

case study

Headlam Group uses InstaLay during major office upgrade

Products used: **InstaLay 30hg & 50hg**
(high grab adhesive)

Floor finishes: **Polyflor dry back vinyl tiles & tongue and groove hardwood flooring**

Flooring contractor: **Floor Restorations Ltd**

When Europe's leading floorcoverings distributor, Headlam Group, undertook a major upgrade of its head offices at Coleshill in Birmingham, they chose InstaLay, our self-adhesive acoustic underlay, and over 1000m² of new flooring was installed using this system. The project included new showrooms for its flooring products and a new office block for its expanding UK business.

InstaLay, which is distributed nationwide by Home Foundations, a member of the Headlam Group, is environmentally friendly, being made from recycled rubber crumb. These green credentials appealed to Headlam, with its commitment to offering and promoting recycled products, and helped to make the installation an environmentally responsible project.

- Quick, clean installation with minimal sub-floor preparations and no messy wet adhesives.
- A quieter, more comfortable, warmer floor with its anti-fatigue characteristics.
- Excellent acoustic performance for a quieter working environment.
- True 'cradle-to-cradle' recycling; this project recycled the equivalent of 88 truck tyres or 377 car tyres.

Polyflor dry back vinyl tiles were installed on loose laid InstaLay 30hg in the main corridors and walkways following minimal sub-floor preparation. InstaLay 50hg was also used on the first floor to install tongue and groove hardwood flooring. InstaLay allowed both floorcoverings to be installed quickly and cleanly, without the need for messy wet adhesives, while providing comfortable cushion flooring that will reduce fatigue for the staff.

InstaLay also offered excellent acoustic insulation, achieving 26dB with InstaLay 50hg and 23dB with InstaLay 30hg, ensuring that any impact noise was absorbed to create a quiet working environment.

