



# FOR THE PERFECT FLOOR

ISSUE SIX

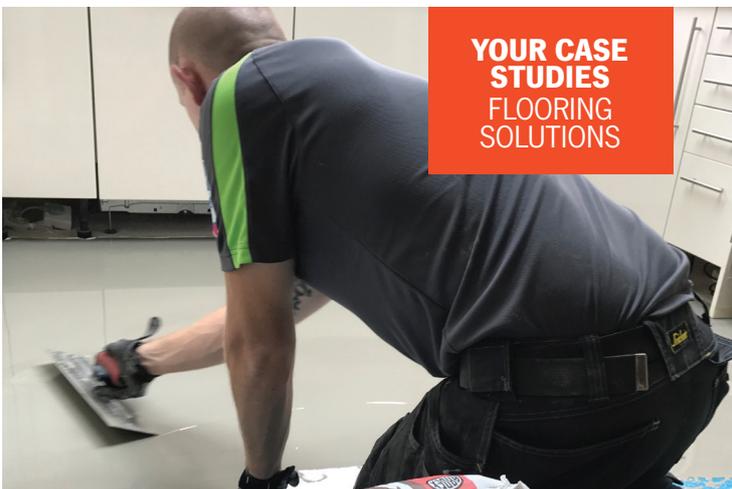
News and updates from one of the world's leading manufacturers of high performance flooring products



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 **The FLOORINGSHOW**  
17- 19 SEPTEMBER 2017 • HARROGATE

## WHAT'S INSIDE...



**YOUR CASE  
STUDIES  
FLOORING  
SOLUTIONS**



**THE BEST  
OF SOCIAL  
MEDIA**



**ARDEX**  
Ultra Rapid Setting Latex Sub-Floor Levelling and Smoothing Compound - No Ammonia  
**ARDITEX NA**  
GREY - GREY - GREY



**WINNER**  
**CFJ**  
CONTRACT FLOORING JOURNAL  
**2017 FLOORING  
INDUSTRY AWARDS**



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THE FLOORING INDUSTRY  
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ARDEX UK

# INSTALLING LUXURY VINYL TILES IN AREAS OF HIGH TEMPERATURE?

Unlike traditional heavy duty adhesives, **ARDEX AF 2575 is ready mixed and resealable, which means there's no wastage.**

Simply spread the required amount of adhesive, replace the foil, and reseal the lid ready for your next job.



## ABOUT ARDEX

Our company's heritage dates back more than 60 years, and as a global manufacturer of high performance building products, ARDEX has remained at the forefront of the UK flooring industry.



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## YOUR CASE STUDIES



Shane Moore, from Flooring Solutions in Kent, talks about his life as a professional floor layer, and explains why he used a full ARDEX system on a recent job.

### About Me

Shane has been in the trade for over 15 years, originally working for his father, before moving to another business in Canterbury. After 6 years Shane decided to start up his own business in February of this year, and it's going from strength to strength, with a new shop on the horizon.

Now an NICF Master Fitter, who has also completed the Quickstep Master Installer and Floor Skills LVT course, Shane believes that he wouldn't be where he is today without the knowledge his father passed onto him.

"I love challenging jobs, and seeing the smile on the face of the customer when the job's completed."

### A Popular Choice

"On this particular job the client was open to ideas, so we discussed a number of different floorcovering options. I also presented examples of my previous work, before we decided on Luxury Vinyl Tiles."

LVT is the fastest growing floorcovering in the UK, and the correct subfloor preparation is key to providing a perfect floor.

**"I'm always looking to raise my own standards, and be the best at what I do."**



### Moisture Controlled

"The size of the project was approximately 50m<sup>2</sup> and covered the kitchen, sunroom, dining room, hallway and toilet."

"I found out there was an extension to the rear that was not completely dry, so I recommended a moisture vapour suppressant to ensure we could complete the project on time."

ARDEX MVS 95 is designed for suppressing residual construction moisture, speeding up the installation of the floorcovering by allowing the early laying of an ARDEX Levelling and Smoothing Compound, and the subsequently applied floorcovering. Suitable for moisture readings up to 95% RH, it's ready to smooth and level after just 2 hours, and doesn't require priming.

