and also boasts economic growth that is well above the global average.

"In the second quarter of 2011, Turkey's gross domestic product (GDP) grew by a stunning 8.8% year on year. Economists expect the country's rapid economic expansion to continue, especially in the building and construction sector."

Turkey also ranks among the world's top five exporters of hand and machine made carpets and textile floorcoverings. Around a quarter of its exports go to Middle Eastern countries.

Domotex Middle East 2012 runs from 8 to 11 November. ■

Power struggle at Victoria Carpets in UK

The boardroom battle at Victoria Carpets in the UK is hotting up. A consortium wants to replace the company's two independent non executive directors with four of its own choice. Shareholders will vote on the issue at a general meeting on 6 March.

The UK manufacturer – which has operations across the UK and Australia – last month issued a hands off warning to Alexander Anton after he announced his intentions. Mr Anton, whose great-grandfather founded the

company, wants to replace the two with a team including himself, former investment banker Geoff Wilding.

Wilding, who is a former investment banker and shareholder in Australasian firm Flooring Brands Ltd, said: "This is not about a takeover of the company. We are simply looking to replace a couple of members of the board with some fresh thinking.

A trading update recently showed sales in the UK were up by 11.2% between 2 October and 31 December, 2011.

.brand opens for applications, but it'll cost you

The Internet Corporation for Assigned Names and Numbers (ICANN) has opened applications for new generic top-level domains (new gTLDs) – a system that will enable domain name owners to insert a brand name or generic term to the right of the dot.

The move, described as a landmark change in the history of the internet, creates an entire domain name suffix like .com but one that can further personalise and streamline internet addresses, particularly for brands.

But brands hoping to capitalise on this opportunity will pay a high price. Applicants will fork out US\$185,000 to apply and an annual fee starting at US\$25,000 to maintain the domain.

Interested parties will be required to go through a stringent application process with statements of what the proposed suffix will be used for, financial viability plans and demonstrations of ability to administer the new domain part of the process.

According to CEO of ARI Registry Services, Adrian Kinderis, brands who opt to apply for one of the new domains stand to gain substantial benefits from setting up their own domain.

"A .brand new top-level domain will deliver improved trust, leadership, customer engagement and message recall by providing a direct connection between the customer and the brand experience online," Kinderis said.

"The rapid growth of ecommerce and online retail also complements the move to a .brand domain name. For example, in the near future we may see short, relevant and memorable domain names such as iphone.apple, creditcards.hsbc and shoes.nike."

The closing date for applications is April 12 but applicants must begin the process by late March in order to be included in the first round of offers. Dates for subsequent rounds of offer are yet to be announced and may not occur for years after the initial offer.

Upon receiving the applications, ICANN will begin a review process expected to take at least nine months, during which time it will publicly announce proposed suffixes to allow trademark violations or other complaints to be contested.

If multiple applicants seek the same suffix, an auction will be held to resolve disputes that cannot be resolved. ■

Look East to floor the future!



The Asia platform for flooring



Don't miss the most dynamic construction market: Asia!

www.domotexasiachinafloor.com

DOMOTEX
asia **CHINA FLOOR**

Shanghai · 27–29 March 2012

Domotex Asia/ ChinaFloor to be held in March

With China's strong economy, burgeoning construction industry, increasing floor covering demand and the world's fastest growing consumer market it's easy to understand why DomotexAsia /ChinaFloor is increasingly important to the global floorcovering industry.

Organisers have expanded not only the show's floor space but also the context within which Asia's largest floorcovering show takes place. On March 27-29, 2012 the show will run concurrently with China's Building and Construction Expo in Shanghai New International Expo Centre and increase exposure of

floorcovering products and exhibitors to a broad section of China's construction industry.

"Organising these events alongside each other bring new value for exhibitors and increases exposure of their products and technologies by attracting buyers and professionals from Asia's public construction, city development, real estate, retail and hospitality sectors. It also gives our attendees and exhibitors new exposure to green building products, technology and design across the construction industry and creates opportunity for much broader networking," said David Zhong, president



EMBELTON
FLOORING

FLOORING UNDERLAYS
& ACCESSORIES

- Affordable acoustic **flooring underlays** to meet BCA requirements
- Finish you floor in style with Embelton's full range of **flooring accessories**

Download brochure at www.embelton.com
Call 1800-339-638 for further information

of VNU Exhibitions Asia, organiser of both events.

VNU is also adding a new, unique benefit for Western exhibitors and attendees. "Because many people have asked to be connected with someone who can answer questions about international floorcovering markets," said Zhong, "VNU will offer a limited number of free, 45 minute, private meetings with global flooring industry expert, Jim Gould, president of the US based Floor Covering Institute."

With 40 countries represented and more than 1,100 exhibitors DomotexAsia /ChinaFloor has expanded to 11 halls in the strategically located expo center. New exhibitors include Lumber Liquidators, Forbo, Berry Alloc, Invista, Mapei, Nora, and Homag. Country pavilions add large format exhibition spaces: Turkey returns after a five-year absence with close to 500 m2 in exhibition space; Pakistan with more than 430 m2; traditional German,

Belgian, Dutch and Iranian pavilions will also showcase their products and innovations.

DomotexAsia /ChinaFloor will showcase new technologies and innovative solutions from around the world: Forbo Group will present its flagship product Marmoleum Green, made from natural raw materials; Gerflor Group will show their latest patent technology Evercare Treatment and other new products; German brand Nora, a global market leader for rubber floorcoverings and system solutions, will introduce two new products.

Deutsche Messe is also launching a new offspring of the Domotex brand catering to the Russian market: from 26 to 28 September 2012, the flooring industry will meet at Domotex Russia in Moscow. Domotex Middle East, Deutsche Messe's flooring show for Middle East from 8 to 11 November 2012, will move to Istanbul in order to cater not only to the Middle East but also to the booming Turkish market. ■

FreeFit™ Clickless, Glueless Luxury Vinyl Tile that works.

A product you can sell and make money on.

26 COLOURS IN STOCK!

- Limited Lifetime Residential/15 Year Commercial Warranty
- No Adhesive
- No expansion gaps; Dimensionally stable
- Water resistant; Easy care
- Covers minor surface irregularities
- Cuts & installs easily no dust or hazardous fumes
- Warm, soft & quiet underfoot
- Easy to replace individual tiles
- Each style has a variation of 10 individual tiles



FreeFit™ isn't everywhere and won't be!

Phone David Coggins 0419 798 726 Now and secure FreeFit™ for your area.

Check out our website www.freefitfloors.com.au



Check us out on



GTP International Ltd
Po Box 1743 Noosa Heads Qld 4567
Phone/Fax 07 5448 3407
d.coggins@gtpaustralasia.com



South Australian wins Victorian go-kart heat

Dylan Johnson from Adelaide Felt was one of 20 winners drawn randomly to compete in the Protect Crete Go-Kart Grand Prix Victorian heat.

Dylan travelled from Adelaide determined to get to the Eastern Creek national final and certainly achieved this by posting one of the fastest times at Port Melbourne's Aus Karts for the month.

He will be flown to Eastern Creek Karting Centre, which has the longest track and fastest karts in Australia, to compete with his four other heat winners and the winners from the NSW and Western Australian heats.

Twelve state winners will compete at the Eastern Creek track for the first prize, which is a Corporate Pit pass to the Clipsal 500 in Adelaide along



NSW heat ready to go at Australia's longest fastest Kart Track, Eastern Creek.

with accommodation on the beach at The Grand Hotel, Glenelg.

Protect Crete Managing Director, John Daymond, said: "This year we had 53 lucky winners participate in three states for a spot in the final. It has been a lot of fun and a great opportunity for our customers to network and get

to know many of their peers. "Many bought along their families to cheer them on and join in the fun. It will all happen again next year, so don't miss out."

The winners going to Eastern Creek are:

Victoria: Dylan Johnson, Adfelt; Roger Crook, FIS; Sam Caligiuri, Mr Carpets;

Gary Bourke, GV Concrete Resurfacing and Carl Dekoning, Uniflooring Resources;

NSW: Brent Souden, BMS Floors; Craig Brady, Aus Polymer Flooring; Orry Parkes, Parkes Flooring; Jason Jarvis, Polyflor and Kayne Bull, QEP;

WA: John Tomes, Malco Flooring and Anthony Hahn, Statewide Flooring. ■

GEO
FLOORING

Rhythms Series
MODULAR

GEO Flooring introduces the latest in our line of Modular Flooring - Rhythms Series: Andante, Lento & Tempo.

Featuring %100 Tandus Solution Dyed Dynex® yarn, The Rhythms Series of Andante, Lento and Tempo is available in 15 colour ways.

For more on Rhythms Series Modular Carpet Tile, contact **GEO Flooring**.

green building council australia MEMBER
geoflooring.com.au | + 61 2 9960 4199



Very serious last turn at Port Melbourne.



WA winners second Justin Gibsone, first John Tomes and third Anthony Hahn.



STRONG BOND, LOW IMPACT



Engineered solutions
for tiling, flooring and
waterproofing projects



ARDEX has combined global research and development experience with feedback from flooring contractors to create a flooring adhesive range that is specifically designed for tough Australian conditions.

With the addition of innovative new spray adhesive products, adhesives can be applied from a standing position, meaning easier installation, 80% less material usage and no mess. Low VOC components mean minimal environmental impact.

For more information, contact ARDEX toll free on 1800 224 070 or visit www.ardex.com





Supplier of the month



Important new partnership

United Bonded Fabrics (UBF) is Australia's largest supplier of processed textile fibre products. In addition to carpet underlay UBF supplies products for a range of industries including the mattress and furniture, automotive and building industries as well as products such as bedding and pillows, insulation and a variety of other performance based products sold under the Tontine* brand.

The company has a considerable history of manufacture in Australia,

starting as United Bonded Fabrics some 50 years ago and then almost 10 years ago acquiring the Tontine fibres business, which has its roots as a felt maker going back to the 1870s in Melbourne.

UBF's promise of "fibre technology for better living" underpins all of the company's activities from the use of state-of-the-art production technologies in each of its five manufacturing plants, to the design of products that can be trusted to deliver a high level of performance efficiently,



Jim Liaskos of United Bonded Fabrics (UBF) and Will Verschaeren of Airstep Underlays looking happy about the exclusive long-term distributorship agreement signed between Airstep and UBF.

Sample the difference



reliably, cost effectively and in an environmentally conscious manner.

All products are manufactured to suit the upper end of the market with quality guaranteed by the company's unsurpassed experience in its markets, and its ISO 9001 certification. Additional independent third party certification such as Ecospecifier, Oeko-Tex 100, and "Gold Plus" Green Tag certification for many of its products, which includes a full life cycle analysis of processes, inputs and products, provides additional customer peace of mind.

"UBF has grown to become Australia's largest recycled textile and polyester fibre based non-woven products manufacturer and ranks among the top 100 non-woven manufacturers in the world," said Jim Liaskos, UBF's Managing Director.

In addition to the benefit from its economies of scale in production, UBF has actively invested in new product and process development and holds a number of patents and trademarks. It has

generally been seen as a leading innovator in the development of (clean and low energy) heat bonded products, particularly using regenerated, recycled and organic fibres. All of its products are chemical free, process water free and have negligible or no VOCs.

