

## Headlam Group uses InstaLay during major office upgrade

To accommodate its growing UK business, Europe's leading floorcoverings distributor, Headlam Group, has recently completed a major upgrade of its head offices at Coleshill in Birmingham. The project included new showrooms for its flooring products and a new office block where many of the floorcoverings were installed using over 1000m<sup>2</sup> of **InstaLay**, our self-adhesive acoustic underlay.

**InstaLay**, which is distributed nationwide by



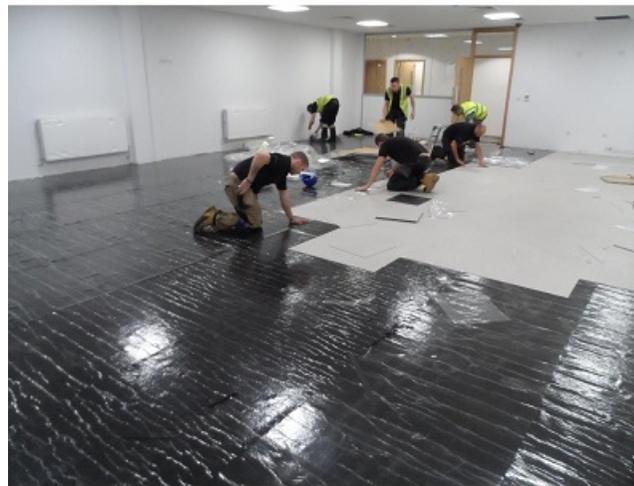
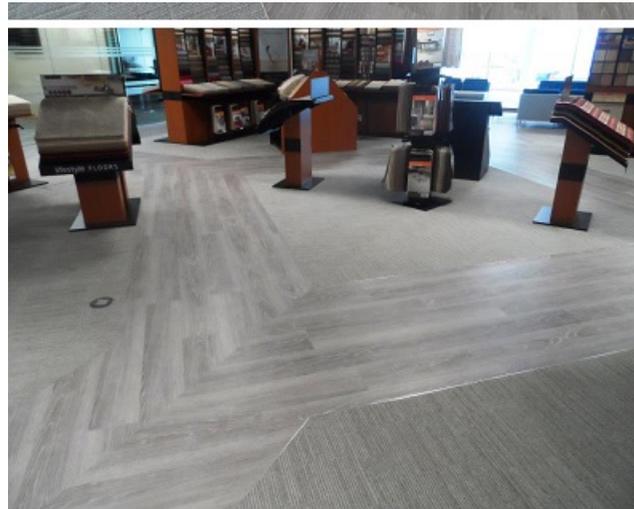
Headlam Group member, Home Foundations, is environmentally friendly, being made from recycled rubber crumb. These green credentials appealed to Headlam, with its commitment to offering and promoting recycled products, and helped to make the installation an environmentally responsible project.

Polyflor dryback vinyl tiles were installed on loose laid **InstaLay** 30hg in the main corridors and walkways, following minimal sub-floor preparation. **InstaLay** 50hg was also used on the first floor to install tongue and groove hardwood flooring. InstaLay allowed both floorcoverings to be installed quickly and cleanly, with no messy wet adhesives, while providing comfortable cushion flooring that will reduce fatigue for the staff.

**InstaLay** also offers excellent acoustic insulation, achieving 26dB with InstaLay 50hg and 23dB with InstaLay 30hg, ensuring that any impact noise was absorbed to create a quiet working environment in the ground floor offices below.

- Quick, clean installation with minimal sub-floor preparations and no messy wet adhesives.
- Ensured a more comfortable, warmer floor with its anti-fatigue characteristics.
- Excellent acoustic performance for a quieter working environment.
- True 'cradle-to-cradle' recycling; re-used over 88 truck tyres or 377 car tyres.

**InstaLay** is available from Home Foundations and many other Headlam businesses, with the benefit of a free national next day delivery service. To find out more about the benefits of InstaLay for the installation of carpet tiles, hardwood flooring, sheet vinyl and vinyl tiles visit [www.instaflor.co.uk](http://www.instaflor.co.uk) where there are fitting demonstration videos and installation instructions for all applications.



For more details please contact:

**InstaFloor UK**

**InstaFloor  
North America**

email: [sales@instafloor.co.uk](mailto:sales@instafloor.co.uk) email: [sales@instafloorna.com](mailto:sales@instafloorna.com)

call: **+44 (0)118 973 9560**

call: **+1 479 715 6005**

fax: **+44 (0)118 973 9547**

fax: **+1 479 715 6156**

visit: [www.instafloor.co.uk](http://www.instafloor.co.uk)

visit: [www.instafloorna.com](http://www.instafloorna.com)

**InstaFloor UK**

**InstaFloor North America**

Insta House, Ivanhoe Road  
Hogwood Business Park  
Wokingham  
Berkshire  
RG40 4PZ  
United Kingdom

652 W. Lancashire Blvd.  
Bella Vista  
AR 72715  
United States of America

[Edit your subscription](#) | [Unsubscribe](#)

