

Flooring & Tile Fixing Case Study

Products: weberfloor 4310 fibre flow, weberset SPF
Client: Hodgson Mazda Dealership
Applicators: Northern Industrial Flooring W Rodgeron & Sons Tilers



Weber and Hodgson Mazda drive together

Commercial floor screed and tile fixing products by **Weber** have been specified for the refurbishment of the showroom at the Hodgson Mazda dealership in Newcastle-upon-Tyne.

The 330m² floor space accommodates new cars that offer a wide range of solutions to keep car and driver in perfect harmony.

The original showroom floor was covered with a combination of carpet and ceramic tiles. It took a team of applicators from Northern Industrial Flooring, Sunderland, to remove the covering and diamond-grind down to a clear and level surface. The floor was then treated with **weberfloor 4716** primer, a styrene acrylate dispersion that should be diluted with clean water, which is designed for use on a wide range of substrates. The primer regulates the porosity of the substrate and improves adhesion of flooring products while reducing the formation of pinholes. The product can also be spray applied for use on large areas.

weberfloor 4310 fibre flow, a fibre reinforced levelling compound, was then pump applied to a thickness of 8-10mm. Mike Robson, Northern Industrial Flooring, said: "This is the first time we have worked with **Weber** products and we're delighted with the ease of application of **weberfloor 4310 fibre flow**. It's spot-on and has produced an excellent finish.

Mike continues: "And we appreciated the technical advice we received from **Weber** which helped enormously. Without doubt we'll use **Weber** again."

weberfloor 4310 fibre flow screed is designed for application at thicknesses between 5 – 50mm and formulated from special cements, aggregates, supplementary binders and chemical admixtures. It is supplied as a blended dry powder and designed specifically for renovation of existing floors and floating floor construction in domestic and commercial applications.



"Using **Weber** products removes any concerns about effective performance, as we know from experience that every **Weber** product will work perfectly, whatever condition we find the job in," Neil Rodgerson, WRS Tilers.



weberfloor 4310 fibre flow can receive foot traffic after just 2-4 hours and can be tiled after 12-24 hours, dependent on the ambient temperature following installation. The fibre reinforcement aids durability and allows it to be used in conjunction with under floor heating systems and floating floors. **weberfloor 4310 fibre floor** has excellent spreading and smoothing characteristics. It has low alkalinity and low emissions during drying and is casein-free.

The extensive showroom area was tiled by family-owned W Rodgerson & Sons Tilers, Whitley Bay, Northumberland, who contracted Northern Industrial Flooring to partner them on this project. Before the team applied large format 600 x 600mm glazed porcelain tiles with **weberset SPF** in White to the showroom floor, and a 250 x 400mm version in the cloakrooms,

weber PR360 multi-purpose priming solution was applied.

weberset SPF is a polymer modified, cement-based, flexible floor and wall tile adhesive that will accommodate limited movement from heated screed and even over-boarded wooden floors. It has 24 hour setting attributes and is ideal for fixing ceramic, porcelain and natural stone tiles. It is available in grey or white, packaged in 20kg bags, and requires only the addition of clean water on site. The bags also carry **Weber Rewards** stickers where unique codes can be registered at www.loveweber.co.uk as part of the popular **Weber Rewards** loyalty scheme. "Using **Weber** products removes any concerns about effective performance, as we know from experience that every **Weber** product will work perfectly, whatever condition we find the job in," reports Neil Rodgerson, WRS Tilers.

Weber's floor screeds and tile fixing products are manufactured in sustainable, modern manufacturing facilities in Bedfordshire, Shropshire and Ireland, ensuring product quality, conformity and availability, with reduced transportation costs and CO² emissions.



For further information contact...

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