



For immediate release

March 2011

Ultra Tile and Ceramica Fix Ltd. achieve car showroom excellence

Northampton based BELLS Kia car showroom has recently opened to the public displaying an impressive porcelain tiled floor fixed with Ultra Tile ProRapid PB.

The project secured by Ceramica Fix Ltd. was 180m² and they achieved the project deadline of 2 weeks. The old floor tiles were removed followed by levelling prior to the application of 450 x 450 grey porcelain tiles. Ceramica Fix Ltd. chose to use Ultra Tile ProRapid PB – an adhesive that provides a cost-effective rapid fix every time.

The showroom's concrete substrate was levelled using Ultra Floor Level IT one HDB. A product from Ultra Floor, the sister brand of Ultra Tile. The range offers sub-floor preparation products for the commercial flooring market.

Ultra Floor Level IT one HDB has a working time of 20-30 minutes and will set within 2-3 hours. It can be applied at thicknesses from 3-50mm and a 25kg bag covers an optimum 5m² at 3mm. The product is protein and ammonia free, shrinkage compensated and polymer modified.

Suitable for use on most common substrates including concrete, sand/cement screeds, flooring grade asphalt, floors with under floor heating and fixed timber floors, it can be applied by trowel or pump.

Damion Noble, Managing Director at Ceramica Fix Ltd. explains that ProRapid PB's rapid setting qualities were extremely important on this project due to the tight timescale. He also states: "It's an excellent all-round product."



Ultra Tile ProRapid PB may be used internally or externally and boasts mould resistant performance and anti-fungal technology. When set, the product is also unaffected by frost.

The product can be applied at a bed thickness of between 3-12mm. The adhesive's open time is 30 minutes and it will be set after just 2 hours drying time.

Suitable for use on most common building substrates, including concrete, sand/cement render, screeds, brick and block work. It may also be used with under floor heating systems.

ProRapid PB conforms to BS EN 12004 C1FT, is grey in colour and available in both 10kg and 20kg bags.

The showroom floor joints were grouted with FineJoint - a product from the Ultra Tile grout range.

Suitable for joint widths from 1mm to 12mm FineJoint is simple to use and available in a choice of colours including grey, the chosen coloured grout for the showroom.

FineJoint is specially formulated to provide a hygienic finish that is mould resistant and water repellent.



For more information on Ultra Tile's range of tile adhesives, grouts and ancillaries, please visit www.ultratleadhesives.co.uk or call 01827 871871.

Ultra Tile is part of the Instarmac Group plc.

Visit www.ceramicafix.co.uk or call 01933 665222 to contact Ceramica Fix Ltd.

www.bellsmotorgroup.co.uk



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