

The Inside Track Wins A Buyer's Choice Award At The 2011 Exhibitor Show For Trade Show Flooring

The Inside Track, a provider of quality flooring products and services for exhibit houses and event professionals, received a buyer's choice award for their custom printed textured flooring and brought trade show flooring durability to a whole new level.

April 18, 2011 (FPRC) -- Las Vegas, NV – At the 2011 Exhibitor's Show in Las Vegas, held March 28-30, The Inside Track's custom printed textured trade show flooring was honored for its incredible durability, recyclability and variety of graphics and textures that can be printed on the flooring. Judges praised the durability of the product because "You can set heavy machinery on it and it won't dent, which is something all exhibitors value." Other judges respected the way in which the flooring was printed upon. "It means your graphics will last," they noted.

"This product is not like other printed floors on the market," commented David Sterne, owner of The Inside Track. The custom printed textured flooring is constructed of the thickest wear layer (roughly 1/8 inch) in the industry and is available in Diamond Plate, Coin and a leather pattern. We start with a clear product then apply a reverse print using the highest quality UV inks on the market (including white). A sealant is applied on the back as a final step to protect the graphic. This process creates the most durable, long-lasting printed surface available. Before this process was developed, the only option was to use top surface printing for trade show booth flooring, which easily wears off.

This unique floor is a fully reusable and recyclable flooring product. Going green is a big concern to the trade show and event industry so "when the lifecycle of the custom printed textured flooring has come to an end, we will take the flooring back and have it re-ground and reused in new products," commented Sterne. "This is a truly Ecco-friendly, reusable flooring."

The applications for custom printed textured flooring are truly endless:

- Trade shows and Events
- Museums
- Entry ways
- Retail and Point of Purchase
- Outdoor and sporting events
- Mobile Events and Exhibits

The Inside Track developed this product to give exhibit designers and account managers a simple way to have custom flooring options for their projects. If someone needs a sidewalk, yellow brick road or water graphic for their booth design, they can produce it in widths up to 10' wide very quickly, and at a low cost.

For more information on this innovative product, as well as tradeshow booth carpet, raised flooring, or outdoor event flooring, please contact David Sterne at The Inside Track at 888.806.7308 or via email at dsterne@theinsidetrackinc.com.

About The Inside Track:

The thirteen-year-old trade show flooring company, The Inside Track, has long been providing event professionals with trade show carpet and alternative flooring such as industrial rubber flooring, bamboo flooring, digitally printed carpet and more, to meet the needs of their clients.

Contact Information

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