

# case study

## InstaLay saves young couple significant time and money

Products used: **InstaLay 30hg**  
(3mm high grab) – 1,800 sqft

Floor finish: **Shaw ½” engineered wood -**  
**‘Whistler’ range**

Flooring installer: **Alex Floor Installations**  
**and homeowner**

When the Whitesides, a young Arkansas couple, purchased an older home and wished to remodel it, they believed having a high quality wood floor installed was beyond their finances.

However, once they discovered cost-saving InstaLay, they found that not only could they afford the floor they wanted but the high performance underlay provided them with many additional benefits.

- InstaLay significantly reduces sub-floor preparation times.
- InstaLay is environmentally friendly being manufactured from recycled rubber crumb and with low VOCs (Volatile Organic Compounds).
- Quick to fit and easy to work with, InstaLay is extremely user friendly, enabling rapid, easy installation with no wet adhesives or delays.
- A high performance cushion underlay, InstaLay provides exceptional underfoot comfort and reduces the ambient noise created by foot traffic on wood flooring.

On the first floor, 1300 sqft of wood flooring was completed by two installers in just 12 hours. InstaLay was simply loose laid over the existing sheet vinyl, which was stuck to the sub-floor. The wood flooring was then positioned and the release film pulled back, exposing the high grab adhesive layer which held the wood planks in place. Mr Whiteside himself later installed 500 sqft in the basement without any problems.

“Thanks to InstaLay we saved so much in installation costs that we could afford the wood floor of our dreams,” commented Mr. Whiteside. His wife added, “We are so happy with our wood floor but the most amazing thing is, when you walk on it, it feels like carpet due to the InstaLay underneath”.

