

# case study

## Rapid flooring installation with excellent underfoot comfort

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

Floor finish: **Desso 'Essence' carpet tiles**

Flooring contractor: **Resolution Interiors**

Virgin Media appointed Resolution Interiors to undertake the complete interior design and fitting out of its new retail outlet at Brent Cross shopping centre in north London.

Virgin Media required an anti-fatigue floor covering, using Desso carpet tiles, which would be both comfortable and welcoming. With a very restricted timescale until the store's opening, InstaLay provided the perfect underlay system to achieve these aims. With the added benefit of incorporating a low grab adhesive membrane, InstaLay avoided the need for wet adhesives and enabled a rapid clean installation of the carpet tiles.

The InstaLay was simply loose laid without the need for any further time consuming sub-floor preparations. The release film was then peeled back in stages and the Desso carpet tiles positioned onto the low grab adhesive membrane and pressed into place.

Being made from recycled rubber crumb, InstaLay also provides superior long-term performance, which is vital in commercial situations where there is heavy foot traffic, and outstanding underfoot comfort for both customers and shop staff.

### InstaLay benefits

- Reduces costly sub-floor preparations.
- Can be rapidly loose laid over contaminated floors.
- Environmentally friendly rubber crumb cushion underlay provides excellent anti-fatigue benefits.
- Enables a quick, clean installation without wet adhesives.
- Ensures a fast installation, preventing costly program delays.
- Very durable and does not collapse or degrade over time.

Resolution Interiors were extremely impressed by the performance and unique advantages of InstaLay, and subsequently they have used it in a number of other Virgin Media stores.



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