### Go With The Flow

To smooth and level the floor, Shane used ARDEX K 39. Walkable in 2 hours, ARDEX K 39 has a market leading, extended working time of up to 40 minutes, and its outstanding flow ensures the best possible finish; perfect for LVT.



### Fibre Reinforced

Shane used ARDEX AF 175 to fit the LVT. ARDEX AF 175 is fibre reinforced to minimise lateral movement and adhesive squeeze during installation. It has the added benefit of being walkable in just 2 hours, which means that the customer can get on with their daily life.

**Both Shane and the client were delighted with the finish, and if you'd like to share your story with us, explaining how ARDEX helped you to create the perfect floor, please get in touch:**

**[info@ardex.co.uk](mailto:info@ardex.co.uk)**

# FITA COMPETITION WINNERS

Proud sponsors of



In issue 5 of 'For the Perfect Floor', we gave you the chance to win 1 of 6 places on a FITA LVT Installation course.

**The lucky winners were Glenn Harding, Alex Bowles, David Merrilees, Phil Wilkinson, Sam Willis and Chris Desborough.**



The attendees learned how to install LVT with the help of ARDEX products, including our new range of Flooring Adhesives, and the feedback was very positive.



## LOOKING TO ADVANCE YOUR SKILLS AND KNOWLEDGE?

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FITA, the Flooring Industry Training Association, has courses to suit not only real beginners just getting started in the industry, but upskilling courses aimed towards seasoned professionals too!

## Meet the Team

### Daniel Clayton: Technical Services Manager



Daniel has worked in the building industry for over 20 years, with international experience of ceramic, refractory, roofing, polymer, cement, aggregate, ready mix and concrete products. He has worked on diverse projects including the widening of the M25, radiation shielding for North Middlesex Hospital and containment units for the Pirbright Institute of Animal Health. Prior to joining ARDEX in 2016, Daniel spent 4 years working in Canada for a large construction material supplier, where he was responsible for R&D and Quality Control. During his time in Canada he sat on the technical committee for CSA A23 (Canadian concrete standard) and was a guest lecturer at universities for engineering undergraduates.

The ARDEX Technical Services Department is on hand to offer technical advice and guidance, to help you achieve a perfect installation every time.

Telephone: 01440 714939

Email: [technical\\_services@ardex.co.uk](mailto:technical_services@ardex.co.uk)



**ARDEX offer a range of demonstrations and seminars that can be tailored to your specific needs. Courses can either be taken at the ARDEX Training Academy in Haverhill, Suffolk, or at an alternative location of your choice.**

Training is carried out by our team of technical experts who have both extensive knowledge and practical experience of the flooring industry. This allows our courses to remain accurate and up-to-date, covering the latest information, technological advances and industry regulations.



To register your interest in one of our courses please contact the ARDEX Customer Services Team on 01440 714939

# THE BEST OF SOCIAL MEDIA



The ARDEX Facebook and Twitter pages are a great way to keep up to date with the latest news from ARDEX. Remember to include @ARDEXUKFlooring in any of your posts, and we'll always try to retweet any projects you share which include ARDEX products.

If you're not already doing so, please like our Facebook page, ARDEX UK, or follow @ARDEXUKFlooring on Twitter.

Here are some of the recent posts we've shared with over 4,000 followers.

**Alex Bowles**  
@bowlesy1980

@ARDEXUKFlooring @jansertools  
#ARDEXTOOLS DPM1C N.A. sandwich

**Matty Mowforth**  
@FloortechMatt

Another job taken up and prepared by @FloortechMatt and @beardedsteve\_ using @ARDEXUKFlooring NA ready for the new gym @HullCollegiate

**Ian Carthy**  
@HOCmanc

@KarndeansFloors knight tile Cumbrian stone with grout strips to kitchen/utility and border to kitchen on @ARDEXUKFlooring Na screed

**Jason Draper**  
@JasonDraper10

Replying to @ARDEXUKFlooring @jansertools  
Definatly k39.. amazing product 👍👍

**Chris desborough**  
@DesboroughChris

Like glass with @ARDEXUKFlooring na.

