

See how UltraTile transformed a car showroom from drab to fab



UltraTile was thrilled to partner with Golden Valley Tiling to undertake an impressive 300sqm tiling project at a car showroom in Stratford-upon-Avon.

CONTRACTOR: GOLDEN VALLEY TILING

SITE: CAR SHOWROOM, STRATFORD-UPON-AVON

As part of the comprehensive renovation of a prominent car showroom, the skilled team at Golden Valley Tiling meticulously installed high-quality tiles throughout the expansive showroom floor and restroom facilities, elevating the overall aesthetic and durability of the space.

The existing floor presented a challenge: numerous areas contained tiles embedded in sand and cement. Removing these would have significantly delayed the project timeline and increased costs. Through collaborative consultation with all stakeholders, Golden Valley Tiling discovered the perfect solution – ProLevel Two would allow them to level directly over the existing tiles, maintaining the project schedule without compromise.

The skilled team at Golden Valley Tiling began with a comprehensive sweep of the entire 300sqm surface. With the area properly prepared, they applied ProPrimer and allowed it to fully cure. Next came the application of ProLevel Fibre, expertly filling deeper areas up to 40mm. The preparation was then completed with an application of ProLevel Two.

ProLevel Fibre is a revolutionary single-part floor leveller that combines high strength with rapid drying capabilities. This advanced formulation features a precise blend of specially graded fillers, premium



cements, performance polymers and innovative fibres.

UltraTile's exclusive fibre technology not only enhances application ease but also significantly boosts structural integrity resulting in a remarkably strong, perfectly sound and completely even surface that's ready for tiling in just 8 hours – getting your project completed faster without compromising on quality.

ProLevel Two is a powerful mid-strength smoothing underlayment designed for professional results. This innovative two-component system combines a precisely formulated powder blend of cements, graded fillers and additives with a pre-gauged polymer liquid for optimal performance.

ULTRA TILE

What sets ProLevel Two apart is its impressive efficiency – allowing light foot traffic in just 2.5 hours after application and tile installation on internal subfloors in as little as 24 hours allowing you to transform your flooring projects with speed and confidence.

With a perfect foundation now in place, the showroom was set for tiling to commence. Golden Valley Tiling expertly utilised UltraTile's premium adhesives – ProRapid RS and ProFlex SPES in grey – to secure both the elegant 600 x 600 vitrified porcelain tiles and complementary 200 x 400 ceramic tiles with precision and durability.

ProFlex SPES is a standard set flexible tile adhesive available in both white and grey. ProFlex SPES is an S1 classified adhesive in accordance with EN 12004 and boasts a high level of deformation for greater tolerance to movement. The S1 properties of ProFlex SPES make it an ideal choice for timber and underfloor heating systems.

The flexible properties of ProRapid RS rapid set tile adhesive makes it ideal for use in wet areas and with underfloor heating. Polymer modified and formulated with enhanced adhesion, ProRapid RS is suitable for use with most common substrates and has a set time of just 2.5 hours.

The 300sqm car showroom was completed in just 20 days thanks to the diligent efforts of the team who worked tirelessly to ensure that every detail was attended to and that the highest standards of quality were maintained throughout the process.

On using UltraTile, Tom Thompson, Owner of Golden Valley Tiling shared: **“ProPrimer and ProLevel Two worked like a dream and adhered very well. ProFlex SPES was perfect. As always, it was easy to mix, smooth to use, has great workability and an excellent pot life.”**

