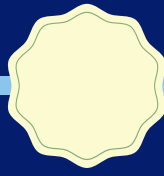


ULTIMATE GUIDE

*How to Choose the
Perfect Flooring for My Home*



FLOORING GUIDE
2020



ULTIMATE FLOORING GUIDE

When refurbishing a room most people look around them and then up and so the walls are usually the main priority followed by the ceiling. The floor can often be something of an afterthought and is rarely top of the list.

Refurbishing your floor is a major commitment and when you start looking at the different choices on offer, the selection can be almost overwhelming.

*It is difficult to find a strategic way through all these varied options, **where do you start?***

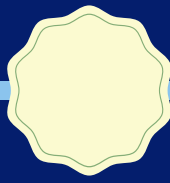
And, it is so easy to get hold of the stick by the wrong end and focus on colour when functionality and durability due to perhaps high footfall should be your priority or vice versa

Here are some of the key factors to consider when choosing a new floor, a methodology which will help you sort out your priorities and make the best decision for your home.

This doesn't have to mean a compromise on aesthetics and style but it is important not to focus solely on what the floor will look like. There are bound to be **practical considerations** which are just as important.

Use our guide to help you figure out the best flooring choice for your home, creating the ultimate blend of practicality and style to suit your lifestyle and your pocket. We help you avoid unnecessary and costly mistakes so you can make effective and sound decisions based on your design preference, need and budget.





WHICH ROOM?

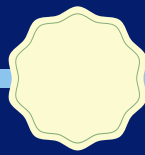
Unlike the walls and ceiling of a room, **the floor is something we are in daily contact with** and, depending on the function of the room, this can have a significant impact on the best type of flooring to choose.

Are you refurbishing a living area which will have light usage or one where there will be a high rate of footfall like a lounge or living area?

Kitchens and bathrooms tend to have certain types of flooring because they are areas which are functional although good looks do not have to be sacrificed for functionality.

Microcement and Resin Flooring can offer you one of the most durable and hygienic kitchen floor surfaces on offer with no seams or grout lines but with textures, colours and finishes to rival those of a top-class hotel or restaurant.





COLOUR

Colour can be used to make a statement or to provide a neutral backdrop. Colour, shine and texture can also create illusion such as space and depth using surface reflection and light via the same technique.

Colour is often chosen after the type of flooring material but sometimes it should be placed top of the list as colour can revolutionise a room. It may be that colour becomes your number one priority and the type of flooring material is dictated by your colour choice.

*Here are some suggestions on the effect the floor colour may have on your **home atmosphere**:*

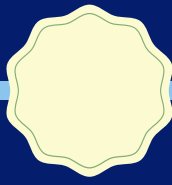
- **Shades of yellow** stand for optimism and fun.
- **Grey shades** are timeless and eternal, creating a cool and peaceful atmosphere - light grey floors will go with most types of furniture.
- **White and light beige** will give the room a sense of purity and openness.
- **Brown tones** will offer your interior a natural and rustic atmosphere.
- **Black stands** for luxury and prestige.
- The combination of **white and black** confers upon the room a powerful and dramatic edge, full of contrast.



The floor colour also plays an important role in the “functionality” of your floor.

If you are looking for a floor that **hides the dirt** and this is mostly dust shoe marks etc., then you should avoid solid colour floors instead use a patterned effect of a few colours.

Or, if you just love solid colour but don't want the hassle of keeping it clean, a good solution are fusion floors – **seamless floors** created out of two colours. These can be metallic epoxy floors, microcement and concrete look resin floors.



WHAT IS MORE IMPORTANT TO YOU?

DESIGN AND STYLE OR EASE OF MAINTENANCE?


Rooms and areas that adjoin doors leading in from outside are going to suffer from a lot more grime and dirt than an upstairs bedroom.

This is why hallways and utility rooms have traditionally been tiled rather than carpeted to make it easier to clean them.

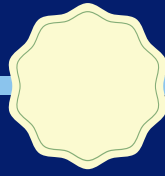
Be wary of choosing a high maintenance flooring surface in an area like this as you will be spending a lot of time looking after it.

Most people want a floor that looks good and involves them in the minimum amount of work but it is important to be realistic.

High maintenance surfaces will quickly dull and deteriorate if you don't look after them properly. If your room has high footfall then it might be better to opt for a floor that will look good with minimal care and attention.



For high maintenance rooms like hallways, living and utility rooms we recommend a solid floor like tiles, or better, a resin or microcement seamless flooring.



LIFESTYLE CONSIDERATIONS IN YOUR HOME

It's no good finding the most perfect kitchen floor if it is something of an ice rink for an elderly dog or a skid hazard for an infirm relative.

