

UltraFloor supports expert flooring installation at Brown's Hotel, Mayfair



UltraFloor products have played a key role in the successful completion of a high-end flooring refurbishment at the iconic Brown's Hotel in Mayfair.

CONTRACTOR: TRICAS FLOORING

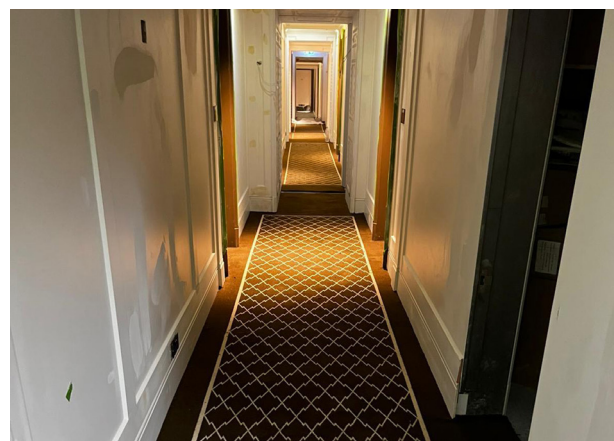
MATERIALS USED: LEVEL IT SUPER FLEX 30, STICK IT 542

Brown's Hotel is a luxury five-star hospitality destination and one of London's oldest hotels, formed from a collection of interconnected Georgian townhouses in the heart of Mayfair. The historic nature of the building, combined with its status as a fully operational hotel, presented a complex and demanding environment for the project team.

The scope of works covered approximately 900sqm and involved the uplift and removal of all existing carpets and underlay, followed by the supply and installation of new bespoke patterned carpets throughout designated areas, including hotel corridors and staircases. All works were delivered to a high-quality finish while minimising disruption to guests and hotel operations.

Due to the hotel's central Mayfair location, logistics were a significant challenge. Materials could only be delivered via the rear of the property, with no access available through the frontage. Tight circulation routes, irregular room layouts and non-square corridors required careful handling and transportation of materials to avoid damage or distortion of the carpet.

One of the primary challenges of the project was the installation of bespoke patterned panel carpets throughout the hotel corridors. Each panel required



precise measurement and setting out to maintain pattern alignment and visual consistency, made more complex by the hotel's unusual geometry and varying corridor dimensions. Detailed planning and execution were essential to achieve a uniform, high-end finish across all areas.

Subfloor preparation was critical to the success of the installation. Following the removal of the existing floorcoverings, UltraFloor Prime IT Multi-surface Primer (MSP) was applied to promote adhesion and prepare the subfloors. Level IT Super Flex 30 smoothing underlayment was then applied by trowel at a 3mm depth to create a smooth, level base suitable for the new carpet installation.

UltraFloor Level IT Super Flex 30 is a rapid-setting, fibre-reinforced smoothing underlayment designed for projects where speed and flexibility are critical. It provides a strong, flexible finish, is walkable in around 30 minutes, and is ideal for substrates subject to movement, helping keep fast-track programmes on schedule.

Wilson's Underlays 7mm ToughStep underlay was installed prior to the careful measurement and installation of the bespoke Wilton Carpets. UltraFloor Stick IT 542 and Stick IT 500 flooring adhesives were used to secure the underlay and carpets, while CAT accessories brass stair rods were fitted to complete the staircase finishes.

UltraFloor Stick IT 500 is a multi-purpose adhesive with high initial grab, which boasts an excellent final, and long-term bond strength for carpets and vinyl's.

UltraFloor Stick IT 542 provides a permanent tacky film when applied to stable and smooth subfloors – the ideal adhesive for fixing carpet tiles and loose-lay PVC floors or floorcoverings with PVC backings.

All works were carefully planned around the hotel's day-to-day operations, allowing the project to be completed on time within a nine-week programme.

Alex Page, Director at Tricas Flooring, commented on the performance of the UltraFloor products used on the project:

“Contractors generally find UltraFloor’s Prime IT MSP and Level IT Super Flex 30 to be reliable, fast-working and user-friendly products that support efficient project delivery – especially where speed, flexibility and adhesion are important.

Installers consistently report that Prime IT MSP promotes strong adhesion between the subfloor and levelling compounds, reducing issues like pinholing and helping achieve a more reliable bond. Its excellent coverage and low-odour, water-

based formulation make it ideal for commercial and confined environments.

Level IT Super Flex 30 is also praised for its rapid setting properties – ready for foot traffic in as little as 30 minutes and for floorcoverings shortly thereafter – helping to keep tight programmes firmly on track.”

The completed project demonstrates how careful planning, skilled installation and the right flooring preparation products can deliver outstanding results in demanding, high-profile hospitality environments.

