

# case study

## Impressive acoustic performance achieved at new aparthotel

Products used: **InstaLay 30hg (high grab adhesive)**  
**3,000m<sup>2</sup> (32,300 sq ft)**

Floor finish: **Amtico / Mannington, Eden Oak 2.5mm LVT**

Distributor: **Home Foundations**

Main contractor: **BAM**

Flooring contractor: **Axiom Contract Flooring**

Built in the Beorma Quarter of Birmingham, UK, named after the 7<sup>th</sup> century founder of the city, the stylish new four star Adagio Aparthotel is only the second of this international chain to have opened in the UK. It has a mix of 108 studio and one bedroom apartments, all with kitchen facilities and many modern amenities.

Amtico luxury vinyl tiles were chosen for all the rooms and, in addition, the client and architect demanded high levels of acoustic performance throughout the seven storey hotel. To meet these requirements the InstaLay flooring installation system was chosen, as it was able to achieve impressive acoustic levels of 23dB, reducing impact sound and creating a quiet environment throughout the building.

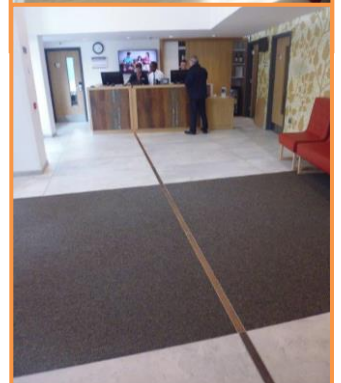
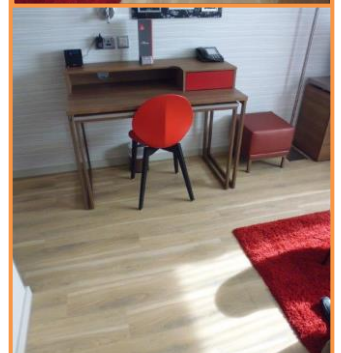
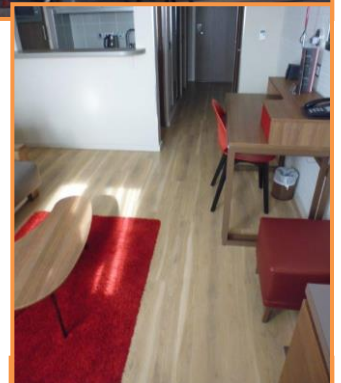
Manufactured from recycled rubber crumb, InstaLay also reduced sub-floor preparation times and was simply loose laid. The Amtico tiles were then rapidly installed onto InstaLay's unique self-adhesive membrane and could be walked on immediately. During a winter installation there was no need for any wet adhesives requiring minimum floor temperatures. In addition, InstaLay also provided a moisture tolerant layer over the concrete sub-floor.

The hotel pays tribute to its historical location with a brass line embedded into the walls and floor in the reception area which marks the important medieval boundary of Hersum Ditch, the edge of Beorma's ham, meaning the homestead of Beorma's tribe, and the early beginnings of what is now the city of Birmingham.

InstaLay brought this project the following benefits:

- High acoustic performance (Impact Sound Improvement - 23dB / IIC55)
- A fast-track installation process
- Clean installation procedure without any wet adhesives
- The creation of a warm and inviting flooring solution

The main contractor and the flooring installer were both impressed by the speed and ease of installation using InstaLay, which produced high quality results and helped the construction programme remain on target.



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