

A slice of perfection: Domino's Hunstanton gets a fresh base



Domino's Pizza in Hunstanton is serving up more than great pizza, following the successful completion of a comprehensive flooring refurbishment.

CONTRACTOR: MIDLANDS FLOORING

MATERIALS USED: PRIME IT MSP, LEVEL IT PRO30

The 180sqm project saw the removal of the existing floorcoverings throughout both the kitchen and customer areas, replaced with new, slip-resistant, easy-to-clean finishes fully compliant with food safety and health regulations. The upgrade was designed to enhance durability, safety and hygiene, while maintaining Domino's recognisable brand aesthetic.

Working to a tight turnaround was the primary challenge, as the store needed to reopen quickly to minimise operational downtime. Careful planning, efficient scheduling and close coordination ensured the project was delivered on time and to specification.

The existing substrate comprised a concrete slab, but once the original floorcovering was removed, significant adhesive residue remained – an issue that can often complicate new installations. To overcome this, the floor was mechanically ground before the application of UltraFloor Prime IT Multi-surface Primer.

Formulated to promote adhesion to all UltraFloor smoothing underlayments, Prime IT Multi-surface Primer reduces pinholing, minimising the risk of costly failures. With a coverage rate of 200sqm at a 3:1 dilution, Prime IT Multi-surface Primer is a must-have product for all flooring installation projects.



Midlands Flooring then trowel applied UltraFloor Level IT Pro30 at 3mm. Chosen for its rapid-setting properties and ability to perform over adhesive residues, Level IT Pro30 enabled the team to level the floor efficiently while keeping the programme on track.

Known by the industry as the 'game-changer', Level IT Pro30 is a high performance, high tolerance smoothing underlayment which can be used over most common subfloors, such as adhesive residue or bitumen, without the need for priming.

This superb and versatile product has extra tolerance for on-site imperfections, which reduces the need for intensive subfloor preparation and is ideal for prepping awkward subfloors for luxury finishes in record time.

Once cured, a combination of Amtico LVT was installed in the customer-facing areas and Altro Walkway in the kitchen, delivering a robust, slip-resistant surface, suitable for high-traffic commercial use. The installation was completed using Quantum accessories, ensuring a professional and durable finish throughout.

Despite the unusual challenge presented by the adhesive-contaminated substrate and the tight deadline, the project was completed seamlessly, meeting all health and safety requirements and ensuring minimal disruption to the business.

Dave Wilson, Managing Director at Midlands Flooring, commented: **“UltraFloor was chosen for this project because of its reliability, rapid-setting properties, and ability to perform over existing adhesive residue, which was essential given the tight deadline for the store to reopen. Its excellent flow ensured a smooth, level subfloor, while its durability and compatibility with commercial-grade coverings like Amtico and Altro guaranteed a high-quality, long-lasting finish. Additionally, UltraFloor’s strong reputation in the trade and technical support gave us confidence that the project could be completed efficiently and to specification.”**

The completed installation provides Domino’s Hunstanton with a durable, compliant and visually appealing flooring solution – ensuring the store has a solid foundation for many more busy service hours ahead.