In July 2011, Jim announced that the non-woven operations of The Smith Family, which previously manufactured carpet underlay available through Airstep, were being integrated into the business of United Bonded Fabrics. This acquisition extended its products range by adding needle punch technology to its extensive thermo-bonding capability.

In September 2011, UBF also acquired Auspoly's manufacturing operations. This further increased UBF's carded fibre capacity in Melbourne and allowed UBF to consolidate the manufacture of flame retardant underlays made from recycled polyester.

This was followed, in October 2011, by the announcement that United Bonded Fabrics (UBF) and

Airstep Australia had formed an exclusive distributorship arrangement to supply a complete carpet underlay range. The products offered by UBF are manufactured from recycled and natural fibres and complement the Airstep rubber, SBR latex and of course, Airstep's new range of foam underlays.

"Together, with UBF's manufacturing production capacity and expertise and product development capabilities and Airstep's sales and marketing acumen, a formidable force has been created to supply a range of underlay products to the Australian market including Government, commercial and domestic applications," explained Airstep's Will Verschaeren,

"UBF's acquisition of The Smith Family manufacturing business and the Auspoly operation are welcome," said Will. "Airstep is very pleased to be in a position to continue to supply needle-punch, carded and airlay underlay products to market through UBF.

"The continuation of these products as part of Airstep will now only

be bolstered by the extra products UBF manufacture. The opportunity presented to Airstep to incorporate brands such as Superfelt and Wunderfelt sees Airstep ever closer to the ultimate aim of becoming the only complete underlay company for the Australian market.

"These additions, along with UBF's technical expertise, give Airstep a greater scope for innovation and flexibility. UBF's commitment to the environment and focus in innovation is a welcome facet to this new partnership for the underlay world, one in which Airstep looks to with great anticipation in a market with ever increasing focus on such issues," said Will.

"In these days of doom and gloom for Australian manufacturers we remain committed to our customers with locally manufactured products by continuing to invest in highly efficient processes and innovative products and techniques," said Jim.

** Tontine brand is used under licence.*



...AIRSTEP UNDERLAY ... "THAT'S CONFIDENCE"

www.airstep.com.au

- High quality Natural Rubber Underlays
- SBR Double Bond Commercial Underlays
- Floating Floor Underlays
- Recycled Textile Underlays

THE COMPLETE UNDERLAY COMPANY

Manufactured and distributed by AIRSTEP AUSTRALIA LTD, PO Box 166 Dandenong Sth Vic 3175

Ph: VIC/TAS 1800 803 545 NSW 1800 802 926 WA/SA/NT/QLD 1800 806 375 Fax all states (03) 9706 8553

In New Zealand distributed by



Jacobsen Creative Surfaces Auckland (09) 574 0640 Wellington (04) 4954 300 Christchurch (03) 3664 153



New trends and design highlights

An outstandingly successful Domotex 2012 drew to a close in January.

A total of 45,000 visitors attended the world's leading tradeshow for carpets and floorcoverings to take in the latest flooring trends for the budding season.

A total of 1,371 exhibitors were on hand to present their trends and product innovations. The industry revealed itself as more innovative than ever, with unconventional patterns, spectacular designs and bold colours making for some eye-catching displays. "The new design trends for rugs and fitted carpets, parquet and laminate flooring showcased at Domotex 2012 represent the epitome of lifestyle and contemporary interior design," said Dr. Andreas Gruchow, the Deutsche Messe Managing Board member responsible for the event.

High-calibre visitors

Exhibitors were clearly delighted with the level of visitor interest in the event. Numbers were well up from Germany and abroad, particularly from Eastern Europe, North America and the Far East.

The majority of attendees consisted of buyers from the retail and wholesale sector, members of the skilled trades as well as architects and interior designers. Numbers were up across all visitor categories year on year. Growth was particularly strong in the retail and skilled trades segments.

The event's strong international flavour was also praised by exhibitors, with around two-thirds of all attendees coming from abroad. This confirmed Domotex as a truly global business platform with the scope and reach to attract international markets and trends.

Trends and design highlights

This year's Domotex put a bright spotlight on flooring trends and innovative designs for the upcoming season. "With these fresh, contemporary designs, floors are playing a much more important role in interior decoration, as a lifestyle product in their own right," Gruchow noted.



FreeFit™
Clickless. Glueless LVT that works.

**A PRODUCT YOU
CAN SELL &
MAKE MONEY ON**

Call David Coggins 0419 798 726



The displays in the different halls also highlighted a trend towards individualisation, or 'customised' living. Whereas previously, carpets and floorcoverings were only expected to be practical and easy to clean, these once-utilitarian items have now advanced to becoming unique objets d'art which make a statement of their own.

The trend towards handmade carpets and rugs directly reflects the aspirations of today's consumers towards residential environments that express their own unique personality.

The fair provided ample opportunity for admiring the most imaginative and creative designs currently on the market, as showcased in the Carpet Design Awards and at the Souk Deluxe trends show. Other high-impact displays included a raft of innovations from wood flooring manufacturers, including expressive surface designs and new parquet formats.

The latest fashions were also reflected in area rugs and carpet tiles. Colors can be mixed and matched to create an individual but subtle atmosphere for every room.



"Today's customers have an incredible range of materials, colors and formats at their feet," Gruchow remarked.

Wood Flooring Summit

Exhibitors and visitors had high expectations of the premiere of the Wood Flooring Summit for the parquet and laminate flooring segment. Along with the exhibitors' stand-based presentations, the Summit forum was a major magnet for the public and a powerful source of inspiration and new ideas.

The next Domotex Hannover will be staged from 12 to 15 January 2013. ■



New Bundled UNDERLAY



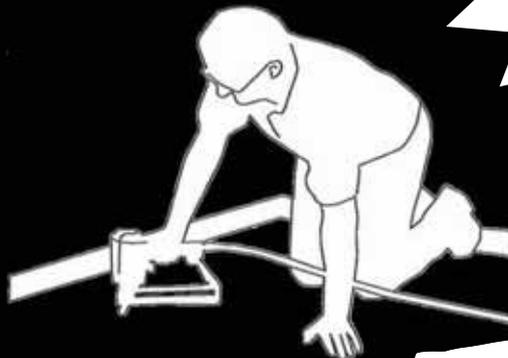
High Performance Fibreboard

Environmentally friendly

E0-MR

Easy to handle

Easy to fix



Made in Australia



For more information about Alpine Underlay visit www.alpinemdf.com.au

Up to
\$250
CASHBACK
OFFER!

Exclusive to installers.
Limited time only.
Cashback application form is available on website
via redemption.

Carpet Court launches rugs online

Australian flooring retailer, Carpet Court, has launched an e-commerce facility to its website allowing customers to shop from its popular range of rugs from the comfort of their own home.

Following the launch of its new look website in September, Carpet Court has now made its debut rug range, the ArtiZEN rug collection, available for purchase online at carpetcourt.com.au, to make selecting and purchasing flooring solutions even easier for its customers.

Carpet Court's National Marketing Manager, Natasha Gallardo said the website's new e-commerce features represent the next phase of customer service for the brand and will help to create a more streamlined retail experience to complement the network's in-store retail offering.

"With the revamped website we wanted to provide users with a one-stop-shop for flooring; a tool they could use to find inspiration, product information and advice online, and then easily locate their nearest store to complete the purchase.



"The new e-commerce component closes the gap for those wanting to shop for smaller items such as rugs from the comfort of their own home and is the latest move in an ongoing strategy to make our products more accessible and create a more meaningful online experience for our customers."

Launched into stores in September, the ArtiZEN rug collection consists of beautifully handcrafted shag

rugs in a selection of more than 50 colours, from tonal greys to a kaleidoscope of on-trend brights, to provide a quick and easy decorating solution. The move online also coincides with the introduction of two new colour stories to the ArtiZEN range – Brights and Moonlight – featuring 12 exciting new on-trend hues.

"We're excited to be able to use the online rug store to bring products from the Carpet Court range closer

to all Australians – including those in rural areas who can't easily travel to one of our stores," said Gallardo. "We look forward to continuing to grow the new channel and encourage our customers to look out for more exciting initiatives launching this year."

The new e-commerce service offers a quick and reliable nationwide delivery service to guarantee online shoppers receive their purchase within 15 days. ■



Cascade Falls

Godfrey Hirst's Cascade Falls is a luxurious plush pile carpet available in 16 vibrant colours.

Featuring Godfrey Hirst's revolutionary SPF (sun protected fibre) technology, Cascade Falls resists fading from sunlight. Think of SPF as a built in sunscreen that doesn't wear off so you can open up your home and let the sun shine in.

All Godfrey Hirst SPF carpets are also treated with Stainblock for superior soil and stain resistance so the carpet stays cleaner for longer. It is also backed by a comprehensive 15 Year colourfast, soil, stain and wear guarantee.*

*Terms and conditions apply ■



THICKER. SOFTER. QUIETER.

 **DUNLOP** flooring

Introducing Dunlop AcoustiCushion, a sound choice in carpet underlays. Our thickest foam carpet cushion yet, it makes your carpet more comfortable while also delivering outstanding sound insulation.

To find out more visit dunlopflooring.com.au or call 1800 622 293.



DUNLOP
AcoustiCushion
COMFORT THAT LASTS

Desso carpet integrated into major art exhibition



Desso carpet tiles have been integrated into an installation artwork in Australia by one of the world's leading contemporary artists.

The exhibition, *I Packed the Postcard in my Suitcase*, by Swiss artist Pipilotti Rist is at the Australian Centre for Contemporary Art (ACCA) in Melbourne. Pipilotti Rist is regarded as one of the world's top ten contemporary artists and has shown in major exhibitions, biennales and festivals around the world, including the Venice Biennale 2005 where she represented Switzerland.

A central area in the exhibition includes Desso carpet tiles, arranged as organic platforms for visitors to rest on and immerse themselves in Rist's magical kaleidoscopes of light and colour being projected onto the walls and ceiling.

Rist's exhibition is therefore not only about art, but about how interior spaces can be made to come alive, offering perspectives for architects and interior designers on the interaction of light and colour, and how each surface

– walls, ceilings and floor – can be part of the design process.

Desso's commitments to Cradle to Cradle principles of sustainability and the environmental also have a profound correlation with Rist's organic and environmentally-focused artworks, which involve shifting perspectives on the four elements of earth, wind, water and fire.

"Carpet is a uniquely versatile flooring material that can be soft, luxurious, colourful and practical – and all those elements play a part in Pipilotti Rist's acclaimed exhibition," said Ainsley Gibbon, managing director of the Gibbon Group, which distributes Desso carpets in Australasia.

"This exhibition is all about redefining interior spaces and using light and colour to challenge our senses. It also highlights the relevance of carpet in interior design, and how it can help to transform interior spaces in unexpected ways," she said.

The exhibition is open to the public until 4 March, 2012. ■

The quiet achiever

When it comes to multi-level living, the last thing people want is to hear noise from the floor above them.

