

# UltraTile brings South American cuisine to London



The Great Northern Tiling Company have used UltraTile's marketing-leading adhesives and grouts at a brand-new Americana restaurant in London's glittering west end.

**CONTRACTOR: THE GREAT NORTHERN TILING COMPANY**

**SITE: AMERICANA RESTAURANT**

Americana is an independent London restaurant, passionate about serving classic South American cuisine. With its breath-taking design, relaxed atmosphere, and delicious food, it's easy to see why Americana has become a popular choice for anyone visiting London's west end.

Aside from the usual challenges of working on a busy site and delivering a world-class finish on time, this project required specialist skills to tile the complex and elaborate feature walls.

UltraTile and The Great Northern Tiling Company have partnered regularly on several projects with UltraTile products delivering complete confidence and assurance every time.

Familiar with the outstanding performance of UltraTile materials, The Great Northern Tiling Company were confident they would get the job done and deliver results on time.

To create the exquisite and intricate feature walls, toilets and bar fronts, The Great Northern Tiling Company team used ProFlex SPES in white for the walls and ProFlex SP in grey for the floors.

Ideal for use with a wide variety of popular tile choices, ProFlex SP rapid set and ProFlex SPES



standard set flexible adhesive can be applied to depths of 3-20mm, are classified as S1 in accordance with EN 12004 and have a high level of deformation for greater tolerance to movement.

To complete the 200sqm project, ProGrout Flexible was used in Silver Grey and White to grout the various tiles – the perfect product to complement the stunning tiles used at this beautiful location.

Available in 14 gorgeous tones to suit all designs and tastes, ProGrout Flexible is suitable for use with all tile types and can be washed down easily with minimal effort. Designed for areas where movement and vibration is likely, ProGrout Flexible is suitable for joint widths up to 20mm, is mould resistant, and will set in just 12 hours.



**ULTRA  
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Furthermore, ProGrout Flexible has been developed using ColourShield Technology – a process which involves the addition of a specialist additive for lasting colour protection.

Thanks to the fantastic performance of UltraTile and the talented team at The Great Northern Tiling Company, Americana opened its doors, on time, in Spring 2023. On using UltraTile, Darren Nockall, Director at The Great Northern Tiling Company, commented: **“ProFlex SPES in white is a favourite amongst our tilers. Its consistency and ease of application really make a difference.”**