

# Midlands Flooring delivers high-quality installation at Elizabeth Gardens Care Home



Midlands Flooring have successfully completed a major flooring installation at Elizabeth Gardens Care Home, delivering a high-quality finish across a 3,500sqm new-build project – on time and to specification.

**CONTRACTOR: MIDLANDS FLOORING**

**MATERIALS USED: DPM IT, PRIME IT MSP, LEVEL IT TWO**

Proud members of the CFA, Midlands Flooring were appointed to install durable, safe and aesthetically pleasing floor coverings throughout the care home, while co-ordinating closely with multiple trades to meet a strict handover deadline.

The project began in December under demanding winter conditions, with work taking place in a partially enclosed building. Cold temperatures and limited heating presented early challenges for both installation and material performance.

Despite this, Midlands Flooring maintained progress through careful planning, flexible scheduling, and strong site co-ordination.

A rigorous subfloor preparation process was key to the project's success. Moisture testing revealed relative humidity (RH) levels above 75%, requiring the use of a surface damp proof membrane before further work could proceed.

The team implemented a structured system using:

- UltraFloor DPM IT damp proof membrane for effective moisture control
- UltraFloor Prime IT Multi-surface Primer to prepare the substrate
- UltraFloor Level IT Two smoothing compound applied at 3mm to create a smooth, level surface



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.

There are many reasons why Level IT Two has become UltraFloor's most popular floor leveller. Its exceptional flow characteristics make it a very easy material to apply to a variety of subfloors in both commercial and domestic flooring projects. Its low odour formulation means this fantastic all-rounder leveller is equally suited to confined areas, proving particularly popular in the education, health and hospitality sectors.

# ULTRA FLOOR

With a set time of 2.5 hours, Level IT Two can receive bonded floor coverings after just 8 hours, making it an ideal choice for projects with a tight deadline. What's more, because Level IT Two is available as a two-component system, it takes the guesswork out of mixing, reducing site errors and guaranteeing a perfect application every time.

Following preparation, a combination of carpet, vinyl, and luxury vinyl tile (LVT) floor coverings was installed throughout the building to meet the varied functional and aesthetic requirements of a modern care facility.

Dave Wilson, Owner of Midlands Flooring, commented: **“UltraFloor was chosen for this project because its products offered a reliable, contractor-friendly system that could handle the specific challenges of a large commercial care-home installation.”**

**UltraFloor products performed reliably throughout the project, even under challenging winter conditions. The DPM IT and Level IT Two provided a consistent, high-quality base for the installation of multiple floor finishes, helping to ensure durability, performance, and a smooth handover for the client.”**

Through effective collaboration, robust preparation methods, and the use of high-performance materials, Midlands Flooring successfully delivered a flooring solution that meets the safety, durability, and quality standards expected in a care home environment.

The project was completed on schedule, supporting a timely handover and reinforcing Midlands Flooring's reputation for delivering reliable results on complex commercial developments.