Whether it's a townhouse, apartment, or two-storey home, the sound of footsteps, moving furniture, or falling items can be annoying to say the least. You can literally lose sleep over it so the issue of sound insulation has never been more important.

To solve this problem, the innovators at Dunlop Flooring have developed new

Dunlop AcoustiCushion, the company's thickest foam carpet underlay yet. With over 40 years experience behind it, AcoustiCushion provides outstanding sound insulation with the added benefits of making carpet more comfortable and helping maintain its appearance.

Partnering carpet with AcoustiCushion is an excellent way to control reverberation in the home. Sound can build up within a room due to multiple reflections from

hard surfaces. As a result, everyday environments such as open plan offices, homes, and schools can be noisy, and acoustically unpleasant if they are too reverberant.

AcoustiCushion combats this with millions of tiny air pockets that trap and absorb sound. Air is actually the best-known thermal and acoustic insulator in existence so the more air pockets in the underlay, the better. This abundance of air means that AcoustiCushion actually decreases noise

impact through floors and ceilings by up to 68%, which easily surpasses the industry standard set by the Building Code of Australia.

AcoustiCushion is also a fantastic thermal insulator, keeping homes warmer, which also helps reduce heating bills. And, as you would expect from a Dunlop carpet cushion, it helps extend the life of carpet.

So for peace, quiet, and comfort, Dunlop AcoustiCushion is the ultimate sound system. ■

MAKE YOUR FLOOR A GERFLOR

TEXLINE
COMFORT
NOW ALSO IN
NEW ZEALAND

There's never been a better time to stock up on Gerflor. Thicker, even more comfortable TEXLINE COMFORT adds another 4.2 mm level of comfort and acoustic appeal for warehouse and multi level living.

Contractors and shop fitters will welcome the CREATION CLIC range that continues to win favour with those looking for fast, loose lay solutions to that 'on trend' look. Find out more about these, and so many other new reasons to make your floor a Gerflor.

TEXLINE COMFORT



1800 060 785 www.gerflor.com.au

Gerflor
theflooringgroup

Bacteria-proof tiles

Beaumont Tiles has released its new range, Hydrotect – a breakthrough in ceramic tile technology, which prevents bacteria, resists graffiti and reduces unpleasant odours.

Where hygiene is of paramount importance, the antibacterial effect of the Hydrotect surface makes a positive contribution to the safety and wellbeing of patients in hospitals, nursing homes and aged care facilities. The odour reduction properties serve to enhance the wellbeing aspects of toilet and other public facilities, whilst the ease of cleaning reduces the dependence on harsh and environmentally damaging chemicals.

The tiles are ceramic and are coated in a surface refinement called Hydrotect, which is durably burnt into the tile and is practically indestructible. The revolutionary new design creates a film on the surface when wet, which allows dirt and bacteria to wash straight off. This protective film of water repels oil and grease drops, as well as paints and adhesives, making the product also ideal for commercial and industrial sites such as car washes, mechanic workshops and construction sites.”

Organic materials, pathogenic germs, bacteria, mould and yeast are oxidated and decomposed.

The tiles can also be used in the home, and are suitable for both indoor and outdoor usage. They come in dozens of current, on trend colours and various sizes. ■



Landscaping with timber adds a creative touch

According to Boral Timber, Australian hardwood species are an excellent choice not only for decking but also a variety of exterior home improvements, because of their high density, toughness and durability. Some species, such as Blackbutt and Spotted Gum, are bushfire resisting timbers[1], which also offer termite resistance[2] – qualities which are perfect for Australian conditions.

Boral has achieved Australian Forestry Standard (AFS) chain of custody certification (AS 4707-2006) for its timber products. This means that timber used to produce Boral Timber’s hardwood

flooring, decking and structural timber has been sourced from certified, legal and sustainably managed resources. AFS Chain of Custody certification is the only chain of custody certification process that is an Australian Standard.

The Australian Forestry Standard Scheme also has mutual recognition by the Programme for the Endorsement of Forest Certification Scheme (PEFC) - the world’s largest forest management certifier. ■

[1] Australian Standard AS 3959

[2] Australian Standard AS 3660.1-2000



FreeFit™
Clickless, Glueless LVT that works.

DIMENSIONALLY STABLE

Call David Coggins 0419 798 726



Dust collection for concrete work

With dust collection in the concrete polishing, grinding and cutting industry quickly becoming more and more of a health issue due to crystalline silica, the need for a reliable vacuum system is greater than ever.

Most dust collection systems still operate the same today as they have for well over 80 years, pulling air in through a bag or cartridge filter and exhausting the air back into the environment.

As filters become faced with dust, these vacuums begin losing up to 20% of their CFM and lift capability within the first 15-20 minutes of operation and continually worsen until the operator has to stop working and shake, clean or replace filters.

As with all CDCLarue systems, the PB-1250 and PB-2150 utilise Terrco's patented Pulse-Bac technology that has virtually eliminated this problem.

Pulse-Bac Technology is a profoundly unique way of using vacuum. This patented

technology, using only vacuum pressure and ambient air, will prevent filters from facing with dust and clogging. This allows you to work as long as needed without stopping and it does this automatically – no air compressors, shakers or buttons to press.

The extremely versatile PB-1250 (available in 110v or 220v single phase) has a two inch inlet, 245 CFM, 70 inches of lift and is designed for machines up to 30". It is available with a 20 gallon tank, 55/40 extender or Terrco's Universal Bagging System.

The PB-2150 (220v single phase) bagging system has a three inch inlet, 311 CFM and 70" inches of lift, designed for machines 30" and larger or multiple small grinders.

Both vacuums utilise Terrco's patent pending H-13 HEPA filters capturing fugitive dust particles as small as 0.3 microns at 98.7% efficiency.

Terrco products are available in Australia through IBS (International Building Supply). ■

Installing on concrete floors?



Remove the risk.

RAPIDRH 4.0

Fast, Accurate Moisture Test for Concrete Floors

RapidRH 4.0 is the fast, accurate way to test moisture in concrete floor slabs and avoid expensive problems from water damage.

Designed solely to measure relative humidity (RH) in concrete, it provides superior results when you need to know whether the slab is ready for a floor covering to be laid.

- ✓ Fast, accurate moisture testing
- ✓ Easy to use
- ✓ Low cost per test
- ✓ Know when slab is ready



1800 556 302 | shawcontractgroup.com.au

shaw contract group®

WE WANT TO KNOW...

- » Are you launching a new product?
- » Is your company celebrating a milestone?
- » Has your company been awarded an honour?

We want to hear from you

Contact Jennifer Curtis (Editor):

Email: jennifer.curtis@elitepublishing.com.au

Phone: +61 3 9890 0815 Fax: +61 3 9890 0087



Gerflor = Decoration + Design

Designers, decorators, architects and retailers walked all over Gerflor at the 2012 Decoration and Design Exhibition in Sydney. Hundreds of design savvy visitors strolled across the Gerflor Creation Clic and Taralay Uni flooring that provided the canvas on which the feature exhibit, Design Futures came to life.

Following a successful partnership at last year's event, curator Genty Marshall again selected Gerflor Creation Clic and Taralay Uni for the feature display of the exhibition: The Collector, The Creator and The Connoisseur.

"I was very attracted to Creation Clic as a product due to its aesthetic qualities. I feel the range itself is very contemporary and it is very flexible," Genty said.

"I am quite a fan of neutrals, but really elegant and sophisticated neutrals. Anyone can do a grey but these (Creation Cli Denim Wood) are really complex greys there are so many tones through them. They are not flat color. As a colour

designer I am very drawn to these products."

The Gerflor Taralay range fulfilled Genty's desire to cue the visitor to three distinct design stories in a harmonious way.

"Tangerine is the hot colour for 2012/13 with a juxtaposition of hot pink also in the palette. The Taralay range meant I was able to choose from a palette that is happening now and what we know will be happening next. It's incredibly important when putting together a design that is essentially about trends and to be able to show them in the design itself," Genty said.

Design aesthetics are clearly important to Genty, who has a strong, practical

streak when it comes to designing for trade fairs and exhibitions. Speed of installation and flexibility are very important.

"It's absolutely essential that the flooring can go down fast. Creation Clic not only goes down really quickly, but it also allows for those unforeseen circumstances that are part of any trade fair environment. Things happen but Gerflor's Creation Clic is just so, so easy to work with," Genty said.

Through The Collector, The Creator and The Connoisseur, Genty's objective was to draw attention to our voyeuristic nature and the individual's relationship to design.

"The opportunity to see

behind closed doors is incredibly seductive," Genty said. "Countless blogs, magazines, television shows and books are now offering us glimpses into the real, lived-in spaces of interesting people. What we find once we are inside is often a striking reminder of how vast our similarities and differences can be.

"The way we create a sense of place and the way we relate to the objects around us reveals more than a list of material possessions. As one man's trash is another man's treasure, the way that we assign value to an object says as much about us as it does about the piece itself," Genty said. ■



Gerflor featured at Decoration + Design in Sydney in early February.

ANTI-SLIP FOR TILES 	CABLE COVERS 	PEEL & STICK TACTILES 	FLOOR MARKING TAPES
TACTILE INDICATORS 	TACTILE 300 x 600 PADS 	REFLECTIVE TAPES 	ANTI-SLIP TAPES
LADDER RUNGS 	SAFETY TREAD NOSINGS 	ALUMINUM STAIR NOSINGS 	LINE MARKING PAINT

SAFETY PRODUCTS FOR FLOORS, STEPS & STAIRWAYS

FLOORSAFE[®]

INTERNATIONAL

Phone: 1300 717 769
 Facsimile: 1300 400 434
 Email: info@floorsafe.com.au
 Web: www.floorsafe.com.au

SUPPLIERS TO DISTRIBUTORS & RETAILERS

Protection against epoxy resins

Occupational skin disease ranks as the most common occupational disease in many countries around the world with 'contact dermatitis' accounting for approximately 90-95% of all occupational skin diseases.

Epoxy resins are known to be a major cause of occupational skin disease and put the user at a high risk of contact dermatitis. Most allergic contact dermatitis related to epoxy resin is localised to the hands and forearms. Contaminated hands can also spread the allergen to previously unexposed sites.

In a 2003 study of occupational dermatitis, epoxy resins were found to be the most important relevant allergen in painter

groups, and the second most common relevant allergen in the construction industry. The three most commonly affected occupations were floor finishers, process workers and spray painters.

Within these applications, it was found that gloves were used by only 67.4% of workers. Furthermore, none of the gloves used gave the wearer adequate protection against epoxy resins.

A recent Australian study found that 60% of workers affected by dermatitis had applied for workers compensation and all of them had successful claims. In one study 6.7% of sufferers had at least 12 months off work.

Ansell, in conjunction with an independent German



Ansell Sol-Vex® gloves – protection against epoxy resins.