**Cuttin Edge Carpets**  
@CuttinECarpets

Day 1 of 5 day job @Polyflorltd  
@ARDEXUKFlooring teamedge #carpetskings #classy

**Harman Carpets**  
@HarmanFo

@Polyflorltd Camaro, Georgian Parquet fitted on @ARDEXUKFlooring NA. Looks amazing with this cool decor

**@jenner\_sean**

@forboflooring @ARDEXUKFlooring just another little job with nice curve.#putting othersworkright.

**Sam Willis Flooring**  
@willis7flooring

Demo training day with @ARDEXUKFlooring  
Really good day leaning new methods and seeing different products.  
Thanks to Martin and Richard

@ARDEXUKFlooring @drobins0  
@KarndeansFloors was on the K39 yesterday getting subfloor ready for fitting Karndeans Van Gogh on Thursday.

**flooring inspiration**  
@dominicukes

Loved fitting @AmticoFlooring new decor today with @ARDEXUKFlooring products.Amtico defo no1 LVT 👍

**Lee Hunt**  
@LeeHunt08924521

@ARDEXUKFlooring only the best will do

**UNLIMITED flooring**  
@unlimitedfloors

Final refurbishment of the new gents shower floors at @stocksbridgeclc using @Polyflorltd hydro floors and @ARDEXUKFlooring screeds

# THE FLOORING SHOW 2017

**The FLOORINGSHOW**  
17- 19 SEPTEMBER 2017 • HARROGATE

ARDEX will be exhibiting at this year's Flooring Show, and here's a small glimpse of what you can expect if you're making the trip to Harrogate in September.

## The Ideal System for the Installation of LVT

ARDEX have the perfect subfloor preparation system, designed to help you create the perfect floor for your customers.

### Moisture Controlled

Join us on stand M17 for advice on measuring the relative humidity of a floor, and find out how you can get moisture under control using an ARDEX DPM or Moisture Vapour Suppressant.

### Select your Levelling and Smoothing Compound

The ARDEX range of Levelling and Smoothing Compounds is perfect for ensuring the smooth surface essential for installing today's modern, thin floorcoverings. Find out how you can benefit from the market leading working time of ARDEX K 39, or the versatility of ARDITEX NA.



