



InstaFloor tours North America during a very active April

April was a very active month for InstaFloor North America as they attended three major events in just two weeks. It began with the Starnet Annual Meeting, the contract flooring industry's major networking event, followed by Coverings, for the latest in ceramic tiles and natural stone, and was completed by the NWFA Expo 2016, the showcase event for all aspects of wood flooring.

This year's Annual Membership Meeting for Starnet Members and Vendor Partners was held from April 14th to 17th at the Trump National Doral in Miami, Florida. It was the most successful yet for official Starnet Vendor, InstaFloor N.A., with ever growing interest in its range of InstaLay products.



A long trip to Chicago quickly followed for the Coverings show, which ran from 18th to 21st April, where InstaFloor N.A. was supporting and assisting its important supplier, IWT (International Wholesale Tile from Palm City, Florida). The largest U.S. event of its kind, Coverings attracts exhibitors and visitors from more than 40 countries and was ideal for promoting InstaLay to the ceramic and natural stone tile market.





The NWFA Expo (National Wood Flooring Association) is dedicated exclusively to wood flooring and presents the industry's latest products and services. This year the event was held from April 27th to 30th April at the Charlotte Convention Center. InstaFloor N.A. is a member of the NWFA and was exhibiting at this year's Expo for the second time, demonstrating the advantages of InstaLay when installing all types of wood flooring.

"April was a very busy and successful month for us," said Bas van Genderen, Managing Director of InstaFloor North America. "Interest and sales of InstaLay continue to grow and we expect that our presence at these three important events will raise our profile even further. The Starnet Annual Meeting allows us to meet many of the country's leading flooring contractors while the NWFA Expo enables us to demonstrate the advantages of InstaLay to the major wood flooring sector. Coverings was a new event for us and provided valuable exposure to the stone and ceramic tile market."



UK Office

Call **+44 (0)118 973 9560**

Email sales@instafloor.co.uk

or visit www.instafloor.co.uk



North America Office

Call **+1 (479) 715 6005**

Email sales@instafloorna.com

or visit www.instafloorna.com

InstaFloor - Insta House, Ivanhoe Road, Berkshire, RG40 4PZ, UK

Tweet

InstaFloor NA - 652 W. Lancashire Blvd, Bella Vista, AR 72715, USA

Forward

[Preferences](#) | [Unsubscribe](#)