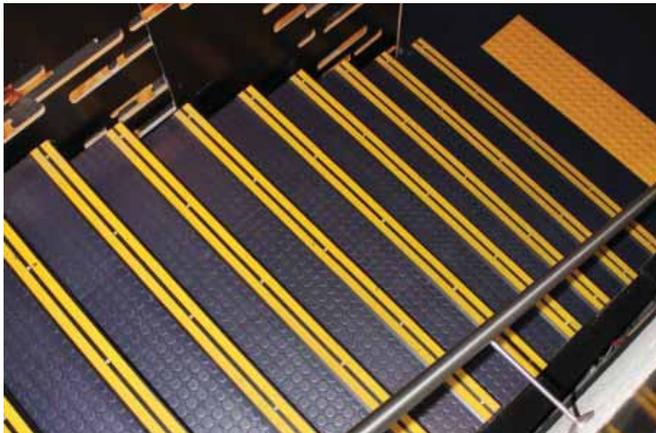
laboratory, conducted glove permeation tests for protection against epoxy resins. The chemical resistance performance was measured on eight chemical gloves against five commonly used epoxy resins.

The results revealed that the Ansell's Sol-Vex glove showed no signs of permeation after eight hours contact with the epoxy resin, making it an excellent choice for this application. The Sol-

Vex glove range is available in a range of options that include varying lengths, thicknesses, grip patterns and other variants.

Gloves made out of neoprene, natural rubber or vinyl, were not recommended for protection against epoxies.

Source: Nugriaty D. I., Allergic Contact Dermatitis to Epoxy Resin: A Series of Occupational-Related Cases, The University of Melbourne Advanced Medical science May 2004, Occupational Dermatology Research and Education Centre. ■



New range of stair nosings

Tredfx Floor Safety has released its new product catalogue showcasing an expanded range of stair nosings.

With the recent addition of over 15 new styles, there's sure to be a Tredfx stair nosing suitable for your project. The range now incorporates stair nosings to suit a variety of substrates, available with an

assortment of inserts in a contemporary range of colours.

Tredfx stair nosings are manufactured from fully recyclable anodised aluminium and are rated for full commercial grade use. Quick and easy to fit, all Tredfx stair nosings provide an excellent solution where durability, slip resistance and appearance are a priority. ■




The *Only* Flooring Software with all of these features:

**iPhone
iPad**



**A New Way
to Work**

Cloud



**Web Based
No Server**

QuickBooks



**Fully Integrated
Two-Way Sync**

Open API



**Connects to
any Software**

Custom



**Fully
Customizable**

**Flooring
Software**

Special Offer!

- ✓ First month free
- ✓ Savings up to 20%
- ✓ 0% Interest Financing

Ask us about
our new
Multi-Family product

info@kashmoo.com

In pursuit of excellence

Many new and old customers will be familiar with Floorsafe International – manufacturer and supplier of safety products.

“Excellence is a habit not an act because every day the industry in which we work becomes more competitive,” said Floorsafe’s Philip Zagni. “To stand still means to go backwards and the customers of Floorsafe International, both new and existing, are constantly and justifiably expecting the best value, advice and service.

“Since increasing our range of anti-slip safety products significant sales growth has taken place making us one of the biggest suppliers in Australia for floor tapes, safety tapes, reflective tapes, safety stair treads, tactile indicators and, of course, our Floorsafe anti-slip system that’s been making slippery when wet floors anti-slip safe for over 25 years,” he said.

“All of our product range is of the best quality, competitively priced and always in stock ready for immediate delivery. All orders are made directly and sent from our head office and, because our interstate personal have also doubled in number, it allows us to offer a local trade person to supply an installation service when requested.

“Our international team of distributors has also increased to 13, making the brand name, Floorsafe, well known in such places as New Zealand, Hong Kong, Indonesia and right through to the Pacific Islands.

“Service to us is a key factor and always having the products in stock keeps us in front of our competitors. We pride our success on quality and service excellence giving what the customer wants,” he said. ■



FreeFit™
Clickless. Glueless LVT that works.

**CUT
INSTALLATION
COSTS**

Call David Coggins 0419 798 726

Advances in carpet stretch accessories

By Will Bateman, BBS

Floorcoverings undergo change as manufacturers seek to improve performance and lower costs. The pace of change in the Australian and New Zealand floorcovering markets is quickening as our rising currencies draw in imports – and new ideas – from all over the world and we find ourselves exposed to international trends in the construction of floorcoverings like never before.

Installation products and techniques need to keep pace with changing floorcovering constructions so that we can maintain the quality of the installed finish. BBS seeks to provide these solutions.

Stretch installed carpet is a case in point: carpet backings are evolving rapidly as manufacturers seek to replace jute with more reliable secondary backings. This has made us rethink the design of our installation products as well.

Jute was once the carpet backing of choice because it was cheap and plentiful. Jute-back was also easy to install by the stretch method because it is easily penetrated with conventional carpet gripper pins and bonds well to conventional hotmelt tapes.

But, jute has not stayed cheap and plentiful. Floods and poor harvests on the Indian sub-continent has created shortages, forcing carpet manufacturers to look for more reliable alternatives.

Synthetics were the obvious choice and many new carpet backings have been made with polyethylene and polyester fibres. Along the way the fibre content in the backing has declined and more filler added. This makes some synthetic backed carpets heavy and stiff when compared to old jute-backed styles – and harder to join and stretch too.

Filled carpet backings also tend to be more abrasive, damaging skirting and wall paintwork during fitting.

Another replacement for jute is SoftBac made by Shaw Industries (and emulated by others).

While this secondary backing eliminates scuff damage during installation it is hard to bond and stretch using conventional gripper and joining tapes.

BBS is meeting these challenges with new styles of carpet gripper and heat-bond tape, designed to work with difficult synthetic carpet backings

1. (Wider) Full Width carpet grippers, with set-back pins that reach into stiff backed carpets;
2. Stronger and longer DiamonTip pins that penetrate dense carpet backings, including SoftBac;
3. Heat managing GoldSeam carpet joining tape that infuses hotmelt into hard-to-penetrate synthetic backings, including SoftBac.

However floorcovering construction changes there will always be the need for proper installation products to achieve a good finish. As a flexible local manufacturer, BBS is in a unique position to pioneer products and techniques to suit your changing installation needs. ■

Thumbs up

Two Australian made products for the flooring industry are making living with rugs so much easier.

Sandi’s Good As New rug and upholstery stain remover has been given the thumbs up by carpet cleaners.

Available from Liquid Rubber Dip and Spray, the product easily removes grease, red wine, sauce, oil, food stuffs and many other tough stains leaving a pleasant deodorising fragrance. If slippery rugs are a problem, Liquid Rubber’s Anti Skid Rug Spray is a great solution

The Anti Skid Rug Spray will bond to fabric type material and will cure to a colourless, non-sticky coating that will stop rugs, carpet squares and other fabrics from skidding on smooth surfaces or on carpet, but will not attract dirt or lint. Anti Skid Rug Spray was developed and manufactured as a world first and is currently sold all over Australia and New Zealand. ■





The best priced Australian timber floor on the market

EMBELTON
FLOORING



HARDWOOD + Eco-Walk

- Great margins for retailers
- Sustainable
- 13 coats for extra wear resistance

13 COAT
ANTI SCRATCH
& STAIN RESISTANT

Download brochure at www.embelton.com

Call **1800-339-638** for further information

Eco-Walk Australian timber range launched

Embelton Flooring now has a new, affordable Australian timber floor in its best selling Hardwood Plus engineered flooring range.

Utilising the latest cutting-edge manufacturing technology, Eco-Walk provides the quality and timeless appeal of a natural wood floor for a price that's competitive with laminate flooring.

Eco-Walk's carefully selected range of popular timbers combines natural beauty and character with the rugged strength and durability for which Australian species are renowned. Timbers selected for Eco-Walk are of the highest quality, combining beauty with structural integrity and strength. Available in five popular Australian wood varieties, the timber is ethically sourced from 100% FSC certified Australian forests.

Like all Embelton floors, Eco-Walk floors are safe for the home environment, meeting the E1 standard for VOC emissions.

Thirteen layers of Embelton's scratch and stain resistant coating ensure every Eco-Walk floor is not only easy to clean and maintain, but also made to last. With a semi gloss satin finish, the coating enhances the natural timber, bringing its character to life. With its simple "install and walk" assembly, Eco-Walk is ready to walk on straight away.

The Embelton 25 year warranty also provides peace of mind from one of Australia's most trusted flooring suppliers. ■



Success for Super-Click at Domotex

Super-Click International experienced great success at Domotex, Hannover at its second visit to the show.

The company's exhibition stand drew in crowds to view the launch of the unique click technology in an 18" x 18" tile format, as well as the traditional plank with a 0.5 mm commercial wear-layer. Both of the new products from the innovative company were received with great interest.

Stewart Procter, CEO at Super-Click International, said: "It was great to put faces to the names of people that we have been negotiating with in the past few months, and to meet new potential distributors who showed an interest in the product at the Hannover show."

Additional features on the exhibition stand included demonstrations from professional floor fitters, which showed the versatility of the universal locking system with basketweave and herringbone designs. Furthermore



the new fitting demonstration videos allowed visitors to see Super-Click fitted in real commercial and domestic environments.

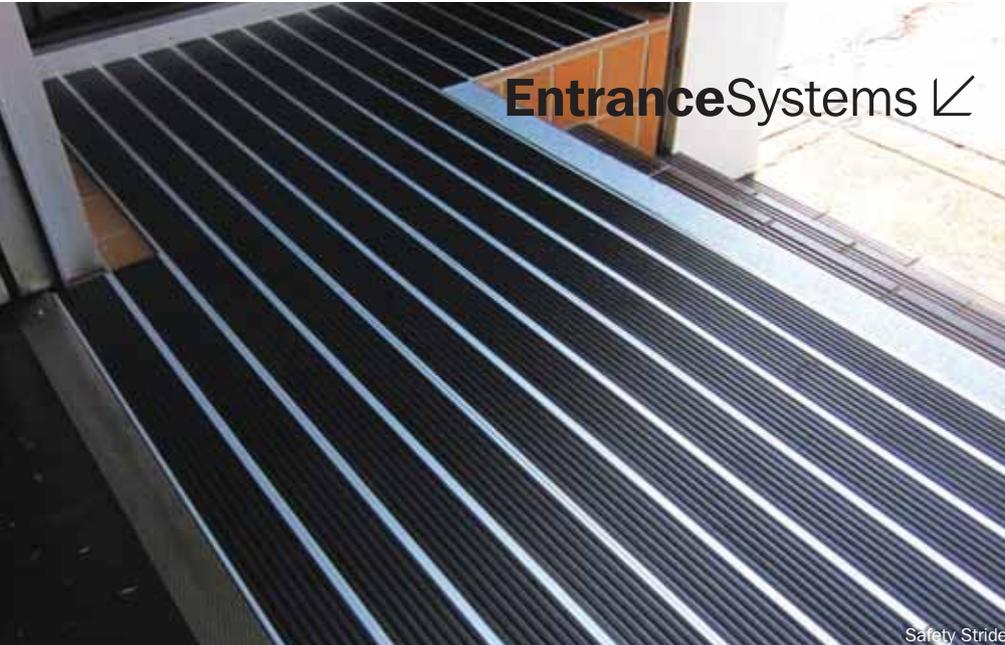
Following the success of the Domotex exhibition, Super-Click International has now entered discussions with potential distributors from the Southern hemisphere countries and expect to announce a number of distribution agreements shortly. ■



**Know someone who may
enjoy a part-time role showing
FreeFit™ in their region?**

**Call David Coggins 0419 798 726
d.coggins@gtpastralasia.com**

EntranceSystems ↙



Reduce the need to clean

The entrance to a building has to be both aesthetically pleasing and highly functional and good well-maintained entrance matting can dramatically reduce the need for cleaning.

