

UltraFloor transforms Broxtowe Women's Project charity shop



A recent flooring refurbishment at the Broxtowe Women's Project charity shop has demonstrated the power of careful planning, high-performance products, and skilled craftsmanship.

CONTRACTOR: LACEYS FLOOR & WALLS

MATERIALS USED: LEVEL IT MULTI PRO, STICK IT 640

A recent flooring refurbishment at the Broxtowe Women's Project charity shop has demonstrated the power of careful planning, high-performance products, and skilled craftsmanship. The project, completed by Laceys Floors & Walls, aimed to create a safer, more welcoming, and durable retail environment for staff, volunteers and visitors.

Working conditions presented significant hurdles. The 50sqm space was poorly lit, cold, damp, and lacked consistent environmental control. Such conditions demanded meticulous preparation and strict safety measures to ensure a successful flooring installation. Persistent dampness posed a critical challenge, requiring a solution that could fully isolate moisture and provide a stable, long-lasting base.

To address these challenges, the team turned to UltraFloor's award-winning range of high-performance subfloor preparation materials. To complete this project, Laceys Floors & Walls utilised:

- UltraFloor DPM IT damp proof membrane to protect against moisture
- UltraFloor Prime IT Multi-surface Primer to ensure adhesion between layers
- UltraFloor Level IT Multi Pro smoothing underlayment to create a uniform, super smooth surface



- UltraFloor Stick IT 640 adhesive for a robust final floor installation

The project began with a thorough clean of the site, clearing all loose debris and as well as assessing moisture levels. UltraFloor DPM IT was applied in two full coats, with sufficient drying time between layers, to effectively control moisture ingress. Once cured, Prime IT Multi-surface Primer was applied to promote adhesion, followed by the application of Level IT Multi Pro between 3mm and 5mm, delivering a smooth, durable base ready for the final floor finishes.



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Speed, adhesion and versatility are just three words to describe the unbelievable performance of Level IT Multi Pro. It boasts an extended working time of 45 minutes, allowing larger areas to be levelled at one time.

What's more, Level IT Multi Pro smoothing compound can receive bonded floor coverings after just 4 hours and utilise UltraFloor's unique Envirobead technology which is made with 20% recycled material to further enhance its exceptional flow and reduce environmental impact.

To complete the project, vinyl flooring was installed in the back areas while laminate was used in the shop frontage, creating a practical and attractive retail environment.

A defining feature of the project was its tight timescale. The refurbishment had to be carefully scheduled to minimise shop downtime, ensuring the charity could reopen quickly, maintain income and continue its community support.

Richard Lacey, Managing Director at Laceys Floors & Walls, praised the performance of UltraFloor: **“UltraFloor materials performed exceptionally well throughout the project. DPM IT provided a reliable moisture barrier, critical for the damp conditions, and cured efficiently to allow subsequent layers to be applied on schedule. Prime IT Multi-surface Primer ensured excellent adhesion to the subfloor, creating a strong, stable base. Level IT Multi Pro smoothing compound levelled the surface effectively, was easy to work with, and its recycled properties added a sustainable benefit. Overall, the system delivered a smooth, durable, and long-lasting finish, meeting the tight deadlines and providing a high-quality result for the charity shop environment.”**

Thanks to the expertise of Laceys Floors & Walls, and the reliable UltraFloor system, the Broxtowe Women's Project now benefits from a safe, welcoming, and

resilient retail space. The refurbishment not only improved the shop's functionality and aesthetics but also ensured the charity can continue its vital work in the community.

