

case study

Homeowner impressed by appearance and comfort of new floors

Products used: **InstaLay 25hg (high grab adhesive) 500 sq ft (46.5m²)**

Floor finish: **Karndean LVT strips 11" x 3" x 3mm**

Distributor/Supplier: **IWT**

Installer: **Kiser Carpet One**

When having new floors installed in the kitchen and two areas of hallway, the owner of this house in Memphis had a number of specific requirements.

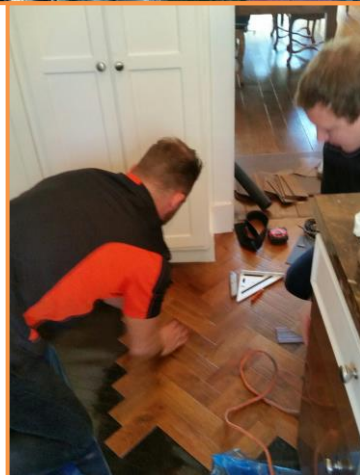
She needed the new floors to be on the same level as existing flooring and to match their appearance. She wanted the floor to provide underfoot comfort, particularly in the kitchen where she spends many hours on her feet, and, as an interior designer, she wanted an impressive, high quality finish.

By using the InstaLay flooring installation system all these requirements were met and the job was completed in just one day. The InstaLay was simply loose laid, avoiding time consuming and expensive sub-floor preparation work or the need for messy wet adhesives and open time delays. As the release film was removed to expose InstaLay's self-adhesive membrane, the LVT strips were positioned and pressed into place to form a herringbone pattern. Despite some severe temperature variations, the installed flooring remained extremely stable.

Using InstaLay provided various benefits:

- It avoided the need for expensive sub-floor preparation
- Being loose laid, it was very quick and clean to install
- Its durable rubber crumb composition gives excellent underfoot comfort
- It is fully recyclable, hygienic and has low VOC's for a healthier environment

The homeowner was very pleased with the quick, clean installation and delighted with the look and comfort of the finished floors. She said she would be more than happy to recommend the use of InstaLay in her clients' homes.



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