Selecting a suitable entrance mat to fit the form and function of the building is important.

Entrance flooring systems are fundamental to modern building design – minimizing maintenance costs, maintaining the building's appearance throughout the day and protecting its flooring and environment from pollutants and dirt.

In any public or office building, about 80% of the dirt is tracked in from outside. Installing a section of entrance matting will eliminate a about two-thirds of the dirt at the entrance.

Entrance flooring should perform the following functions:

- Reduce slipping incidents by reducing the amount of soil and moisture tracked onto hard and resilient floors
 - Prolong the life of interior floor finishes by reducing the ingress of abrasive soil
 - Reduce the cleaning requirements of internal floors by reducing the ingress of soil onto internal floor finishes
- In order to fulfil these functions, an entrance flooring system must:
- Remove and retain soil and moisture;
 - Easily release soil and moisture when cleaned;
 - Be hard wearing;
 - Retain its physical characteristics.

Birrus

Birrus, a designer and manufacturer of architectural entrance matting in Australia for more than 40 years, has produced a prestigious range of products combining

attractive aluminium extrusions with a stunning selection of carpet and textured tread inserts to enhance and protect the entrance to your building.

All Birrus matting can span up to six metres wide without joins, making this system ideal for multi-door entrances. Birrus matting is made to order for recessed and surface mounted applications.

Delivery is approximately two weeks from placement of order. It is easily installed by tradesmen and maintenance is simple.

Safety Stride

Australian company Safety Stride has developed a new entrance mat system for high traffic external environments.

The objective is to remove heavy debris from pedestrian's shoes before they even enter the building. The system is modular and can either be installed into a 5 mm recess or mounted above ground.

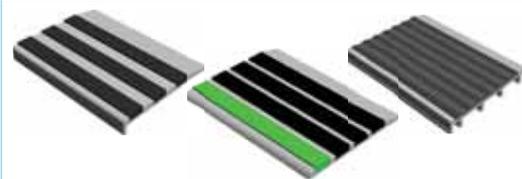
Made from a combination of aluminium and polyurethane, the mat is durable, aesthetic and can easily be hosed down. It is also surprisingly economical.

Safety Stride is a Sydney based company with Australia-wide distribution capabilities. Nearly every product in its range is manufactured in Australia with new items being added to its range frequently.

Which company manufactures here in Australia,



a complete range of Stair Nosing,



which are Standards compliant,



to complement every floor covering / substrate,



withstand any environment,



and suite every budget?



Safety Stride

DISCOVER THE ADVANTAGES

www.safetystride.com.au

PH 1300 131 757

Classic Architectural Products

Classic Architectural Products' Integra Zorb matting has again provided the answer to specifiers' requests for contemporary, cost effective solutions for architectural entrance matting.

With its modern appearance, stylish looks and designer colour palette, Integra Matting is increasingly becoming the preferred choice of architects and specifiers.

Easy installation makes Integra matting suitable for recessing into mat wells or for fitting wall-to-wall in lobbies and atriums.

Sterling Supplies

Sterling Supplies is a family owned and operated business with over 16 years

experience in matting. The company operates two warehouses, one in Victoria and one in Tasmania.

Sterling Supplies is committed to providing a range of quality and proven architectural, agricultural, commercial, domestic and industrial matting products at reasonable prices.

As well as having stock availability and quick turnaround as top priorities, Sterling Supplies has the expertise to manufacture non-standard sizes and shapes.

Karndean

Karndean recently launched new colours in its Coral Brush Activ range. With a palette of 16 colourways, this range has a variety of solid and blended designs that look great in any entrance environment.



Integra Zorb

Coral Brush Activ can be used in all types of entrance areas and is an ideal solution when you need a textile entrance system that can simultaneously absorb moisture and remove dry soiling.

Independent research shows that Coral Brush Activ scores highly on both counts.

Its unique construction consists of three types of yarn, each offering a different benefit. Capillary yarns with their large surface area absorb moisture; active scraping yarns help to brush the soil from shoes, and heavy duty textured yarns help Coral Brush Activ to retain its good looks and withstand heavy pedestrian and wheeled traffic. ■



“The best looking mat in Australia”

Stated by a leading Australian Architect

Birrus Matting Systems

12 Overseas Drive,
Noble Park North, Vic 3174
Email: sales@birrusmatting.com.au
www.birrusmatting.com.au
Phone: +61 3 9701 2544
Fax: +61 3 9701 2588

Contact State Distributors for Service



Birrus offers over 40 years experience in the design, manufacture and supply of quality flooring products.



FEP 2012 THE FINAL EDITION

Software specifically designed
for Flooring Professionals.

Laser
Measure
Australia Pty Ltd

Some say 2012 will see the demise of our beautiful planet, if this is the case, then we have saved the best for last, if not, then it can only get better.

For more details visit www.lasermmeasure.com.au

>>>>

FEP Enterprise Server 2012
take your flooring business
online and highly mobile

- > Integrated Customer Management
- > Schedule and Track Leads
- > Manage installations,
- > Share appointment Calendars
- > Allow external access for installers
- > Installer access to work schedules
- > Import supplier product data,
- > Provide instant Quotations
- > Invoicing
- > Purchase Orders
- > QuickBooks Integration
- > Mobile Measuring with integrated Laser Measuring, draw directly to FEP estimating software

>>>>

FEP Commercial & Professional
Australia's & New Zealand's
leading commercial estimating
software

Darren Gatt the Commercial Manager
for a Queensland Commercial flooring
company had this to say about FEP

"We looked long and hard for an estimating program that would suit our needs and had the ability to expand with our business Floor Estimate Pro is perfect! Easy to use with a wide range of options available and exceptional after sales service Since we've implemented Floor Estimate Pro, our projects have increased by a minimum of 5%. It saves so much time which enables us to quote more projects as well as enabling us to be a lot more accurate with our take offs. I would highly recommend the program to any floor covering trade"

Contact details supplied on request

Take a test drive today or meet us online

www.lasermmeasure.com.au

Laser Measure Australia Pty Ltd: Free Call 1800 780 069 Ph 07 3166 9128: P.O Box 2119 Woorim, Bribie Island Qld 4507

Arena gets epoxy makeover

The Queensland Tennis Centre is an \$82 million state-of-the-art tennis facility based in Brisbane. The centre boasts 23 tennis courts, including two showcase courts and a centre court, the Pat Rafter Arena.

The tennis centre is host to a number of internationally acclaimed competitions each year, most notably the Brisbane International, which boasts some of the biggest names and crowds in tennis.

Opened in January 2009, the centre has



recently undergone a large rectification and refurbishment project to the external concourse and undercroft of the Pat Rafter Arena. This rectification took place due to the original epoxy coating system on the concourse failing on

two previous occasions. The original system was not installed in accordance with manufacturer's guidelines, furthermore, the epoxy laid was incorrect for its intended usage and environmental requirements. As a result the topcoat was yellowing due to UV exposure and, more concerning yet, was the delamination of the coating on a large scale around the stadium.

Transitions Polishing and Grinding was contracted to rectify the problem. Transitions approached the tender with two different systems that were suitable for the project.

The chosen epoxy system was selected as it fulfilled the set of criteria put in place for the job – the need to be both hardwearing and able to withstand the harsh weather conditions Queensland presents. The coating also required a high non-slip resistance and endurance to large amounts of traffic. Additionally, with a short timeframe till completion, the system chosen needed a rapid curing rate to ensure that the five-coat system could be completed in time. In this case, the floor was walkable the day after application and heavy vehicle access was granted within five days of application.

Quality control was a continual process that took place at the beginning and in between each coat application to ensure all varying factors aligned. Factors that were tested and recorded included surface moisture, air and surface temperatures, relative humidity, product temperatures and general weather conditions. Recording this information highlighted to Transitions some key areas of focus and care, as well as noting particular times of the day where work could be completed due to temperature and moisture levels.

The epoxy coating installed was a two-part epoxy in three colours, matching the intricate design selected by Tennis Queensland and designed by Mirvac. The design was made up of two shades of grey and a deep red colour and represented a tennis ball ricocheting from one wall to another, around the complete circumference of the stadium.

The rectification of the Queensland Tennis Centre took just five weeks from the starting date until completion. All parties involved with the project, including Tennis Queensland, were delighted with the results. ■

Agnew's
Water Putty
(Trusted by the trade since 1929)

MULTI-PURPOSE FILLER AND FLOOR LEVELLER

For levelling, patching and filling wood flooring and trims, plaster and concrete.
Mixes with water, no waste, non toxic.
Dries hard, can be drilled, sawn and sanded.
Hardwearing, no shrinking or cracking.

Available in a range of sizes from flooring and hardware retailers
03 9899 0144

www.agnewwaterputty.com.au

PROUDLY AUSTRALIAN OWNED & MADE

AUSRALASIA'S MOST USED & TRUSTED BARRIER.

- ▶ Eliminates moisture problems
- ▶ On new and old concrete
- ▶ Fast Safe and Clean
- ▶ Minimum downtime
- ▶ Walkable in 1 hour
- ▶ Install floor coverings after 24 hours
- ▶ No Mixing - 5 year + shelf life
- ▶ Withstands hydrostatic pressure
- ▶ Simply Pour and Spread

2012

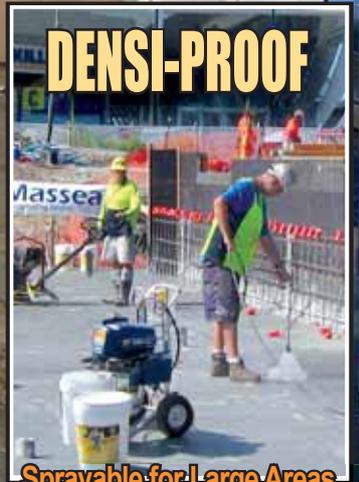


PROTECT CRETE FOOTY TIPPING COMPETITION

PROTECT CRETE AFL Footy Tipping join NOW Log on and enter for your chance to win 2 Grand Final & Lunch Corporate Tickets. Other cash prizes. Plenty of fun and plenty of footy stats and information. Don't miss the start, log on to our web site and follow the simple prompts. Good Luck



MOISTURE-FIX
Simply pour and spread



DENSI-PROOF

Sprayable for Large Areas and Old Concrete

PERMANENT



ELIMINATE THE RISK

NO MORE MOISTURE FAILURES



Engineered for the Flooring Installer/Contractor - Fast Safe Easy and Clean

Call today, for your nearest stockist and plenty of friendly and helpful install advice. Moisture-Fix 1 has an unlimited shelf life - always have a 20 litre pail on hand.



www.protectcrete.com.au PROTECT CRETE PTY LTD

VICTORIA: +61 3 9872 6172 NEW ZEALAND: 0800 336 747

WA: 1300 721148 - QLD: 07 5520 3391 - NT:1300 721 148 - SA: 1800 500 803

NSW: 02 9725 1666 - TAS: 03 6234 9855

THE NAME SAYS IT ALL

Pro Grind completes KMart project



Pro Grind Australia has recently completed the installation of new mechanically polished concrete floors into three existing KMart stores, generating an estimated 40% reduction in maintenance costs over ten years for those stores and a new, clean, and high spec look.