Of all the component structures of a room, the floor is the most important element; it is something you will use every day so **it must work for all members of the family.**

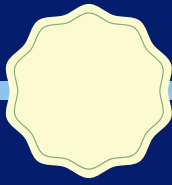
Small children are pretty high maintenance so why not consider some of the laminate products which are coated with a special scratch-resistant finish to help repel scuffs and scrapes? These are often a better choice than a timber floor which is installed and finished in situ. **Laminate floors are also hard wearing and less noisy** for large dogs with sharp claws **but they are not waterproof** and perform less well in areas like utility room where there may be water on the floor.

For a waterproof floor which is both scratch resistant, comfortable to touch and endlessly durable, we suggest the comfort resin flooring.

Smooth floors without seams or borders are quieter and easier for children pushing wheeled toys but also for wheelchair users.

Carpets are less appealing to family members who suffer from allergies, particularly if you have pets as carpets are much harder to keep really clean compared to a tiled or wooden alternative.





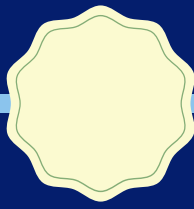
UNDERFLOOR HEATING

This might be something you want to consider in a bathroom or a conservatory, or the whole house – it can make a cold floor surface so much more appealing and could completely re-order your thoughts about which type of flooring to pick.

Most floors are suitable for underfloor heating and this includes tiles, resin flooring, microcement, carpet, and wooden floors.

The key is to have the subfloor well prepared for the type of floor you have chosen. With most floors, if the underfloor heating system is too close to the floor finish, it may “burn” the finish – some darker shades will appear on the floor finish during the winter months. This can be dangerous as well.



