

A BRAND NEW CONCEPT IN FLOORING - ADHESIVE FREE

For Interface Carpet Tiles &
Karndean Designflooring Luxury Vinyl Tiles





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"I am so pleased you won.....as a materials engineer by profession it was a delight to have such an elegantly simple product with so many benefits and positive impacts, both for the environment and the economy win the competition"

Dr D A Pullen, Director Modern Built Environment Knowledge Transfer Network (MBE KTN)



In retail, time spent installing or changing flooring can mean losing valuable sales. So a system that allows you to do it quickly and cleanly has to be worth considering

“We chose to specify IOBAC magnetised flooring technology with Karndean Designflooring in the Asda café, as we were looking for a fast, efficient, durable and sustainable way to install the café floor. As the 3M paramagnetic resin subfloor dries in 60 minutes, the entire installation was completed overnight, ensuring sales were not affected”.

Mr Christopher Peers - ASDA National Architectural & Specification Manager.

The metalised IOBAC floor base stays permanently in position as a clean and useable surface, whilst any refurbishment takes place. It is now part of the building fabric. Interface or Karndean Designflooring covering can be uplifted or changed at any point.

IOBAC minimises downtime – which means your sales floor can stay open. The process uses no adhesives so any flooring you need to replace can be easily stored for reuse, rather than potentially going into landfill.



PURE

MAGNETISM

THE FACTS

How can IOBAC benefit your business needs.



VOC'S OR SOLVENTS



MINIMUM PRODUCT GUARANTEE



MINUTES SETTING TIME



PRODUCT FLEXIBILITY

What is IOBAC?

It's the fast, efficient and sustainable way to install and replace flooring. Magnetised carpet tiles or vinyl tiles* fix to the IOBAC metallised floor surface without the upheaval, costly disruption and impact associated with traditional adhesives. Saving time and money, making it easy to change your flooring as frequently as required, and kinder to the environment, IOBAC is set to revolutionise commercial flooring. Neither the base or floor are contaminated, therefore nothing needs to go to landfill.

Who is IOBAC for?

Any kind of retail environment can benefit from this system. There's no need for extended closing or blocking off of areas when you're replacing the floor covering. And if you want to change your floor colour or texture with the seasons, or to support a promotion, IOBAC makes it simple. The flexibility is also ideal for the areas that can benefit from regular floor changes such as hotels, bars and restaurants.

Saving you time

Whether you're installing a new floor or replacing individual tiles, you can do it quickly without having to apply or remove adhesives. The IOBAC resin takes an hour to set and after that, carpet tiles or vinyl tiles are laid and held in place, by magnetism. IOBAC will not disrupt electronic equipment, pacemakers or magnetic strips on debit or credit cards. The IOBAC resin is water permeable. For all your flooring requirements, whether its a new build or existing floor surface, we can confidently assure you we will take time out of your project programme, please contact IOBAC.



With IOBAC, you get the floor you need without interrupting sales. Downtime is minimal – hours rather than days or weeks – so you make substantial savings as you carry on trading.

Saving you money

As the flooring covering is not fixed by glue it should qualify for tax savings. Lovell Consulting independent capital allowances specialist have commented,

“Conventional flooring systems do not generally provide tax savings when first installed. In contrast IOBAC flooring is not permanently stuck down and should qualify for capital allowances for tax paying entities. Furthermore when it is replaced it is likely to qualify for a revenue deduction or capital allowances. It is therefore tax efficient and some examples of potential savings are detailed on www.IOBAC.com”.

John Lovell,
Managing Director of Lovell Consulting

* For Interface Carpet Tiles &
Karndean Designflooring Luxury Vinyl Tiles

ATTRACT

REDUCING DOWNTIME

Increasing bottom line.

OPPOSITES



MINUTES
SETTING
TIME

60

MINUTES



VOC'S OR
SOLVENTS



MINIMUM
PRODUCT
GUARANTEE



ENVIRONMENTAL

How can IOBAC benefit your business needs.

Safety assurance

By fixing floor tiles without adhesive, IOBAC maintains a healthy working environment with low volatile organic compounds (VOCs) from the resin. And the benefits continue outside the retail setting, as any tiles that need replacing aren't contaminated with adhesives. Making it easy for tiles to be stored, cleaned and reused.

The IOBAC Guarantee

The IOBAC system is guaranteed to keep your flooring in position – looking good and working hard – for a minimum of 10 years. IOBAC and 3M extend this warranty to 15 years after we've inspected it and made any necessary repairs.

Product Guarantee

Each supplier has their own guarantee. Please contact IOBAC for further details.



Freedom to create

You could have many reasons for wanting to change your flooring. The whole area may need to reflect a new store design, or you may want to adapt different sections to support promotional campaigns. In fact a unique benefit of the IOBAC system is how easy it is to change between carpet tiles and luxury vinyl tiles, giving you maximum freedom to create a dynamic floor space.