The iconic Australian retailer was unhappy with the existing floors, which had high monthly maintenance costs and high life cycle costing. The existing flooring system heavily impacted on the aesthetic and cleanliness of the store, with staff and customer feedback

uncovering that the old flooring solution was having a negative impact on the 'look and feel' of the store.

Pro Grind Australia's unique process enabling continuous store trading throughout the installment, Pro Grind mechanically polished concrete is instantly trafficable, ensuring the works were completed at night with stock replaced immediately, in order to facilitate store trading the next morning.

Each of the new stores is approximately 2,500 m2, making this the largest individual refurbishment store project the Pro Grind team has undertaken.

KMart Salamander Bay was the first floor to be installed by Pro Grind, with no impact on trading, and was finished ten days ahead of the project deadline, demonstrating Pro Grind's efficiency and ability to deliver on time despite the project's challenges. Pro Grind's MPC has also now been installed into Port Lincoln and Innisfail KMart stores.

Ease of floor maintenance and cleanliness of the new flooring system have been major points of feedback in relation to the new high gloss MPC finish. KMart

has even cited a lift in staff morale in those stores with employees saying that the new floor has made the stores a 'much nicer environment to work in'.

Inherent in the new Pro Grind MPC floor are its environmental benefits. The floor scores a full five points on the Green Star rating and harnesses the thermal mass properties of the concrete reducing heating costs in winter and air conditioning costs in summer, as well as enhancing the existing store lighting due to the reflective surfaces of the new flooring solution. ■



2012 FOOTY TIPPING



Join in all the fun of the Footy Season by Tipping with a chance to win 2 Corporate Tickets to the 2012 AFL GRAND FINAL and Visa Cash Card Prizes.

If you are already a member of the Protect Crete Footy Tipping Completion just click on the logo on the home page of our web site and start tipping. It is easy and quick, to join simply click on the logo on the front page of our web site and follow the easy prompts. If it's too hard call Lea or Karolyn on 03 9872 6172 and they will register you. The Protect Crete Tipping Competition is run by the largest AFL approved tipping company Footytips.

The site is very interactive with loads of information, tipping form, injury lists, picked team list, past history of the two matched teams and plenty of stats of your position to every one else and what teams were picked by others, there is loads of information. You will be tipping with Flooring people all over Australia. Enjoy!

BE PART OF THE ACTION AND PRIZE'S. Remember register on line NOW. GOOD LUCK!

ENTER AT: **www.protectcrete.com.au**

*Conditions Apply

Busy all day, but what did I do?

By David Coggins, GTP Australasia



"I got nothing done". "How much did we sell today? What went out? Who paid? what did we bank? Where is the carpet for Jordon's job? I have to do an inspection, did that guy phone back? Why is our phone bill so high! "

During a particularly torrid time in business I had a little whine to a mate of mine on the phone. He asked me what I was doing all day, I told him and then he paid out on me big time. Said it was all upside down.

Loving mates who find the time to tell me how to run my life I did what any self-respecting Australian would do

, hang up and say "you just wouldn't know".

But I tried what he said and he was right.

If getting bogged down in day-to-day work is your dilemma, a try doing simple chart of what you did during the day.

The master of simple was a guy called Occam in 16th century England. He gave us Occam's Razor. For years I thought it was one of the Gillette series – you know, five blades that shave 25 years off how you look!

Maybe it is.

Essentia multiplicanda sunt praeter necessitat –

literally "don't employ more categories than necessary", figuratively, "keep it simple" but, essentially, "who needs more than three highlighters"?

So, with three highlighters at the ready, in the broadest sense, the components of running a flooring business are:

- Day-to-day: everything needed to ensure you deliver on existing and new sales;
- Selling: actual selling;
- New businesses: getting new work.

So let's see how much time of any given day is spent in each area

Here's the good part. It's colouring in, a pastime that has been clinically proven to reduce the heart rate, relieve anxiety and clear the brain!

The chart is divided into "working" hours. Of course we do all three things in any hour but let's "keep it simple".

The rest has been left blank. For those in a pensive mood or into deeper navel gaining these could, with a few more highlighters, heaven forbid, be divided into "Me Time", "Family Time" and "Sleep".

Now, it's at this point you may expect to be told the perfect formula. Possibly the 80/20 rule: 20% of your work → 34

- ✓ 100% Australian Made and Owned
- ✓ Environmentally Friendly
- ✓ Excellent Thermal Insulation
- ✓ Excellent Acoustic Performance
- ✓ Recycled Materials
- ✓ No Harmful VOC's
- ✓ Certified by Eco-Specifier

It's no surprise our underlays naturally outperform the rest.

Distributed by:

AIRSTEP

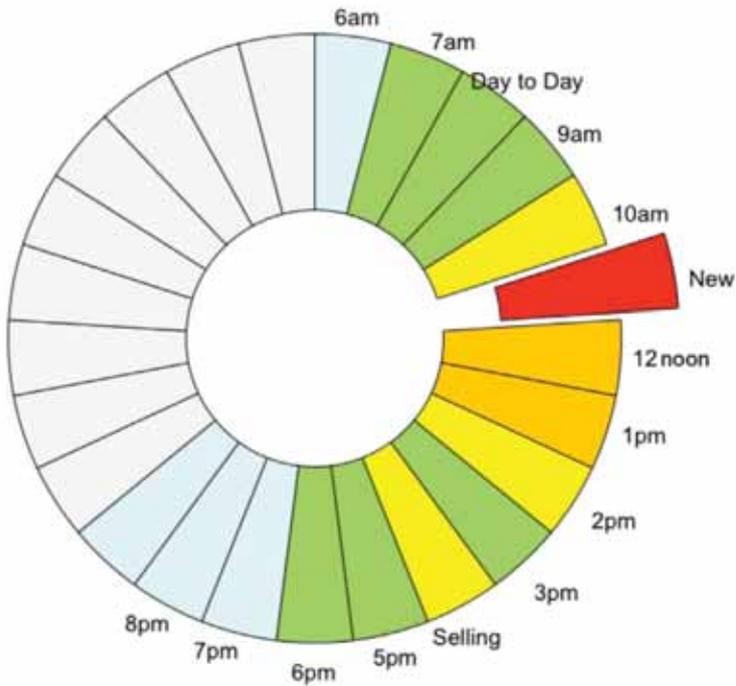
Manufactured by:

TONTINE



Superfelt

Where did the day go?



gets 80% of your results. It's hard to focus on the maths while unloading an underlay truck in scorching heat or driving rain. So let's keep it real.

But, maybe some self-analysis could come if you compare how your day is spent now to how you spent your day when you first started.

Businesses are more likely to talk about and be proud of how they are looking after their existing customers than what they are doing themselves to get new customers.

A maturing business spends less time getting new business than a start-up. This is a problem: a farmer who maintains his harvester, delivers his crop to market but doesn't plant a new crop isn't

a farmer next year. He is a harvester owner.

Getting new business is exactly the same as planting a new crop.

The farmer has to allocate the time to plant the new crop. In small business it's more likely that we only go after new business when we have done everything else. It's spasmodic.

The aim of the chart is to identify how much time is spent getting new business.

The hard part is to do something about it. What we can do is allocate time everyday specifically to bringing new business in. We are creatures of habit. The same time every day becomes a habit, a ritual.

Perhaps aim to set aside an hour each day to plant tomorrow's crop. ■

GS420 NuSlab Seal

NEW

Reduces the effect of high alkalinity (high pH) and moisture in newly poured concrete slabs

- Barrier for high alkaline conditions
- Moisture resistant
- Seals green slabs



NB: not suitable for use on slabs with existing hydrostatic pressure

1800 242 931



www.rlapolymers.com.au





Made in Vietnam – without exploitation

“My mission is to demonstrate that it is possible to make quality wood products profitably in Vietnam without exploiting workers.” So said Jean Paul Nguyen who was educated in France but, in 1993, returned to his native Vietnam.

It was a struggle; first setting up an engineered wood flooring plant and establishing export sales with strategic buyers in several key markets, then to be totally destroyed by a fire which started in a dust collector in 2009.

Thereafter, Vietnamese banks were not interested in refinancing; and only by the goodwill of several buyers, local Vietnamese and some overseas machinery manufacturers was the business put together again.

From the outset in 2004, JP – as he is fondly known – had three points of principle in his mind on setting up the company. Firstly he intended to make quality products for quality buyers in markets such as Japan, the UK, the USA West Coast, Australia and New Zealand. Secondly he was determined to use

only sustainable materials and finally he wanted to return something to underpaid, often uneducated Vietnamese workers.

On a highly personal level, JP worries about Vietnam’s growing reputation as a place of cheap and exploited labour. It says something that Sao Nam still retains 80% of its pre-fire employee establishment of 70. The company pays double the legal minimum wage with bonuses as well as providing training, free accommodation and meals. All its workers are Vietnamese, although 10% are ethnically Cambodian, born in Vietnam.

Now re-established in Nam Tan Uyen Industrial Estate in Binh Duong Province – an hour from Saigon – the small, newly equipped plant is running at full capacity producing 11 containers a month with buyers still pressing for more. The product uses no wood tropical wood whatsoever, and will not do so as long as JP worries about the sustainability of forests in Vietnam and throughout Indochina.

→ 36

ROBERTS POWER



NOW Available at your local ROBERTS distributor

NSW
Australian Flooring
Supplies (AFS)
1300 737 155

VIC
Australian Flooring
Supplies (AFS)
1300 737 155

QLD
PR Floors
07 3807 4422

SA
Glendene Distributors
08 8346 0900

TAS
Floors of Tasmania
03 6334 3455

George Low of Melbourne
03 9587 4222

FNQ (Townsville)
PR Floors
07 4728 9402

WA
Aussie Floorcovering
08 9344 8448

ACT
Australian Flooring
Supplies (AFS)
1300 737 155

Tools For Your Trade

“I don’t want to be part of destroying Asian forests,” he said. So the core material is all Russian birch plywood and the faces are all from imported, sustainable temperate hardwoods such as European and American oak as well as American walnut and cherry. The American material is very competitive although some buyers are willing to pay more for the European oak colour and grain.

On arrival the lumber, all of which is kiln dried, is conditioned to local humidity levels. The company is FSC Chain of Custody certified (SGSHK-COC-010003) and also uses PEFC-certified material, mainly from France and Germany. The Russian plywood is all FSC certified, although about 20% of the

core material is re-cycled birch plywood and solid pine from packaging.

“We specialise in long lengths and wide boards and make no compromise on quality – we are high end,” said JP.

