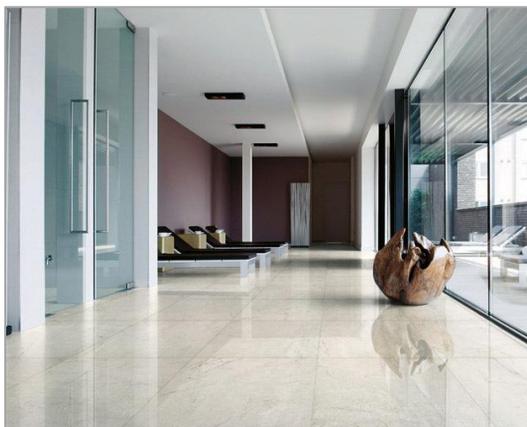


ProFlex SP ensures luxurious finish



For Immediate Release: February 2012

Ultra Tile ProFlex SP features in an exquisite private home renovation



Private, luxurious tiled flooring in Middlesex.

Following a recommendation from an existing customer, Ebbens Tile Centre secured a project to consult and fit tiles throughout a private property renovation in Middlesex. Beige polished porcelain tiles were chosen for the majority of the downstairs, totalling 170m². Tiles were also supplied for each of the property's 5 bathrooms, each different to the other.

Trading since 2009, Ebbens Tile Centre is now recommended as an Ultra Tile official stockist, supplying the Hertfordshire county and surrounding areas.

Ebbens Tile Centre selected Ultra Tile's cementitious adhesive, ProFlex SP to fix all the floor tiles. The adhesive's performance is rapid setting for faster completion, and it accommodates movement due to the product's S1 classification. ProFlex SP is ideal for use with low-absorbency tiles such as porcelains, and has exceptional water resistance making it suitable for use in wet areas and swimming pools. All floors to be tiled within the property had underfloor heating installed, therefore a suitable adhesive for substrate and tiles, such as ProFlex SP was paramount.

The rooms were finished using Ultra Tile FlexJoint in a range of complimenting colours. This grout boasts a super fine texture, is polymer modified for ultimate flexibility, repels water and will not mould. FlexJoint can be used with underfloor heating – vital for this project – and can be used on joint widths from 1-20mm, confirming its suitability for use with large format tiles.

For more information on the Ultra Tile range of adhesives, grouts and ancillaries, please visit www.ultratileadhesives.co.uk. Please call 01442 253 878 to contact Ebbens Tile Centre.

Ultra Tile is part of the Instarmac Group plc.

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EDITOR'S NOTES

Instarmac Group plc was founded in 1977, and is home to the following brands:

ULTRACRETE – Highway Maintenance and Pothole Repair materials

ULTRASCAPE – Mortar Paving System for Streetscape projects

ULTRA TILE – Tile adhesives, coloured grouts and ancillaries

ULTRA FLOOR – Screeds, levelling compounds and damp proof membranes

Instarmac Group plc acquired Emcol from Catomance Technologies in 2010

All Instarmac products are manufactured and certified under ISO9001, ISO14001 and OHSAS18001

Instarmac Group plc is a *Times Top 100 Small Companies to Work For* and has a 2-Star Status by *Best Companies*.

Instarmac Group plc employs over 130 people and is based in Tamworth Staffordshire.

Instarmac recently launched drivewayfix.co.uk and the Approved 'Drivewayfixer' scheme