

case study

InstaLay provides superior cushioned retail flooring

Products used:
InstaLay 50lg (5mm low grab loose laid to the sub-floor)

Floor finish:
Interface 'Transformation' carpet tiles

Flooring contractor:
Collards Floors & Walls Ltd

When Clarks International replaced the floor at its store at Clarks Village, Street, Somerset, they required superior cushioned flooring in the children's fitting area. Consequently, Clarks specified InstaLay self-adhesive acoustic underlay as it offered several important benefits.

Manufactured from environmentally friendly rubber crumb from recycled vehicle tyres, InstaLay is a high performance cushion underlay which provides excellent anti-fatigue characteristics, as required by Clarks.

InstaLay advantages

- Created a safe environment for the children.
- Offered greater comfort for shop staff who spend much of the day on their knees undertaking fittings.
- Was rapidly loose laid over existing sub-floor.
- Enabled a quick, clean installation without the need for any wet adhesives.
- Avoided the extended lead times associated with cushion-backed carpet tiles and provided a fast installation program.
- Greater flexibility of choice as InstaLay transforms any standard carpet tile into a cushioned flooring system.
- InstaLay's low grab adhesive allows tiles to be lifted and replaced easily during future maintenance.
- Very durable and does not collapse or degrade over time.



The 50m² of InstaLay was simply loose laid without the need for time consuming sub-floor preparations. The release film was then peeled back in stages and the carpet tiles positioned onto the low grab adhesive membrane and pressed into place.

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