Sao Nam also has no ‘brand’ being an own-brand manufacturer for selected professional or SME buyers – one per market and no supermarkets – for which it is their regular supplier. The flooring product has tongue and groove sides and ends but no click system, and the surface can be finished in a number of alternative choices although the majority of production uses oils. For Japan natural oil is preferred; whereas for other markets natural oils in different colours provide many options.



Six-coat UV lacquer is also available.

Machinery manufacturers have played a key role in the development of Sao Nam and are poised to do so again. Suppliers such as Homag in Germany and Wintersteiger in Austria have provided the high tech equipment and technical back-up to enable Sao Nam to produce engineered flooring to the quality standards and tolerances that have, in part, contributed to the extraordinary buyer loyalty that has seen the company through the fire crisis and now the market downturn.

The Wintersteiger thin-cutting horizontal band saw is particularly impressive in its speed and accuracy. Other machinery suppliers in Taiwan have also been important in an investment program that is far from over.

JP is very confident for the future and has plans to expand in 2012 – now that Sao Nam is on a firm financial footing and is profitable “with an AA credit rating”. His wife Do Thi Kim Loan is responsible for the company’s financial role and is very active in local business affairs. She is currently Vice Chair of the Binh Duong Furniture



Association and has made a name for herself as a stalwart champion for the industry when government actions affect it.

Previously Sao Nam engineered flooring has been installed in high-end projects in Cambodia, China and Vietnam. Today its engineered flooring is appearing all over the developed world.

On reflection one must ask if Jean Paul is a shining star returned to Vietnam, or a remarkable case of social corporate responsibility (CSR). In any case, Sao Nam sure is an example of high-end wood product manufacturer in Vietnam that has survived both a fire and now foul global market. ■

sexy
FLOORS

Designer floors with a difference

Domestic
Commercial
Industrial

www.sexyfloors.com.au

email headoffice@sexyfloors.com.au
phone 1300 789 821



The Best Just Got Better!

Tramex, the moisture meter specialists, are proud to announce the release of the new concrete moisture meter

CMEXpert II



A state-of-the-art digital concrete moisture meter for the flooring professional and coatings applicator. With upgraded features this is the essential tool for:

- Instant, non-destructive evaluation of moisture condition of concrete, gypsum cement and other floor screed.
- Relative humidity testing of concrete with in-situ or surface (humidity box) as well as ambient site conditions.
- Accurate moisture testing of wood with a range of attachable wood probes.

Don't waste time and money waiting up to 72 hours for a moisture test when the slab is not ready! Check it first with a Tramex CMEXpert II.

TRAMEX

For more information contact

Tel: 02 9418 1002

Fax: 02 9498 8576

Email: sales@cornell.com.au

www.cornell.com.au

A new choice for flooring

It's not often a new wood turns up. In fact, new wood species are rarely found and then they usually are hybrids of existing wood species produced in small volumes.

Now an innovative process can turn well-known wood species into exciting new performers, which provide additional options for wood users. Modern building design trends are requiring environmentally-friendly, durable building materials and Cambia Thermally Modified Wood sets a new standard for performance and durability, along with an enhanced appearance for both interior flooring and exterior decking applications.

Thermally or chemically modified woods are not new to the forest products industry but now there are available well-known American hardwoods, such as tulipwood (yellow poplar) that have been thermally modified for enhanced performance.

Cambia by NFP thermally modified woods are North American hardwoods that are heated to over 200 degrees Centigrade. This process removes the sugars, complex carbohydrates and other organic compounds within the cellular structure of the sawn boards that provide a food source to insects and wood-destroying fungi. Additionally, the cellular structure of the thermally modified wood is altered so that the ability of thermally modified wood to absorb water is permanently degraded, significantly improving its dimensional stability.

A general comparison of thermally modified wood to kiln-dried wood of the same species and thickness would result in the following differences:

- Insect and rot resistance:
- thermally modified wood has a much

higher resistance to insect and fungal attack, than kiln-dried wood. Thermally modified wood is usually warranted against such problems in above-ground applications for 25 years. Physical properties:

- thermally modified wood in general has a slightly lower modulus of elasticity and a slightly higher modulus of rupture. Surface hardness is increased by the process, but the wood is also made more brittle, requiring changes in cutter head knife angle and hard carbide tooling to minimise machining defect;
- its wood colouration ranges between medium to dark brown, depending upon the duration of the process. While fairly uniform, the degree of colouration between boards in the same oven charge will have some discernible colour variation;
- thermally modified wood is sensitive to UV light (sunlight) and will weather to a medium grey if left unprotected;
- when fresh, thermally modified wood has a distinctive toasted odour which fades over time. The application of a coating effectively masks the odour so that it is not detectable.

The product is resource efficient for several reasons. Firstly it adds value and extended use to wood, thus encouraging responsible and sustainable forestry practices. The product comes only from the sustainable hardwood forests of the USA – a readily available natural resource. → 38



WORK SMARTER WITH THE... "EASY HAMMER"

The versatile Easy Hammer packs a punch, saving you a lot of hard work and effort. Easy Hammer lifts all types of vinyl and tiles, breaks rocks and blocks, cracks concrete and sandstone all with a minimum of effort. With a wide range of angles the Easy Hammer adapts to any situation with maximum leverage.



**This month only..
FREE delivery ...!**
conditions apply

WE OFFER

- > Preparation Equipment
- > Concrete Grinders
- > Dust Extractors
- > Moisture Meters
- > Moisture Barriers
- > Coatings
- > Sealers
- > Accessories

Call Now...!

1300 044 625
www.con-treat.com.au



"From time of pour to finished floor we've got you covered.."

← 37

Of all the numerous environmental benefits of this resource just one fact should make many users and specifiers of building materials sit up and take notice. This is the fact – supported by national forest assessments undertaken by the US Federal Government every ten years – that between 1953 and 2007, the volume of hardwood trees standing in US forests more than doubled from five billion m³ to 11.4 billion m³.

Tulipwood grows extensively throughout the Eastern USA and is the second fastest regenerating species there and the fourth species in terms of standing volume. The trees, which are prolific producers of seed, are the tallest hardwoods, often with huge girth, relatively free of knots producing long lengths and wide boards in mainly clear timber. The wood has a specific gravity 20% higher

than structural softwoods like western red cedar.

Thermally modified wood was introduced in Europe in the early 1990s and has since become widely accepted and utilised for both interior and exterior applications. It is an environmentally-friendly choice as the thermal modification process uses clean energy and has a minimal carbon footprint. It is also extremely durable; the wood is rot and insect resistant and, as there are no toxic chemicals involved, special handling precautions and scrap waste disposal are not issues.

Cambia thermally-modified woods, such as tulipwood, are available with FSC Mixed-Credit Certification. Cambia is available in other American species such as ash, maple and red oak and is available in Australia from Britton Timbers. ■

Asbestos Awareness website launched

During national Asbestos Awareness Week (21 to 27 November 2011), a new website was launched as the focus of a campaign designed to educate homeowners, handymen, women and renovators about the dangers of working with asbestos in and around the home, and the risks of being exposed to asbestos fibres while renovating or maintaining homes.

Australia has one of the highest incidences of asbestos cancers in the world and, with as many as one in three Australian homes containing asbestos, the week-long campaign, 'Think Smart, Think Safe, Think asbestosawareness.com.au – it's not worth the risk!' featured the launch of the Asbestos Education Committee's new website.

The website was developed by the Asbestos Education Committee to ensure homeowners have access to important information about where asbestos might be found in and around the home and how to manage it safely.

In a study by Professor Anthony Johnson et al into 'The prevalence of self reported asbestos exposure during home renovation in NSW residents' in 2008, showed: 60.5% of do it yourself (DIY) renovators reported being exposed to asbestos during home renovations, 53% reported their partner and 40% reported their children were also exposed to asbestos during home DIY home renovations. 58% of DIY renovators cut AC fibro sheeting (the most common activity resulting in asbestos exposure), 37% of DIY renovators reported using a power tool to cut asbestos products and non DIY

renovators were less likely to be exposed or have their families exposed.

The study concluded that asbestos exposure was common during home renovations – particularly in DIY and found a significant number of people were planning further renovations in the next five years.

The Asbestos Awareness Week campaign was designed to educate Australians about the risks of being exposed to asbestos fibres.

Many Australians may unknowingly be putting their health and the health of their children, and neighbours at risk because they don't really understand the dangers of working with asbestos or know where it might be found in and around their home.

If a home was built or renovated in the years leading up to 1985, it most likely contains asbestos and while if left undisturbed it does not pose a health risk, during renovations or the demolition of these homes, asbestos fibres can be released into the air and be inhaled leading to asbestosis, lung cancer and mesothelioma.

Professor Nico van Zandwijk, an international leader in asbestos diseases research and Director of the only national Asbestos Diseases Research Institute said: "We want Australians to ask themselves this very important question: 'Could my home contain asbestos and could I be putting my health and the health of my family at risk by disturbing asbestos?'"

"Importantly, if people find asbestos in their home, we're telling them; Don't cut it! Don't drill it! Don't drop it! Don't sand it! Don't saw it! Don't scrape it! Don't scrub it! Don't dismantle it!

Don't tip it! Don't waterblast it! Don't demolish it! And whatever you do... Don't dump it!" said Professor van Zandwijk.

"We're urging homeowners and renovators, particularly young couples who often enjoy the challenge of doing the work themselves and who are working within tight budgets, to think smart, think safe and visit asbestosawareness.com.au before starting any home maintenance or renovation work; to learn about the dangers of working with asbestos so they can protect themselves and their families from asbestos dust and fibres.

Professor Nico van Zandwijk said: "The real issue with asbestos related

diseases is that the patients being diagnosed today were exposed to asbestos 20-40 years ago and so, by educating families about the risks and preventative measures they can take today, we aim to reduce the number of Australians diagnosed with asbestos related disease in the future.

"Our message to all Australians who might be thinking of renovating, removing asbestos or working with asbestos in and around the home is to think smart, think safe, think asbestosawareness.com.au or you may put yourself and your loved ones at risk of developing asbestos related diseases later in life," he said. ■

The Best Floor Grinding Kit

TOUGH TERRCO

the machines that DO NOT BREAK



TERRCO 200A

+ CDC Larue PB1250 Dry Vacuum
BUY BOTH for \$19,500+gst

PLUS a free set of PCD diamonds and holders for floor prep

TERRCO 200A \$14,500.00+gst
floor prep & polished concrete

Single phase twin head 3HP
10amp or 15amp, Wet or Dry Set-up
Width 50cm
Abrasive pressure 90kg
Machine weight 177kg with weights
Machine weight 100kg without weights



CDC Larue Pulse-Bac \$5,650.00+gst

Single phase 10amp
Automatic self-cleaning dry vacuum
Self cleaning & long lasting pulsating cones
Non-clogging filtration system
Filter capture 0,3 micron Hepa H-13 rated
Weight 37kg



www.polishedconcrete.net.au

PHONE IBS on 02 83380000 or Ivan 0403046038



Rhino ArmaFloor®

Discover the hidden beauty of the largest room in your house - your garage



Add the ultimate floor protection to your home!