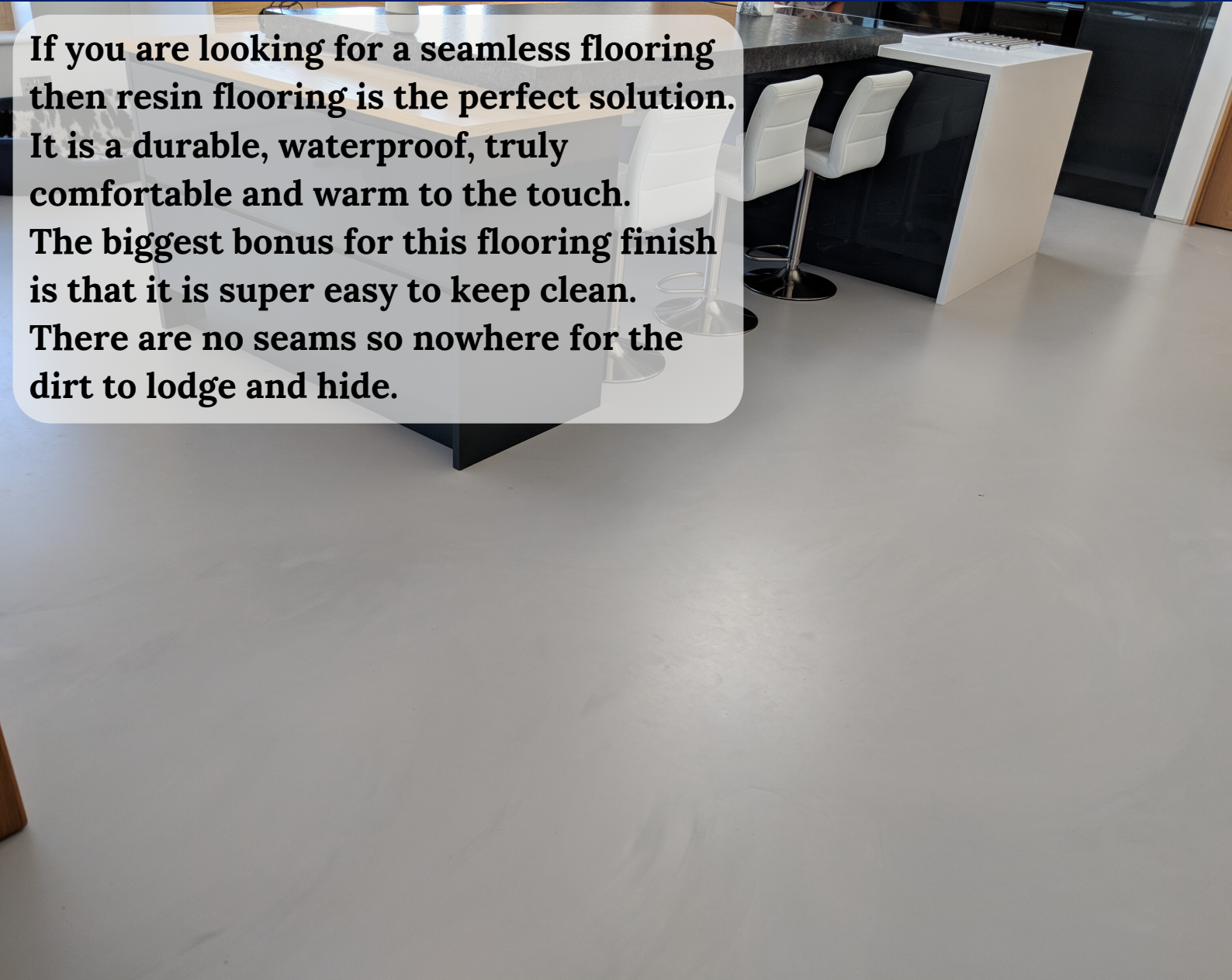


THINK OUTSIDE THE BOX

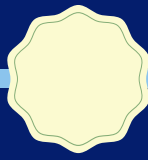
There are some great new flooring materials which can challenge some of the traditional choices, especially for kitchens and bathrooms but work well for other rooms in the home.

Take time to investigate surfaces like microcement which offer durability and robustness normally associated with commercial premises but which can perfectly complement stylish home interiors.

Using alternative materials can give you a high-end look at a much more budget-friendly price and it's no coincidence that these materials are often easier to look after than some more conventional floorings so they look the part but without any of the drawbacks.



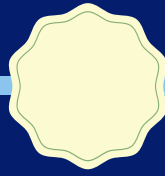
If you are looking for a seamless flooring then resin flooring is the perfect solution. It is a durable, waterproof, truly comfortable and warm to the touch. The biggest bonus for this flooring finish is that it is super easy to keep clean. There are no seams so nowhere for the dirt to lodge and hide.



TYPES OF FLOORS

Most householders are looking for a blend of performance and styling, here are some of **the main flooring types which you can choose from:**

- **Vinyl** – easy to clean, budget-friendly and low maintenance, there is an almost endless selection of colours and finishes. New technology has meant that some vinyl products are serious contenders for contemporary homes with modern and realistic finishes.
- **Laminate** – mimics the look of other flooring materials such as wood, stone or tiles at a fraction of the cost and is also far easier to look after.
- **Wood** – a traditional flooring with an appeal that never seems to fade. With sustainable choices and eco-friendly wood from architectural salvage, the choice of wood flooring has never been so extensive. Solid wood floors are expensive but engineered wood, where the wood is in layers are much more affordable.
- **Bamboo** – right on trend and very sustainable so a popular choice and not just for flooring. It has a finish and durability that is as hard as wood if not harder but is actually made of grass.
- **Linoleum** – not vinyl and vastly different from the lino products from the last century, linoleum is back and is an environmentally friendly choice, ahead in this respect to vinyl. Lino has a comfortable feel to it which might be important if you have pets or small children and will cope with the onslaught of either.
- **Cork** – cork offers great soundproofing and is a sustainable choice as it is taken from the bark of the tree without harvesting the tree. Cork is a great insulator so is warm and surprisingly resistant to abrasion.
- **Carpeting** – warm and soft with a real feel of luxury, new modern fibres offer durability and stain resistance properties which can make a carpet more practical as a flooring choice than ever before.
- **Tiles** – a staple favourite but can be labour intensive to install when there are other options which are just as practical within the home. Tiles work well with in-floor radiant heating systems

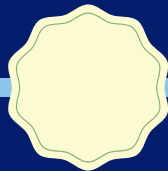


THINK OUTSIDE THE BOX - SEAMLESS FLOORING

- **Microcement** – so simple and easy to install in a wide range of colours and textures, microcement might shout out practicality and durability but increasingly, is being chosen for the design and style it can add to interiors both traditional and contemporary.
- **Resin Flooring** – the most popular seamless flooring which will add luxury and comfort to any household. Resin is one of the easiest flooring surfaces to clean and maintain mainly down to its smooth finish.

Seamless floors really look the part, infinitely superior to other flooring solutions, with their seamless design boasting sophistication and class wherever you choose to put them.

Sensible consideration of all the different options will give you the perfect choice of style and functionality, finding you the best flooring to blend practicality with the interior design requirements of your home and, ensure a smooth project from start to finish.



DON'T DELAY AND/OR INCREASE THE COSTS OF YOUR FLOORING PROJECT!

The **most important part** of your flooring project is the **sub-floor preparation**.

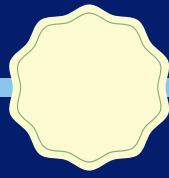
Whether you choose to have a traditional floor like wood or tiles or a seamless floor, **you should consider laying a stable and durable sub-floor**.

The key is in the preparation; a well-laid sub-floor will maximise the finish of your new floor and considerably reduce the risk of floor finish failure.