**VISIT US ON STAND M17**

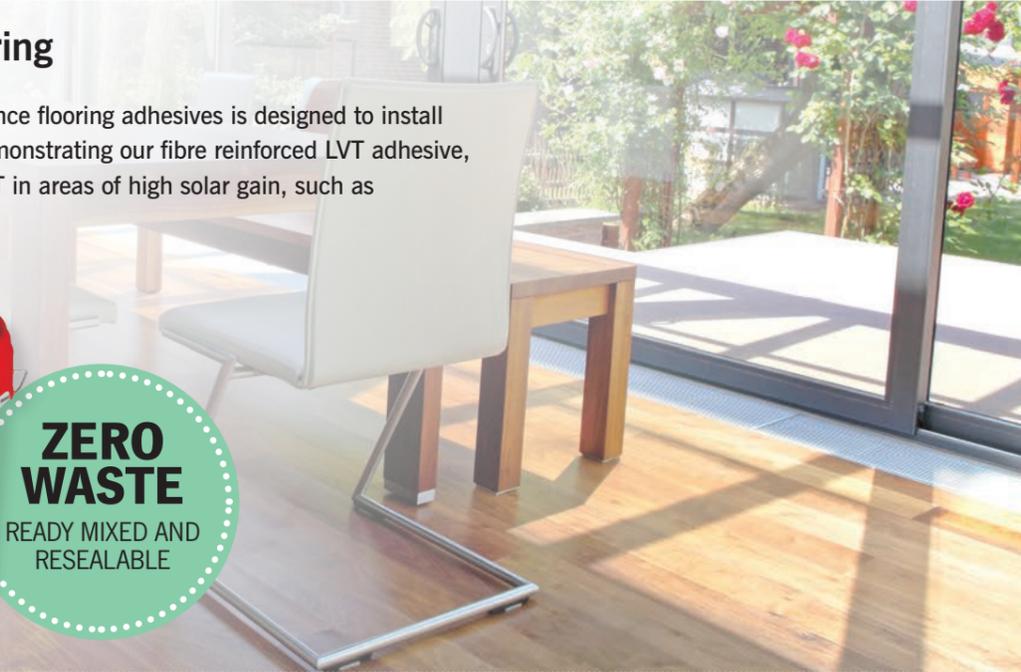


## Install your Floorcovering

The ARDEX range of high performance flooring adhesives is designed to install today's floorcoverings. We'll be demonstrating our fibre reinforced LVT adhesive, and offering advice on installing LVT in areas of high solar gain, such as conservatories.



**ZERO WASTE**  
READY MIXED AND RESEALABLE



## WIN AN ARDEX FLOORLAYERS TOOL BAG



### THE JANSEER FLOOR LAYERS TOOL BAG INCLUDES:

- 15 EXTERIOR POCKETS
- TAPE MEASURE HOLDER
- 22 INTERIOR POCKETS/HOLDERS
- LONG ENOUGH TO ACCOMMODATE A KNEE KICKER

## Meet the team

Members of the ARDEX Technical, Sales and Marketing teams will be available to answer any questions you may have, from general application advice, to specific project questions or product information.

**We hope you can join us in September, and look forward to meeting you.**



We'll also be giving you the chance to pick up free product samples, t-shirts and thermal mugs.



# SMOOTHING COMPOUND OF THE YEAR AWARD

In the 1970s ARDEX launched the original ARDITEX, and for over 40 years the ARDITEX range of High Performance Smoothing Compounds has offered the professional flooring contractor unique application and performance benefits to help minimise installation risk.

In 2006 ARDEX launched the next generation of Smoothing Compounds, ARDITEX NA, which, like its predecessor, reduces the need for extensive preparation and priming, saving the professional flooring contractor both time and money, as well as offering a number of unique application benefits.

ARDITEX NA has the ability to adhere to problematic subfloors, including rough and poor concrete surfaces, old adhesive residues, flooring grade asphalt and remnants of black ATA, all without priming.

Unaffected by moisture, ARDITEX NA can be applied below an ARDEX Damp Proof Membrane, direct to damp concrete, as a pre-smoothing layer

that maximises the coverage and application properties of the ARDEX DPM.

With a long history that includes thousands of successful installations, from small domestic refurbishments, to the largest tower in the world, The Burj Khalifa in Dubai, contractors have been levelling subfloors with ARDITEX NA for years, under the most demanding site conditions.

Renowned versatility, advanced site tolerance and a reduction in preparation machinery hire, lost time and expensive call backs as a result of failures that can be associated with working in sensitive locations, all help to ensure that with ARDITEX NA, there really is no alternative.



# ARDITEX NA NO ALTERNATIVE

## Ultra Rapid Setting Subfloor Levelling and Smoothing Compound

- Can be used with confidence over old adhesive residues, including bitumen
- Excellent adhesion without priming to almost all substrates, even ceramic tiles
- Unaffected by moisture, can be used under an ARDEX Damp Proof Membrane and direct to damp concrete

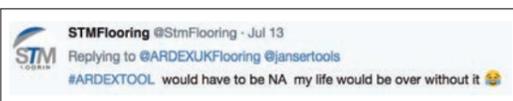


the original yellow bag®

# ARDEX FLOOR LAYERS TOOL BAG WINNERS

#ARDEXTOOL 

Thanks to everyone who entered our competition to win a personalised Janser Floor Layers Tool bag. We were inundated with entries, but could only pick 5 winners. Congratulations if you were one of them.



# HAVE YOU GOT YOUR ESSENTIALS?

The Original and Market Leading Fast Track Repair Products



# KEY CONTACTS



For more information on ARDEX products please speak to your local flooring distributor, or ARDEX Area Sales Manager.

