



ONE SMALL STEP FOR CONSTRUCTION, ONE GIANT LEAP FOR NEOTEX

Having supplied construction materials and building chemicals to European markets for over five decades, Neotex takes its first leap across the Mediterranean by exhibiting at the Big 5.

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Neotex S. A. boasts of offering a complete range of solutions, focusing on five main areas of construction: flooring protection, waterproofing, insulation and energy saving, repairing materials and specialized products. The Greek-based company seeks to differentiate its products through their superior quality in order to achieve its primary aim of customer satisfaction, evident through the long-lasting relationships it actively fosters with customers in Europe.

Among the unique energy-saving products offered by the company is a thermal insulation system that offers several distinct advantages over regular systems, which use materials such as polystyrene and plaster. These are expensive, require extensive time and evacuation of space to set up and may only be installed externally in the summer.

The alternative offered by Neotex, however, eliminates all such hassles. "We apply the same system from the inside, rather than the outside," says export area manager Harry Raftopoulos, "You can do it anytime 365 days a year."

In a room of 35 square meters, you don't need more than 3-4 hours to finish [installing the system]" he adds.

Even though the system is DIY and allows for quick and easy installation without the use of scaffolding, the company assures customers and end-users of the product full after-sales support. It even offers training to personnel in the application and installation of the system.

However, perhaps the most lucrative benefit of the system is its extreme cost-effectiveness. "It is one-fifth of the price [of a traditional system]," explains Raftopoulos, "The retail price in Greece is no more than €11- 12 per square meter, with the plaster included."

As for the Big 5 exhibition, the export area manager seems deeply impressed by the opportunities it has to offer. He even looks forward to joining the event as it expands into Saudi Arabia, Kuwait and India next year, "I am going to follow you!" he says, concluding with a laugh.