Revenue Generator

Just as many retailers rent shelf space to suppliers, you can now do the same with your floor. Because IOBAC lets you change sections of floor quickly and easily, you can rent or sell them to brand owners, who can adapt the flooring to their corporate design, or even use it to carry advertising messages.

HOW IT WORKS

How can IOBAC benefit your business needs.

How does IOBAC work?

With IOBAC it could not be more straightforward:

- The 3M paramagnetic resin coating is applied to the subfloor
- In 60 minutes it is set and is ready to lay the floor covering
- Magnetised carpet tile or vinyl tiles are dry laid
- Simply lift and replace tiles at will

You can choose from a huge range of colours, textures and patterns, in carpet or luxury vinyl finishes. In our process, virtually any design can be magnetised, so you have total freedom to specify the style that suits the look and feel of your space.

IOBAC can be laid on existing terrazzo, vinyl, sand and cement and wooden floors, subject to our approved IOBAC installers surveying your building. If you are unclear and need technical advice please contact IOBAC and we would be delighted to assist.

Maintenance of Karndean Designflooring Tiles

Maintaining Karndean Designflooring is straight forward. It can easily be incorporated in to daily regimes using either mops or powered cleaners. The most important part of cleaning is to use Karndean's Routine Cleaner, a pH neutral detergent, as other detergents can damage the floor. Please refer to Karndean Designflooring's commercial cleaning and maintenance instructions for full information.

Maintenance of Interface Tiles

Interface carpet tiles are easy to maintain. Daily vacuum cleaning is important to ensure that the floor remains looking its best. Any stubborn marks, stains and ground in dirt can be treated using a number of techniques. Please refer to the Interface carpet maintenance guide available online for further information.



Interface



Karndean
Designflooring

IOBAC Partners

IOBAC is in partnership with three global organisations, each bringing specialist expertise and resources to this innovative flooring system and installation service.

3M is a global diversified technology company delivering innovative solutions to life's everyday needs, and supplies the resin and metallic additive that go into our metallised floor coating.

3M Scotchkote™ Flooring Systems are acknowledged as being at the forefront of many technological advances in resin flooring, including being one of the first companies to develop water based and solvent free resins.

Interface is the world's largest carpet tile manufacturer, with a commitment through Mission zero to eliminating any negative environmental impact it might have on the environment by 2020. The company offers a wide range of carpet tile designs that can be supplied with a magnetised backing for IOBAC installation.

Karndean Designflooring is a leading supplier of luxury vinyl flooring, specialising in imaginative, contemporary designs with the look of beautiful natural materials.

Purchasing the IOBAC system

If you'd like to know more about how IOBAC can refresh your flooring without interrupting your business, please get in touch.



ASDA CASE STUDY

How can IOBAC benefit your business needs.

In June 2011, Asda Stores Ltd. decided that flooring within the restaurant and café area of its Hessle Road store in Hull needed replacing. As this store has to endure the highest footfall nationally, certain constraints had to be taken into account.

As well as requiring an attractive looking finish, one of the main considerations when replacing the old flooring within the restaurant and café space was that the area is subject to high levels of traffic on a daily basis, with constant queuing calling for a highly resilient product underfoot. In addition to this, the location is also subject to a particularly aggressive daily maintenance regime to maintain cleanliness and hygiene.

Every night Wet-Rok machines are used to maintain the floor with a mixture of water, cleaning solution and a scouring product. Over time, this process had taken its toll on the existing floor covering and underlying adhesive, which was something that needed to be taken into account when specifying replacement materials.

Historically, Asda had also experienced problems across its estate whereby a non-branded vinyl tile had failed due to water ingress from the cleaning procedure, which had caused the pressure sensitive adhesive to emulsify. The new system therefore needed to be impervious to water to avoid any such problems ever occurring again after replacement work was carried out.

After investigation into a number of unsatisfactory options, Asda chose the revolutionary new IOBAC magnetised flooring system as a fast, efficient and environmentally sustainable way to install a new floor or replace an existing one. A completely new concept in retail flooring, the IOBAC system uses 3M magnetic technology to install flooring without the need for adhesive thus minimising 'down time' during the installation process. Traditionally, when a floor is renewed in a retail environment, the existing covering is scraped up and sent straight to landfill. This leaves the sticky residue of the old adhesive on the floor requiring total preparation of the area again, as well as removal and refreshment of a levelling compound to prepare the new surface to receive yet more adhesive and a new covering. In contrast, the IOBAC system only ever requires the initial

floor preparation. IOBAC's 3M resin has a paramagnetic compound, which is laid straight onto a prepared SR1 base and is designed to accept magnetic flooring products. Once dry - a quick process that took just one hour - the luxury vinyl tiles from Karndean Designflooring were dry laid on top.

The whole system works like a fridge magnet to hold flooring securely in place. Because no adhesive is ever required during the installation process, the flooring can be uplifted and replaced simply time after time, with the advantage of nothing ever being sent to landfill as a result of materials being uncontaminated by adhesive and therefore left 100% recyclable.

