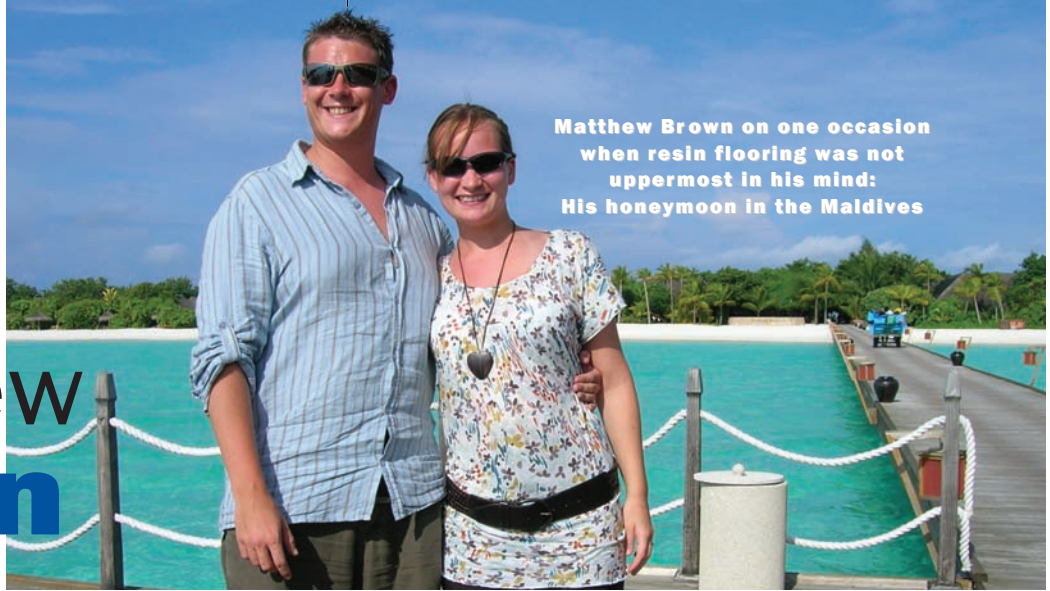


Matthew Brown

Resin sales manager, Ardex



Matthew Brown on one occasion when resin flooring was not uppermost in his mind: His honeymoon in the Maldives

■ **Did you get into trouble at school?** Yes hasn't everybody? However I may implicate others so to tell may get me into more trouble!

■ **What was your first part-time job?** Evening and morning paper round at 13.

■ **What did you spend your first pay cheque on?** Probably some form of music or maybe a computer game for my C64.

■ **What was your first full-time job?** Lab technician at FE Mottram aluminium recycling factory.

■ **What was the best piece of advice you have been given?** 'If you can't be on time be early' or 'try everything.'

■ **What was your worst business mistake?** When I completed my A-Levels I decided to work in a dried fruit picking factory.

■ **What was your greatest business achievement?** My first sale and then every sale after that! Providing a flooring solution to a customer gives satisfaction to both myself and the customer, knowing that a floor has been laid that will last and cater to their specific requirements is a great feeling.

■ **What car do you drive today and what does it say about you?** A Volvo S40, I am not too sure what it says about me, maybe reliable, trustworthy and lights are always on! I am not allowed to have a Lamborghini as a company car.

■ **If you could have invented any product what would it have been?** Microsoft Windows, just for Bill Gate's wealth!

■ **What do you most like about the flooring industry?** The people you meet and the situations we work in. I suppose I like problem solving, all sites have issues that need to be resolved.

■ **What do you least like about the industry?** The price driven nature of the business, you wouldn't buy a Fiesta and expect it to perform in the same way as a Ferrari but some people fail to understand this. I see it as the flooring industry's responsibility to educate the customer and not mislead in terms of what the product can do.

■ **What is your favourite tipple?** Cider, in particular St Aspalls.

■ **How many times a year do you take a holiday and what is your favourite destination?** I take one major holiday a year and several long weekends. My favourite destination so far was the Maldives which I visited for my honeymoon.

■ **What is your idea of heaven?** Being in the Maldives, drinking cider, relaxing and sunning myself with my wife. Either that or driving a Lamborghini in the gumball rally.

■ **What is your idea of hell?** Not too sure anything involving screaming kids and busy shopping centres.

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■ **Name one change you would make to the industry.** As mentioned above, compromising on quality for price, in the long term it isn't necessarily the cheapest option.

■ **Which company in the flooring industry, other than your own, do you admire?** Polyflor, due to their excellent market penetration and ever increasing market share.

■ **Where should we have a flooring show?** The National Exhibition Centre. With 21 halls it is the biggest exhibition centre in Britain, it would be a great venue for a flooring trade show, given the vast amount of space to allow lots of relevant companies to exhibit. Its excellent location and great transport links also make it easy to get to.

■ **Do you have any hobbies?** Yes, mountain biking, watching films and working for Ardex - not a hobby but more of a lifestyle!

■ **Which single possession would you rescue if your house caught fire?** My wife but I do not think she will like being referred to as a possession.

■ **How do you relax?** A few drinks, a good curry and a decent film.

■ **Which one record and book would you take to a desert island?** Bob Marley's greatest hits and '101 Things To Do With A Coconut.' This would then hopefully feel like a holiday.

■ **Who would you like to be stuck in a lift with?** JFK. The man was a character who could have changed the world for the better given the chance.

■ **If you could be anyone (living or dead, fictional or real) who would it be?** Someone like Lance Armstrong a man who can be an inspiration for many. Such determination and passion to succeed.

■ **Choose five words that describe yourself.** Determined, loyal, happy, confident and caring.

■ **Do you have any unfulfilled ambitions?** I would like to go to everest base camp and dive with great white sharks.

■ **What was your most embarrassing moment?** Can't tell, it is too embarrassing.

■ **If you had to choose another career what would it be?** A racing driver, I enjoy speed! **CFJ**