



Boris Afinogenov in his workshop

BORIS AFINOGENOV: RETROFIT FLOORS

Why did you get into retrofit?

Woodwork has always been my hobby. I used to renovate old interior woodwork, making built-in furniture, but my day job was sales.

Then one day, I gave myself a chance to turn my hobby into something bigger. A floor sanding job I was working on became a floor insulation job, so I got some advice from an architect I know, who is a Carbon Co-op member. We talked about the amount of old buildings in the UK with suspended floors and what a difference it would make if they were insulated. It struck me that this was a big field with lots of potential demand.

I've never trained in joinery or been employed by a construction firm, but I

started to learn about insulating floors.

Then I found People Powered Retrofit. They've been a life changer. I didn't know whether I should stay in this trade, but they widened my horizons, gave me access to information and to people connected with floor insulation. I also learnt about whole house insulation.

The training I got through People Powered Retrofit convinced me to turn my hobby into work. They helped me to realise my ambitions, so I didn't have to go back to sales.

How do you find customers?

It's always been word of mouth for me. If you do a good job, you get recommended.

In our new contractor case study series, we ask builders, installers and trades how they got into retrofit. Find out about the benefits of working in eco-renovations and how you, too, could make the move.

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PEOPLE POWERED RETROFIT

MY ROUTE TO RETROFIT



I haven't got a job by advertising on social media yet, but I have found work through People Powered Retrofit's networking events. You meet householders there looking for contractors and you also meet other contractors who you can team-up with for jobs.

Understanding of floor insulation is growing in the UK. People used to say, 'it's meant to be draughty,' but that's changing. More householders realise that floor insulation makes your home warmer and it saves on energy costs too.

What's next for your retrofit business?

I'm looking to grow my team and get jobs rolling; turning more homes into better places to live.

I see floor insulation as a separate sector; so, when a whole house insulation project is going on, I can do everything that relates to the floors and make it fit within the project, at the right stage.

Floor insulation massively changes the warmth and comfort of spaces, but it also introduces risks around ventilation and moisture, so it needs to be approached professionally and responsibly. And subfloor environments aren't the nicest to deal with, so you need specialists with knowledge and good care.

My customers say they have noticed a big difference in their homes, that it's a life changer now they can finally use rooms in winter and play with their kids on the floor. Unfortunately, I've also been to some houses where the floors were poorly insulated by another contractor and that's upsetting.

People are becoming more aware of floor insulation; it's a niche and I see a lot of potential. I hope for further government funding and improved specs for new schemes, so floor insulation becomes more affordable for clients too.

Find out more about Boris Afinogenov and Retrofit Floors on [Facebook](#)

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People Powered Retrofit
can help. We support
contractors to grow their
skills and find customers.

Find out more:
retrofit.coop/network or
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