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InstaLay®

New InstaLay Guarantee agreed with Adore Floors

InstaFloor has agreed a new 15 year Guarantee for InstaLay, its high performance, environmentally friendly, flooring installation system, when used with LVTs from Adore Floors Inc. This follows the recent endorsement of InstaLay by Adore Floors which, coming from the world's leading manufacturer of luxury vinyl tiles, represents significant recognition and support for the product.

The guarantee will cover registered installations of Adore's dryback and click edge LVT systems, in various shapes, installed using either InstaLay 25 or 30. IL25hg, the 2.5mm thick version of the self-adhesive InstaLay, was designed specifically for use with LVTs, while InstaLay 30 is recommended for LVTs of 3mm or thicker and if high acoustic performance is a priority.



Manufactured like all InstaLays, using rubber crumb from recycled vehicle tyres, IL25hg is firmer and gives far greater support to the LVTs, providing an excellent finished floor while significantly reducing any possibility of point load indentations.

InstaLay 25hg is a true 'cradle-to-cradle' recycled product, which fits well with Adore Floors who also use recycled products in the manufacture of their LVTs, and offers all the benefits of the InstaLay range:-

- It is loose laid directly to the sub-floor and masks minor surface irregularities.
- Installation, with no messy wet adhesives, is significantly quicker and more economical.
- Manufactured from recycled rubber crumb, it gives non-collapsing support for the life of the floor.
- It ensures a more comfortable, warmer floor with its anti-fatigue characteristics.

With both InstaLay and LVTs becoming increasingly popular worldwide, this new link-up with Adore Floors represents an important step forward in developing brand awareness and increasing market penetration for InstaLay.



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