

Shaw Contract Approves IOBAC MagTabs™ Adhesive-Free Installation in EMEA

(February 4th, 2022) – Leading commercial flooring manufacturer Shaw Contract has partnered with flooring technology experts IOBAC UK Ltd in highlighting the crucial role that adhesive-free flooring installation can play in a move to a Circular Economy approach for commercial interior projects.

Following comprehensive site and internal testing, Shaw Contract has approved IOBAC MagTabs™ as a preferred adhesive-free installation method for their extensive carpet tile collections in the EMEA region.

Andrew Jackson, Business Development Director at Shaw Contract EMEA explains, *“The Cradle-to-Cradle philosophy we helped pioneer in commercial flooring solutions looks to continued innovation. MagTabs offer a new option for installing our flooring products that contributes to a Cradle-to-Cradle way of thinking and a shift to a Circular Economy approach. We are pleased to be working with IOBAC to realise this opportunity in the EMEA market.”*

Innovation award-winning MagTabs enable a wide variety of floor coverings to be installed adhesive free to metal raised access floors and IOBAC’s magnetically receptive range of underlays and resins.

Ian Spreadborough, Co-founder and Director at IOBAC UK Ltd comments, *“Adhesive-free installation represents a different way of thinking about flooring installation – moving it from single-use to a flexible design element that can be reused and repurposed several times before being recycled. From a design perspective, this also gives flooring a new agility and adaptability to today’s flexible space requirements, whether that’s rental properties, flexible work environments or pop-up retail spaces.”*

“Specifying ‘hard to shift, yet easy to lift’ MagTabs in conjunction with Shaw Contract’s Cradle-to-Cradle certified flooring solutions is a straightforward method by which clients and architects can support their sustainability targets, with design flexibility and operational cost benefits added in. It is a win-win for all concerned.”

A robust option that enables easy reuse

The method by which flooring is installed has a significant impact on the ease with which overall flooring systems can be reused or recycled.

Adhesive-free installation facilitates flooring reuse as it ensures both the floor covering and sub-floor are left clean and contamination-free on uplift. In contrast, flooring products installed using adhesive-based methods can end up in landfill after one use as adhesive residue and contamination hinders recyclability.

Magnetic on one side and self-adhesive on the other, these MagTabs enable floor tiles to be removed cleanly and easily for reuse or recycling, with the sub-floor left contamination-free and ready for the next flooring installation straight away. Excessive sub-floor remediation costs are eliminated.

2-Dimensional Hold: Not only are tiles held together horizontally as per conventional floating floor solutions, but due to magnetic attraction, MagTabs also enable a strong grip in the vertical direction, ensuring tiles are secured well in place until the time comes to uplift them.

Dual Grip technology: MT4+MagTabs incorporate IOBAC's patented Dual Grip technology which combines dry-tack adhesion with magnetism for phenomenal grab in the highest of footfall areas.

IOBAC has created an online "Adhesive-Free Flooring Specification Centre" designed to make specification easy for architects, designers and contractors. The resource contains whitepapers, case studies, technical data and a downloadable "Specifier's Guide to Adhesive-free Flooring" CPD, all accessed at www.iobac.com/adhesive-free-flooring.

ENDS (507 words)

About IOBAC

IOBAC's range of flooring and heating solutions provides sustainability, design freedom and simplicity to building owners, architects, and contractors alike. If you'd like to explore how the future of flooring can help your business today, visit www.iobac.com.

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About Shaw Contract

Shaw Contract designs and manufactures carpet, carpet tile and resilient products that give foundation to space and support people within it. With offices and showrooms in London, Dubai, Oosterhout, Paris for the EMEA region, Shaw Contract also has a manufacturing base in Sanquhar, Scotland.

Shaw Contract has been actively involved in Cradle to Cradle[®] design for more than 20 years and created the first Cradle to Cradle[™] flooring product.

Shaw Contract's sustainability approach - People Together, Planet Forever - combines four points of ambition. While a key focus is enabling a move to a Circular Economy, simultaneously work is also ongoing in the areas of Material Health; Diversity, Equity & Inclusion; and reducing Carbon Impact.

Find out more at shawcontract.com

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