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CBC Flooring launches Indelval brand in U.S.

COMMACK, N.Y. — CBC Flooring is proud to announce it has become the exclusive source of Indelval rubber flooring in the North America.

The Indelval brand has been long recognized globally for its exceptional quality in the rubber flooring market, due to its combination of high natural rubber content and its proprietary high pressure vulcanization process, which ensures its products are durable, long lasting, easy to maintain and environmentally friendly.

“We are proud to bring our years of expertise in the rubber flooring market to contractors, architects and designers in the U.S.,” said Omar Rivarola, President of Indelval, which was founded in Buenos Aires, Argentina, more than 40 years ago.

CBC’s Flooring Division decided to bring this brand to the U.S. marketplace after careful consideration of Indelval’s production capabilities and standards, to ensure it is a good product for the U.S. market, said Jeff Collum, Director of Flooring for CBC.

Offering Indelval products in both homogenous and double-backing construction allows contractors and designers to source an entire hospital including patient rooms, hallways and operating rooms, which often require homogenous flooring to meet special hygienic requirements, exclusively with CBC products.

“Right now there are limited offerings of rubber sheet flooring in the U.S. market and we hear about it often from our existing customers,” said Collum. “We are delighted to now be positioned to meet that demand in the healthcare, education, and sports facilities markets with this outstanding product, and offer the commercial flooring market a choice of flooring providers.”

The Indelval brand will offer a total of 18 product lines in North America. All Indelval products are made with a high content of natural rubber harvested directly from rubber trees, a renewable resource, and are free of PVCs, plasticizers, halogens, formaldehydes, heavy metals and asbestos.

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Eco-friendly color pigments, recycling of waste from the manufacturing process and only recyclable packaging materials are more examples of the commitment Indelval has made to being good stewards of the environment. The products and installation systems will contribute to a number of LEED credits including Materials and Resources Recycled Content 4.1 and 4.2, Reuse 3.1 and 3.2 and IEQ Credit 4.1 and 4.3 for indoor air quality.

“Offering the Indelval brand solidifies CBC Flooring’s strong commitment to protecting the environment,” said Chip Braulick, Senior Marketing Manager, CBC Flooring. “This brand is eco-friendly from beginning to end. It starts with the materials it’s made from and the manufacturing process, to its low maintenance requirements and extremely long lifecycle.”

Indelval offers solutions such as sanitary floorings for laboratories, clinics and hospitals; conductive floorings for premises where there is a need to control the electrostatic discharges; flooring for installations where heavy traffic requires a highly durable construction; transport flooring for buses and trains; and sports flooring including glueless interlocking options.

“With over 1,000 possible combinations of standard constructions, finishes and colors, the product offering will appeal to specifiers focused in any market segment,” added Braulick. The recently obtained ISO 9001:2000 certification backs up the quality of Indelval’s services and its concern for continuous improvement.

“This new agreement is a key element in CBC’s strategy to become a single-source supplier of high quality flooring products, known for their superior quality and ease of installation,” said Collum. “Indelval is the type of company that represents our global goal of finding the very best in high-quality sustainable flooring providers.”

About CBC (AMERICA)

CBC (AMERICA) Corp. is a wholly owned subsidiary of the CBC Group and part of a global network of Import, Export, Trading, and Distribution companies, strategically located throughout the world. CBC (AMERICA) Corp. is the largest organization of CBC's companies, with divisions in security products, chemicals & pharmaceuticals, flooring, and plastics & resins. With sales and distribution centers in New York and California, we are able to meet the needs of the North, South and Central American markets. CBC Flooring brands TOLI International, CERES PVC-Free Flooring, Indelval and Salto all share a strong sense of responsibility to the environment in which we live and work; and support the responsible stewardship of resources and the preservation of the air, water, earth and its inhabitants. All CBC Flooring brands are both ISO 9001 and ISO 14001 compliant.

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