

FLOORING

AUSTRALIA & NEW ZEALAND

december 2018 / january 2019



Welcoming another addition to the Choices Flooring family - p27

Timber

Luxury Vinyl

Laminate

Blinds

Rugs



Choices
Flooring

The floor you've been searching for

DriTac introduces “green” floor primer

DriTac Flooring Products, LLC has launched a “green”, single-component acrylic floor primer for interior use on various approved substrates, including concrete, wood, light-weight concrete and gypcrete. Primer 3000’s concentrated Quick Dry, Bond-Strengthening technology enhances the bond with approved substrates, self-leveling underlayment, gypsum-based underlayment and patches, prior to adhesive application for wood, resilient and carpet tile flooring installations. Primer 3000 is approved for use with all DriTac flooring adhesives and available in 1-gallon containers and 4-gallon pails.

Manufactured in the USA, this versatile floor primer offers easy broom, sprayer, or nap roller application with a robust spread rate of up to 800 square feet per gallon, depending on application method, subfloor preparation and porosity.

Primer 3000’s solvent-free, low odor formula is easy to clean and colored green for easy identification. This premium-grade primer also touts DriTac’s “Green” Certification, designated for flooring installation solutions that contain zero VOCs and zero solvents.

“The performance characteristics of this product are outstanding. It’s easy-to-use with minimal mixing required. Primer 3000 allows us to offer our valued customer-base another premium-grade, eco-friendly flooring installation solution that can be used on its own or as part of our Total Sound Reduction System

(SRS),” said Chuck Hall, Senior Vice President of Sales.

Primer 3000 can be used in conjunction with DriTac’s Total Sound Reduction System, consisting of a layer of approved DriTac flooring adhesive above the primer, topped by a DriTac underlayment beneath a second layer of adhesive, prior to the installation of wood or resilient flooring. DriTac’s SRS offers a system solution with a lifetime warranty from a trusted, single-source supplier.

DriTac Flooring Products, LLC is celebrating over 60 years as one of the most experienced manufacturers of environmentally friendly flooring installation solutions in the market. DriTac is committed to manufacturing sustainable products for the flooring industry with a comprehensive line of premium “green” zero VOC and zero solvent adhesives and installation products that help contribute points towards LEED certification. ■



PRIMER SF

PRIMER SF is a single component polyurethane, water and solvent-free, moisture-cure primer for treating subfloors before laying wood floors. The low level viscosity and the excellent penetration make it ideal for strengthening and waterproofing concrete and anhydrite subfloors in just one coat.

PRIMER SF can be used for treating crumbly screeds or those with a high level of residue moisture (up to a maximum of 5% C.M.) as well as being suitable as

a binder for the preparation of synthetic mortar for quick repairs. The EC1 classification certifies that the emission of volatile organic compounds is very low both during application and when the floor is in use. Moreover, the absence of solvents makes it safe for transportation and storage (non-flammable product) and when applied (odorless, it can also be used in the vicinity of rooms that are in use). Recommended especially for screeds with built-in heating. ■