We have experience with many clients who were very keen on the concept of a seamless floor, but because the existing sub-floor was too weak, they were unable to have the floor of their dreams.

Once you have decided on the floor finish, call the flooring specialists to find out the sub-floor requirements for that particular floor finish. Don't leave this to the last minute as it may be too late to install the correct sub-floor. Choosing the right sub-floor prior to starting any works will ultimately save you both time and money in the long run.



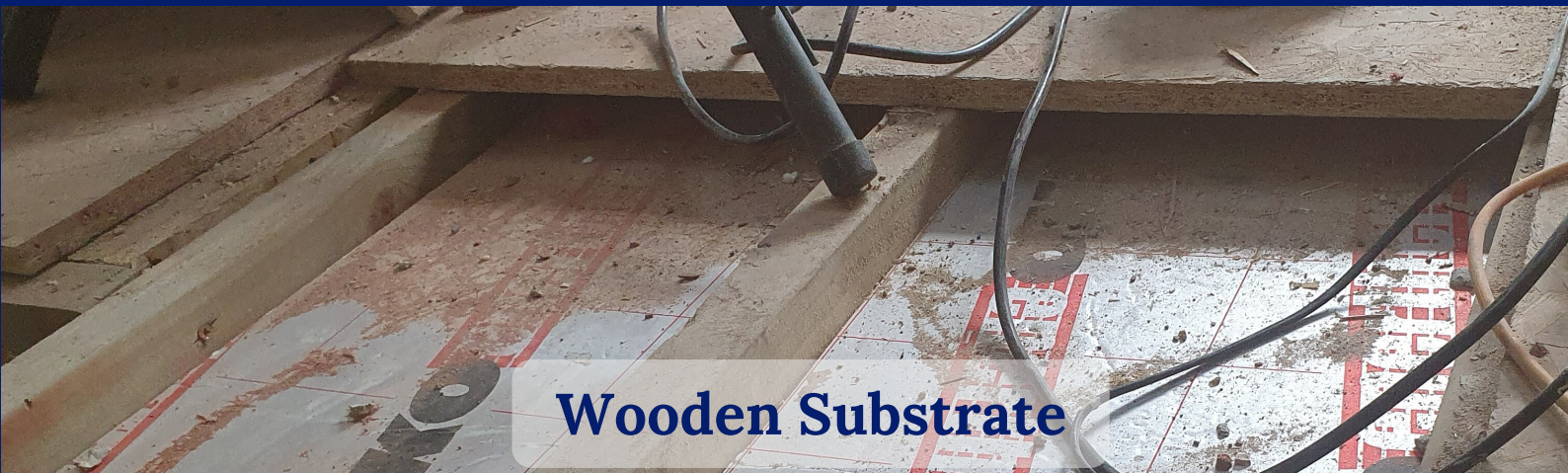


THE TYPE OF SUBFLOORS TO CHOOSE WOULD INCLUDE

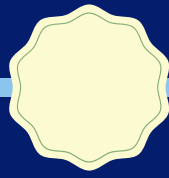
- **Wooden joists** – these are more flexible and can reduce the overall flooring project time. Wooden subfloors are usually reinforced with cement boards or plywood. This would add to the height of the floor.
- **Cement-based (screed or concrete)** – the standard systems will require between one and six months to fully dry. This should be checked with the product datasheets. If time is an issue, you may choose to have a fast set screed. The drying time can be as low as one week. Cement-based sub-floors are stable and durable, but only if they are laid by professionals. You should always ask for a warranty from the sub-floor installers which gives you recourse if the floor cracks.
- **Cement-based subfloors with underfloor heating.** The screeds should be fully dry before turning on the underfloor heating. Forced drying, by heating the floor, may produce shrinkage in the subfloor. Once dried, a heating protocol is carried out on the screed subfloor to minimize the risk of cracking during the cold weather.



Cement Substrate



Wooden Substrate



OUR TOP TIPS WHEN CHOOSING A FLOOR

- **Don't just focus on what you want** – you might want a type of flooring which actually turns out to be wholly unsuitable for the room – ask yourself, what do you need?
- **Visit showrooms or a place where the floor was laid** and already in use, so you can see different flooring options for real – looking at pictures and reading text is one thing – but if you can touch them and walk on them then this will really give you the knowledge that you need to make an informed choice.
- Don't forget to take into account **the cost of preparing the flooring substrate** – it's easy to overlook this and it could have a big impact on your budget.
- **Always ask for colour samples.** Colours in brochures may look different comparing to a real sample.



3D ROYAL FLOORS

**This Flooring Guide
was created to offer
You a reliable
support in Choosing
the Right Flooring
for Your Home**

For FREE Advise on Your
Flooring Project please
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