

case study

USA store installs woven vinyl flooring on loose laid InstaLay

Products used: **InstaLay 30hg (3mm high grab loose laid to the sub-floor)**

Floor finishes: **'Bolon' Woven Vinyl Flooring (in rolls)**

Flooring contractor: **Kane Commercial Flooring**

One of the shoe stores in the Massachusetts based Rockport chain, part of the international Adidas group, chose to use InstaLay self-adhesive underlay in one of its retail outlets when it had new woven vinyl flooring installed. The result was a rapidly completed attractive new floor, with excellent acoustic properties, that provides both customers and staff with outstanding underfoot comfort that enhances the shopping experience.

The original floor covering was removed and no sub-floor preparation was required, as InstaLay's rubber crumb composition forgives sub-floor imperfections and minimizes the risk of them telegraphing through the finished surface.

The InstaLay was simply loose laid to the recess areas in the store's floor and, as the release film was peeled back in stages, the woven vinyl flooring was rapidly installed onto the high-grab adhesive membrane.

The contractor was delighted with the InstaLay as it is extremely fitter-friendly and easy to use. The installation 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 InstaLay self-adhesive system offers numerous benefits over traditional methods of installing woven vinyl flooring:

- It is quick, clean and easy to work with, needs no wet adhesives, avoids any mess and significantly cuts installation times and costs.
- It considerably reduces sub-floor preparation, often eliminating the need for costly and time consuming screeds or smoothing compounds.
- The adhesive membrane provides significant bond strength when installed below woven vinyl flooring.
- It provides excellent acoustic performance.
- The InstaLay cushioning gives exceptional underfoot comfort and anti-fatigue characteristics.
- It is durable, long lasting, hygienic and will not collapse over time.
- InstaLay high performance, self-adhesive, acoustic underlay, when installed correctly beneath woven vinyl flooring, is guaranteed for 10 years from the date of installation.



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