



InstaLay already proving a hit in the USA

As the revolutionary **InstaLay self-adhesive acoustic underlay** begins to establish itself in the major USA market, one of the first installations to be completed was at a shoe store belonging to the Massachusetts based Rockport chain, part of the international Adidas group.

- Both the client and the flooring contractor were very impressed by InstaLay's speed and ease of installation.
- The job was completed in significantly less time than normal as no wet adhesive was required, eliminating any mess and open time and enabling the business to quickly become fully operational again.
- The original floor covering was removed but no sub-floor preparation was required, as InstaLay's rubber crumb composition forgives sub-floor imperfections and minimises the risk of them telegraphing through the finished surface.
- The InstaLay 30hg (3mm high grab) was simply loose laid to the recess areas in the store's floor and, as the release film was peeled back in stages, the 'Bolon' woven vinyl flooring was positioned onto the high grab adhesive membrane and pressed into place.

The result was a rapidly completed attractive new floor, with excellent acoustic properties, that provides both customers and staff with outstanding underfoot comfort, due to its anti-fatigue characteristics, that enhances the shopping experience.

For more details call +44(0)118 973 9560 or visit www.instaflor.co.uk/products/instalay.aspx

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