



For Immediate Release

Farnham, Quebec, January 25th, 2010

This spring, Tarkett Canada will be introducing a new product that promises to revolutionize where and how hardwood floors are installed.

Tarkett Canada has agreed with Supra Floors of Toronto, Canada, to become lead distributor in Canada for Elastilon, a self adhesive installation membrane for wood floors. Elastilon replaces the nails and glue traditionally used in installation, and allows hardwood to be installed directly over concrete. Developed in the Netherlands and widely used in Europe, and South Africa for years, it now is developing acceptance around the world. Elastilon reduces wood floor installation time by 50 to 70 percent, is VOC free and provides improved ergonomics, sound reduction and floor life compared to older installation methods.

“With Elastilon, hardwood flooring can now be used in applications where previously it was not easily installed,” says Mario Allard, Director Product Management of Tarkett Canada. “We project rapid growth in demand for this product.”

Paolo Zampieron, Vice President of Supra Floors adds: “We are delighted that Elastilon will be distributed by Tarkett Canada. With Tarkett Canada’s vast distribution network this advanced floor installation product will now be widely available to trades-people and consumers across the country. “

Tarkett Canada is a leader in the flooring industry. They bring extensive knowledge and support to flooring dealers and pride themselves in offering flooring solutions to the marketplace. Supra Floors is a Canadian-based firm that imports innovative flooring products from across the world and distributes them to customers throughout North America.

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