1 Day Professional Installation*

DECORATIVE FLOORING FOR:

- Garages • Patios • Walkways
- Decks • Pool Surrounds .. and more!

- Seamless Beauty
- Advanced Floor Protection
- Superior Chemical Resistance
- Easy Cleanup

Call Rhino today

and let our professionals turn your dream garage into reality.



* One day installation applies to Rhino ArmaFloor products only. Weather conditions may extend installation and cure times.



Rhino Linings®
Much more than just a Ute Liner

Ph: **1300 887 780**
www.rhinolinings.com.au

5 tips to protect your business against volatility in 2012

By CFO On-Call founder, Sue Hirst

Most successful business people I've spoken with believe 2012 will be tough for some business sectors. We've heard about the two speed economy— meaning mining related businesses and the rest. Whatever sector you're in, it pays to recognise and mitigate risks and capitalise on opportunities.

A NAB Quarterly Business Survey stated: "Business confidence deteriorated across all industries in the September quarter, with the largest deterioration in finance/business/property – likely reflecting recent volatility in equity markets – followed by manufacturing – probably reflecting continued strain caused by the relatively high AUD. Confidence was strongest (and positive) in mining, followed by construction, where it was neither expanding nor contracting. Particularly weak confidence was recorded in finance and manufacturing."

Here are some tips for thriving in 2012:

1. Constant business model improvement

It's the way you operate, eg how you deliver your product or service and how you fund business. Your business model can be a 'fluid phenomenon' i.e. constantly tweaked to achieve maximum efficiency and performance. It's worthwhile engaging the help of an advisor who understands business models.

Having the right model can make business life smooth whereas having the wrong model can result in constant struggle.

Few business owners pay enough heed to their business model. We often hear: "that's the way it has always been done or that's the way we do it and it works". This may be so, but could you do it better? Could you fine tune, add, delete or maximise the higher profit producing areas and reduce the low profit ones? Could you find easier ways of distribution, assembly or delivery? What about staff, could some contribute better in other ways?

2. SWOT analysis

Have a look at your strengths and how they help you compete in the marketplace and ask how you can build on them. Look at your weaknesses and consider what they're costing and how you can improve them. Opportunities can be found in places you may not think of, eg in our business, 'cloud commerce' has shattered geographical barriers, so we've begun offering services to geographical areas previously impossible. Threats can be environmental and beyond your control, however, if you consider them and put in place appropriate risk management, you may be ahead of the competition when the proverbial hits the fan.

3. Constant improvement

We can all find constant improvements that, when added together, make a huge difference to business efficiency and results. The key to constant improvement is listening to staff, customers, suppliers, shareholders and advisors. The best way to capitalise on constant improvements is to have good systems in place that enable absorption of improvements. That way when you come to sell your business you've built a solid asset that can be handed over to a buyer and odds are you'll get a premium price. A systemized business is easier to sell to a new owner.

4. Cost management

Direct costs are those that are absolutely necessary to deliver a product or service, such as service labour or purchase of product, and are the biggest target for improvement. Research your industry and technology to find better ways of operating. A small improvement in direct costs can have a huge impact on your bottom line. Don't cut 'muscle' in business such as effective marketing or good staff, but look for 'fat' or resources that aren't delivering value.

5. Cash flow management

By 2012, some businesses have had a rough couple of years and getting to the end of their resources. They may have had to use cash reserves, borrow or reduce overheads. If you've experienced cash flow squeeze for the past couple of years and can't see light at the end of the tunnel, it may be a good time to consult an expert in finance or insolvency.

Consulting an insolvency expert can make a huge difference to your personal outcome of business liquidation. They can help

you navigate the rules, so you don't end up paying an unnecessarily high personal price. They can facilitate negotiations with suppliers, ATO and banks.

If your business is impacted negatively by a particular sector of the market you need to keep a close eye on cash flow. A good indicator of cash flow is calculating liquidity. A good measure of liquidity is 'Current Ratio'. This is the result of dividing current assets by current liabilities. It shows the number of times current liabilities are covered by current assets. Banks look closely at this ratio when lending, as they want confidence about loan repayments. Business owners need to know this for their own peace of mind.

Here's an example of current ratio calculation:

Current Assets	
Accounts Receivables	\$100,000
Inventory/ Work in Progress	\$150,000
Total Current Assets	\$250,000
Current Liabilities	
Accounts Payables	\$ 50,000
Overdraft	\$ 50,000
Short term loan payments (12 months)	\$ 40,000
Total Current Liabilities	\$140,000
Ratio Calculation:	
	$\$250,000/\$140,000 = 1.79$

Meaning for every dollar of current liabilities you've got \$1.79 of current assets to cover it. Keep a close eye on this ratio, to identify the trend and work at improving the factors affecting it.

CAD Partners CFO On-Call is a team of financial and business advisors who work with open minded people committed to business growth and achieving success. For help call us on 1300 36 24 36 or visit our website www.CFOonCall.com.au

GOLDSEAM RELEASE

Carpet Seaming Tape

REFLECTS HEAT UPWARDS

warms the carpet backing
preparing it to take hotmelt

EFFICIENT HOTMELT ACTIVATION

quicker hotmelt activation and
longer hold of the hotmelt heat

LESS HEAT LOSS

reduces heat loss downward
to underlay/subfloor

IDEAL FOR SOFTBACK CARPETS

heat concentrated at the seam aids
hotmelt entry into carpet backings

RELEASE COATED GOLDFOIL

(*exclusive to BBS)

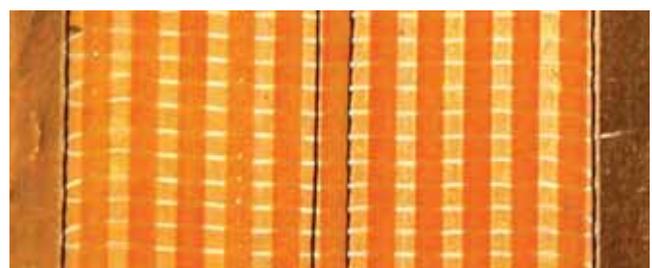
The only Goldfoil tape made with
a non-stick release coating

COMPETITIVELY PRICED

quality now made affordable



Premium GoldSeam Release Tape - 9 bead



Universal GoldSeam Release Tape - 11 bead

Improve your customer conversion rates

By Mark Ryski

Same-store sales are looking a little flat and you need to find ways to deliver better results. There's still a scent of the financial melt-down lingering, but you survived that crisis and it's time to start getting the sales needle to move in a positive direction.

There are only three ways you can drive sales in your stores: (1) encourage more prospects to visit your store; (2) increase your average ticket and (3) increase your conversion rate – that is, sell to more of the prospects already visiting your stores. These are the folks who visit your store but don't buy.

To a great extent retail sales has been a two-trick pony: drive more prospect traffic and increase average ticket. Driving more prospects into

your stores usually requires an advertising or promotional investment of some kind, and increasing average ticket, well let's just say that most retailers have been and continue to focus on this one – but what about conversion rate? Driving conversion rate is the third trick every retailer needs to learn – it's another source of sales opportunity that most retailers today completely overlook.

Conversion rate is simply calculated by dividing sales transactions by gross traffic (total number of people who came to the store including buyers and non-buyers) counts. For example, if you logged 500 traffic counts in your store and there were 200 sales transactions for the day, your conversion rate would be 40% (ie 200/500).

One of the most important things a retailer can do to improve conversion rates is to understand why people don't buy. Long till line ups, can't find sales help, out-of-stocks, poor merchandising, the list goes on. There are reasons why people visit your store and don't buy and you need to understand it.

Every store manager should spend some time observing visitors in his/her store. Resist the temptation to help; just observe the behaviours. Watch customers as they move through your store, and it won't take long for you to identify some actions you can take to turn more visitors into buyers.

Align your staff to traffic not transactions. This sounds simple enough but one many retailers overlook. Staff scheduling is tricky at the best of times, but aligning your staff resources to when prospects are in your store will help you maximise your chances of converting more of them into buyers.

Pay particular attention to lunch time when store traffic can be way up, but staff lunch breaks can seriously drag down conversion rates. Associates need to eat but customers need to be served. Matching staff schedules to traffic volume and timing in your store will help improve your chances of converting more.

Look for conversion leaks and plug the holes. Traffic volume and conversion rates tend to be inversely related. That is, when traffic is high, conversion tends to go down or sag. When traffic levels are low, conversion rates tend to go up.

It's not hard to understand why this happens. When the store is busy, till lines are longer and it's harder to get help from an associate. The opposite is true when the store isn't as busy. So, if you want to improve conversion rates, look at the

traffic and conversion patterns in your store by day of week and by hour to look for when conversion rates are sagging – these sags represent the times when sales are being lost.

Set conversion targets by store: having goals and targets are important if you want to improve results. If you don't have a conversion target for your store, you need to set one.

It's important to remember that every store is unique and conversion targets should be set uniquely by store. One store might be doing well with a 15% conversion rate while another may be underperforming even though it has a 30% conversion rate. The trick is to move your own conversion rate up relative to your store's performance.

Make conversion a team sport: it takes the collective effort of all staff to help turn prospects into buyers. From the cashiers and sales associates to the merchandisers – everyone in the store plays a role. So don't think of conversion as merely some business metric, but rather a simple measure of how well the whole store is doing at helping people buy.

Everyday prospects visit your stores with the intent to buy but leave without making a purchase. Getting your store to capture even a few more of these lost sales can have a significant impact on overall sales results. Improving your in-store conversion rate is not hard to do, but it does take focus and attention – the suggestions above will help you drive conversion in your stores. ■

Mark Ryski is the founder and CEO of HeadCount, a leading analytics firm specializing in store traffic and conversion serving retailers across North America. He is also the author of Conversion: The Last Great Retail Metric. For more information, visit www.headcount.com

Anti Skid Rug Spray

New

If slippery rugs are a problem,
Anti Skid Rug Spray
is your solution

The space age solution to an age old
rug problem years ahead of other
costly yet clumsy alternatives

- Stops rugs, carpets squares,
bath mats, slip on covers from slipping
- Does not stick or transfer to other surfaces
- Does not pick up dirt or lint
- Works on any smooth surfaces.
- Helps prevent carpet runners from
slipping on carpet
- Improves grip on fabric covered handles
of rackets, golf clubs, baseball and
cricket bats



Before



After



If stains are your
problem why
dont you try
**Sandi's
Carpet, Rug
& Upholstery
Stain Remover**



Available at most Carpet and Rug Stores

For your nearest stockist ph 02 4647 3794



Engineered solutions
for tiling, flooring and
waterproofing projects

REAL PERFORMANCE FOR **REAL** WORK

EXCELLENT APPLICATION
IMPROVED WORKABILITY
STRONGER ADHESION

We've listened to the people who use our products. Reformulated to improve workability, ease of use and superior adhesion, ARDEX flooring adhesives for floor coverings have undergone rigorous testing with practising flooring professionals.

Fully compatible with our market-leading flooring primers and levellers, ARDEX flooring adhesives is part of the SYSTEMARDEX range for guaranteed superior results.



For more information, contact ARDEX toll free on 1800 224 070 or visit www.ardex.com