- **MORRIS PATE** SCOTLAND

**07860 528824**

- **JOHN GLEDHILL** CLEVELAND, DURHAM, CUMBRIA, TYNE & WEAR, NORTHUMBERLAND

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**07860 528829**

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- **GLEN SELL** KENT, SUSSEX, SOUTH EAST LONDON

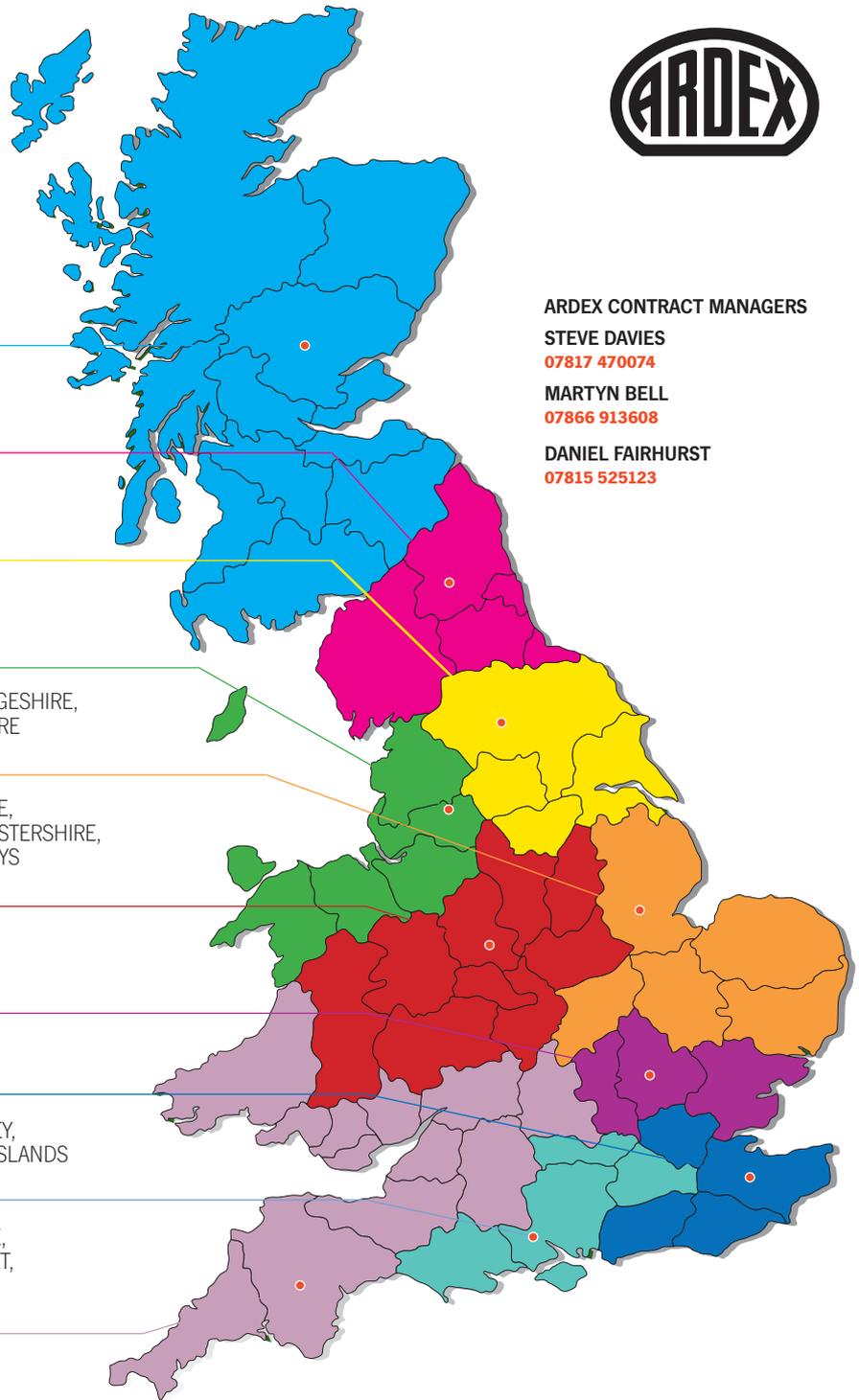
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For the latest information on all ARDEX products including technical data sheets, health and safety data sheets and product coverage calculators, please visit the ARDEX website at [www.ardex.co.uk](http://www.ardex.co.uk)