Additional benefits include reduced installation time, material and labour costs - all of which equate to financial savings and low environmental impact. As well as a magnetic base, IOBAC's unique resin compound can be used as a floor surface in its own right. For added peace of mind, the resin finish has a 10 year warranty, which can be extended to 15 years if required by the customer.

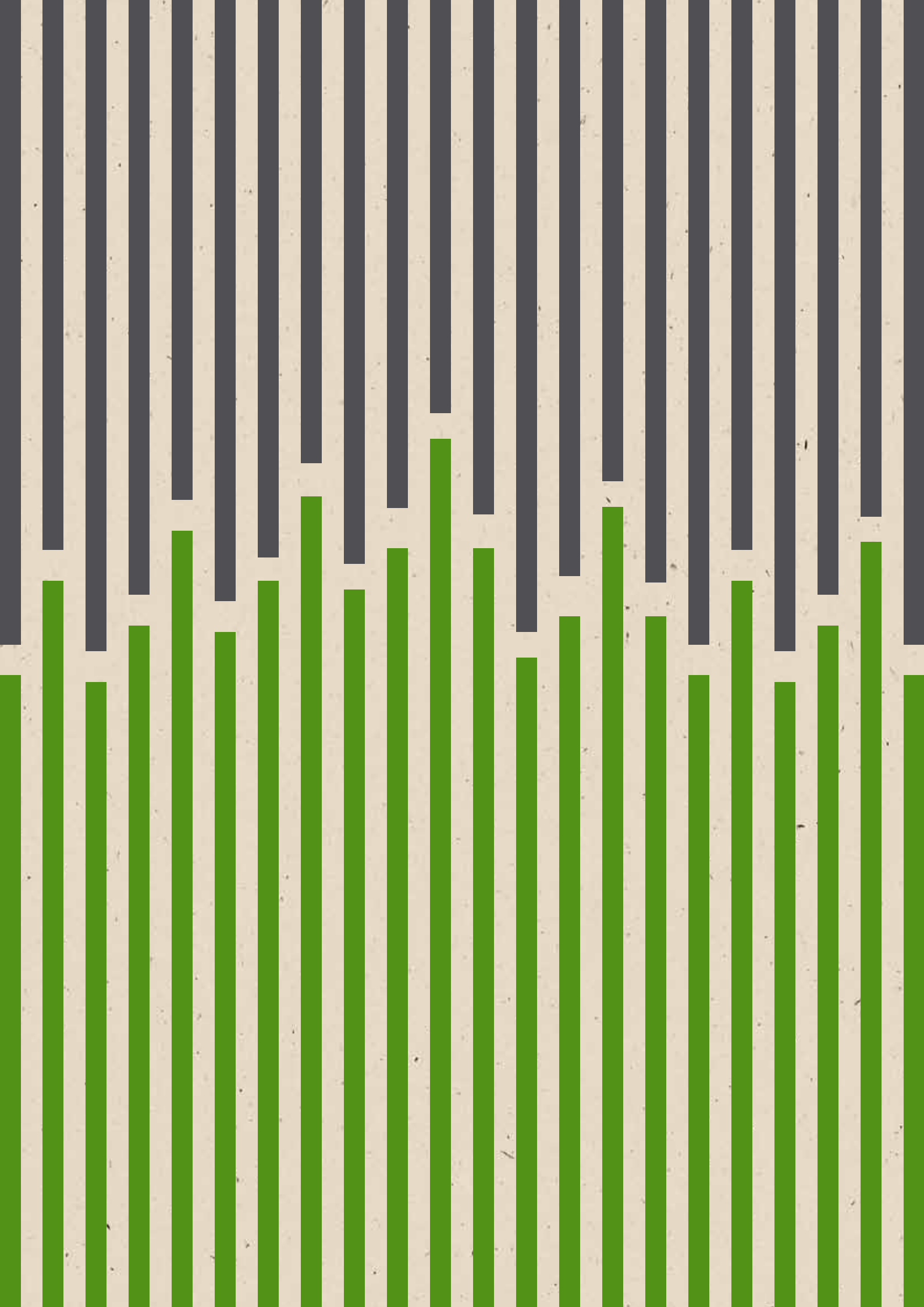
As a 24 hour operation, the window of opportunity to install the new flooring in the Hessle Road store was on a Sunday evening. The total installation took only five hours to complete and was instantly ready to walk on. The entire job was carried out whilst the store was closed, ensuring sales were not affected thanks to the speed in which the IOBAC system can be fitted. In future, any tiles that become damaged can be simply replaced in seconds. Any future full replacement of the IOBAC magnetic-backed Karndean Designflooring will now take Asda no more than three hours to complete. The existing floor can simply be uplifted, sent for recycling and brand new magnetic-backed Karndean Designflooring luxury vinyl tiles selected and fitted to refresh the look and design concept whenever required.



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***Mr Christopher Peers -
ASDA National Architectural & Specification Manager***





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