

3M Press Release

SAHARA FORCE INDIA INSTALLS IOBAC AT SILVERSTONE HQ

IOBAC, the award-winning magnetised flooring system, has been installed in two key areas of the headquarters of Formula One team Sahara Force India, based at Silverstone in Northamptonshire.

IOBAC is a fast, efficient and sustainable way to install flooring, using magnetised carpet or vinyl tiles on IOBAC metallised surfaces, without the need for adhesives.

Nicola Howard of Sahara Force India explains: “We regularly welcome sponsors and partners to our headquarters, and being able to change the floor surface to tie in with the theme of events was very attractive to us. After installing 135m² of vinyl flooring in our workshop and 70m² of carpet tiles in our newly-refurbished boardroom, we now have the flexibility to insert branded tiles as an additional welcome for our guests.

“Sahara Force India prides itself on speed, perfection and delivery – there’s no room for errors or mistakes. IOBAC mirrors Sahara Force India in this respect, providing a fast, efficient and flexible flooring system.”

IOBAC has worked with partners 3M, Karndean and Interface to develop this revolutionary flooring system. Global technology company 3M, experts in resin flooring and manufacturers of Scotchkote Brand Flooring Systems, provided the specialist resin which gives the flooring its paramagnetic properties. This surface dries in only one hour, after which Interface carpet tiles and magnetised luxury vinyl tiles by Karndean Designflooring were dry-laid without the need for adhesive.

George Clark of IOBAC explains: “Sahara Force India were looking for a flooring system which could deliver performance, speed of installation, ease of

maintenance, and the flexibility to insert their sponsors logos without compromising the integrity of their flooring. With the added bonus of being environmentally responsible and having recently received the Ecobuild Innovation Award, IOBAC proved to be the perfect solution.”

Using the IOBAC system removes the need for a surface damp proof membrane and is also completely adhesive-free. Not only does this make IOBAC a more environmentally responsible solution, it also makes the flooring system much more flexible in terms of changing designs, layouts and, as with Sahara Force India, creating special schemes for valued supporters and key partners.

“Sahara Force India is able to change its flooring and insert its sponsors’ logos into the floor without fuss thanks to IOBAC, as the branded tiles can simply be lifted away and stored for the next visit. With no adhesives to prise apart or clean off, it’s a quick process which is greatly appreciated by visitors,” adds George.

IOBAC floors are guaranteed for up to fifteen years. For further information visit www.iobac.com, or to find out more about the Scotchkote Flooring Systems by 3M, visit www.3M.co.uk/scotchkote or call 0845 602 8083.

3M and Scotchkote are trademarks of 3M Company.

IOBAC is a trademark of IOBAC.

Karndean Designflooring is a trademark of Karndean International Limited.

Ends

About 3M

[3M captures the spark of new ideas and transforms them into thousands of ingenious products.](#)

Our culture of creative collaboration inspires a never-ending stream of powerful technologies, creating innovative products that help make the world healthier, safer and more productive. Well known 3M brands include Scotch, Post-it, Scotchgard, Thinsulate and Scotch-Brite.

With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. The UK and Ireland is home to one of the largest 3M subsidiaries outside the USA, employing more than 3,000 people across 19 locations, including nine manufacturing sites.

Products manufactured in the UK include coated abrasives, personal safety equipment, adhesive tapes, industrial microbiology products, drug delivery systems, high-performance coatings, secure documents, passport readers and imaging systems.

For more information, visit www.3M.co.uk or follow @3M_UK on Twitter.

www.3M.co.uk/scotchkote

Sales Enquiries

Tel: 0845 602 8083.

Email: enquiries.cpp.uk@mmm.com

Press Enquiries

Vicky Creighton or Louise Stanley, Wyatt International

Tel: 0121 454 8181

Email: Vicky@wyattinternational.com – Louise@wyattinternational.com