

Training

Underlay training booklet launched

INTERFLOOR has published a 16-page booklet to help retailers train their staff to better understand and sell the benefits of new underlay. This is seen as a big profit opportunity with less than half of carpet consumers buying underlay.

The booklet contains findings of research showing why consumers buy underlay and importantly why they don't!

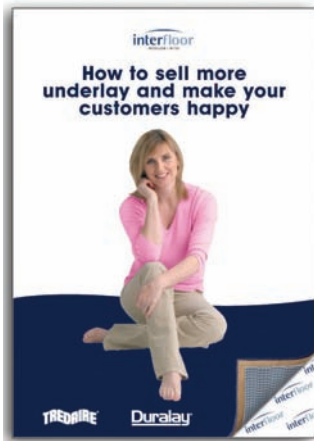
Underfoot comfort and carpet durability are the main reasons for buying followed by noise and heat insulation and finally enhancing carpet appearance.

Of the 51% who don't buy new underlay, most say they want to use their old underlay. Others felt underlay was necessary or bought a carpet with a secondary backing or used their old carpet as underlay.

Some didn't buy underlay because it was not suggested, or because they thought it was too expensive. A number mistakenly believed that underlay doesn't make carpet better.

The booklet shows how best to respond to some of the most common objections to purchasing a new underlay.

'It is important staff understand their customer's needs and 'sell' the benefits of new underlay to match these needs,' says Interfloor marketing director Steve Woodhead.



The booklet is called 'How to sell more underlay and make your customers happy.'

■ T: 01706 238810

DIARY DATES • DIARY DATES

DOMOTEX January 17-20
Hannover, Germany
www.domotex.de

HEIMTEXTIL January 14-17
Frankfurt, Germany
www.heimtextil.de

DESIGN INTERIORS
January 18-21
NEC, Birmingham
www.interiorsbirmingham.com

IMM COLOGNE
January 19-25
Cologne, Germany
www.imm-cologne.de

SURFACES February 3-5
Las Vegas, USA
www.worldstonefairs.com

SURFACE DESIGN SHOW
February 10-12
Design Centre, London
www surfacedesignshow.com

CEVISAMA
February 10-13 Valencia, Spain
www.http://cevisama.feriavalencia.com

OFFICE EXHIBITION
March 3-5 Dubai
www.theofficeexhibition.com
For British participation contact the BCFA T: 01494 896790
E: enquiries@bcfa.org.uk

DUBAI WOOD SHOW
April 21-23 Dubai
www.dubaiwoodshow.com

FLOORSTYLE
May 10-12 ExCel, London
www.floorstyle09.co.uk

THE TILE AND STONE SHOW
May 10-12 ExCel, London
www.thetileandstoneshow.co.uk

KBBREVIEWEXPO
May 10-12 ExCel, London
www.kbbreviewexpo.com

CPD courses • CPD courses • CPD courses

Floor firms offering CPD courses:

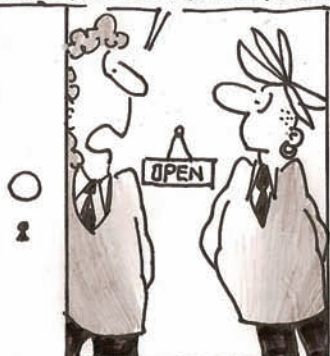
- Altro ■ T: 01462 489568
- Amtico ■ T: 0121 745 0821
- Antron ■ T: 07876 577317
- Ardex ■ T: 01440 714939
- ASCER ■ T: 0207 467 2385
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- Dulux Trade ■ E: dtc@ici.com

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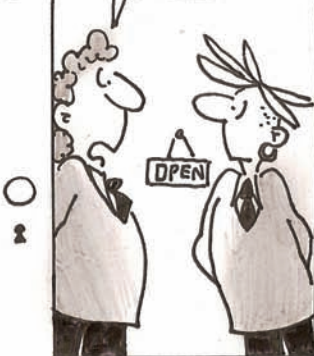
- Laybond ■ T: 07740 278631
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- Matworks ■ T: 01924 413634
- Milliken ■ T: 01942 826073
- Maxit UK ■ T: 01928 515656
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THE GLUES BROTHERS by Bob Lawton

CARPET HAS SLIPPED RIGHT DOWN THE RETAIL BUYING INDEX - HOLIDAYS DIGITAL TV'S, PLAYSTATIONS AND BOOZE HAS LEFT US WAY BEHIND



I DREAD TO THINK HOW MUCH FURTHER WE FELL IN THE SO CALLED PRE CHRISTMAS RUSH



I HEAR THE RECORD SHOP SOLD OUT OF DAVE DEE, DOZY, BEAKY, MICK AND TICH'S GREATEST HITS THREE TIMES OVER

