



InstaLay 25hg is considered to be “a real game changer!”

InstaFloor has just returned from successful participation at two major international flooring exhibitions – Domotex in Hannover and Surfaces in Las Vegas.

This is the fifth straight year that our high performance flooring systems have attracted great attention at Domotex. Our new purpose built stand for 2015 was constantly busy, with increased interest from international distributors, retailers and contractors.

Our second Surfaces show followed directly after Domotex and was extremely productive, generating enquiries from all parts of North, Central and South America.

Both shows were used to launch the new InstaLay 25hg. This revolutionary 2.5mm thick version of our self-adhesive acoustic underlay was originally designed for the installation of luxury vinyl tiles (LVTs) and woven vinyl tiles. Although it has proven to be ideal for this application, it is becoming increasingly used for the **rapid, clean installation of ceramic tiles.**

Our demonstration unit at both events proved very popular and, in the USA,



ceramic tiles were one of the products whose ease of installation could be clearly shown. With InstaLay 25hg, ceramic tiles can be installed more than 50% faster than when using traditional methods. Furthermore, the tiles can be walked on and grouted immediately, using a pre-mixed flexible grout – prompting comments from visitors such as, “This product is a real game changer!”



Paul Robson, MD of InstaFloor, commented, “The versatility of the InstaLay installation system is crucial as it can be used to install wood, laminates, carpet tiles, carpets, luxury vinyl tiles and ceramic / porcelain tiles. This was one of the main reasons that both exhibitions proved so successful, with orders, enquiries and interest in becoming distributors being received from all parts of the world.”

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