



## InstaFloor North America becomes an Approved Starnet Vendor

In a significant step forward, **InstaFloor North America** has recently been approved as an official Starnet Vendor Partner, which is expected to provide a major boost to the growth of InstaLay sales in North America.

“This is an important development for us,” said Bas van Genderen, Managing Director of InstaFloor NA, “as Starnet is a prestigious and well regarded organization. Interest and sales of our **self-adhesive acoustic underlay**, InstaLay, have continued to grow



and we know that becoming a Starnet vendor partner will provide great opportunities for InstaFloor NA and Starnet members in the years ahead.”

Starnet is a commercial flooring partnership comprising over 170 locally owned full-service flooring contractors, representing more than 300 locations throughout North America. With \$2 billion in annual sales, Starnet is the single most influential force in the contract flooring industry and by limiting its membership to the most knowledgeable, professional contractors in a given market, it ensures that Starnet remains on the cutting edge of flooring innovation.

In April **InstaFloor NA** attended Starnet’s annual meeting where Fred Williams, Starnet’s Vice President Operations, commented;

**“It enabled InstaFloor NA to launch its Starnet relationship to our member firms who showed great interest in your product. I believe InstaFloor and Starnet are off to a great start on a long-term, mutually beneficial, relationship.”**

**InstaLay & LVT installation**



**InstaLay & carpet tile installation**



**InstaLay & wood installation**

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