

# case study

## High-end retailer has new wood floor fitted using InstaLay

Products used: **InstaLay 30hg**  
(high grab adhesive)

Floor finish: **21mm tongue and groove engineered wood flooring**

Flooring contractor: **Mayfield Floors**

The Manchester branch of Dalvey, the upmarket retailer of high quality designed menswear and accessories, has recently had a new engineered wood floor installed by Mayfield Floors using InstaLay.



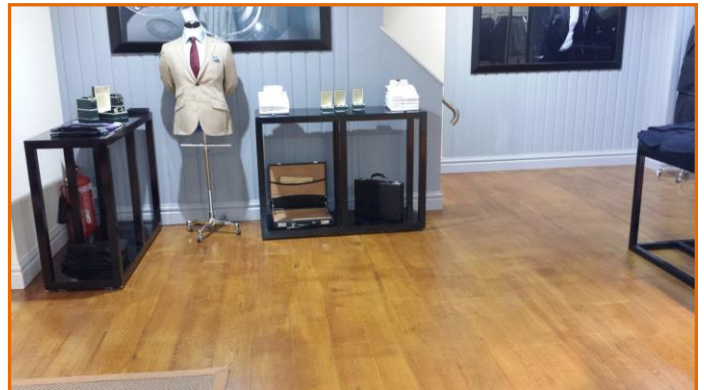
Over the whole of the lower ground floor InstaLay 30hg was loose laid to the sub-floor before the new 21mm tongue and groove engineered wood flooring was installed using InstaLay's adhesive membrane and bonded into place. InstaLay's adhesive membrane bonds the entire underside of the wood floor, holding each joint tightly together, and provides a superior floating floor solution that creates the solid feel associated with a direct bonded installation.

With negligible sub-floor preparation required and no wet adhesives being used, the installation of approximately 70m<sup>2</sup> of wood flooring was extremely quick, clean and economical. This ensured that down time and disruption to trading in the basement area was kept to a minimum.

InstaLay provided several important benefits:

- It reduced sub-floor preparation time to a minimum and masked minor surface irregularities.
- Installation was significantly faster, with no wet adhesives, than with a directly bonded system.
- It expands and contracts with seasonal floor movements to hold each joint tightly together.
- It reduces reflected impact sound and provides a much warmer floor.
- Manufactured from recycled rubber crumb, it gives non-collapsing support for the life of the floor.

Dalvey were delighted with the new wood floor and were very pleased with its look and feel, which was fully in keeping with an exclusive menswear retailer.



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