



MEDIAWORLD STORE in Brindisi

LEADING PRODUCTS
FOR THE PREPARATION
OF SUBSTRATES AND
INSTALLATION OF LVT
FLOORINGS

In the spring of 2016 MediaWorld, a store that sells electronic goods, household appliances, computers and telephones, opened a new outlet in the BrinPark Commercial Park in Brindisi (Southern Italy).

With more than 1,000 megastores, Media-Saturn-Holding GmbH is the leading chain of retail outlets for electronic goods in Europe. It trades in Italy under the MediaWorld banner and has 115 stores located all around the country. Mapei products played their part in the

perfect installation of LVT (Luxury Vinyl Tiles) flooring in the Brindisi store, which has a surface area of more than 2,200 m² and was developed according to the new corporate design adopted for MediaWorld sales points. The store includes innovative areas such as those dedicated to virtual reality, urban mobility and large-screen TVs, where clients can discover the latest technology available. There is also a Smart Bar available for the clients so they can arrange assistance and support for the products purchased.



The Media World store in Brindisi encloses LVT (Luxury Vinyl Tile) floors installed with Mapei products.

store in Brindisi, by the Matera Giuseppe Srl company from Modugno, in the Province of Bari.

Before installing the flooring, the existing substrate (an unbonded concrete screed around 10 cm thick) was inspected on site by a team of Mapei technicians working in conjunction with Mapei Technical Services.

To check the substrate's suitability, its residual moisture content was measured in three different areas of the surface using a carbide hygrometer. After registering values of more than 2% - the maximum permitted value for installing resilient flooring on cementitious substrates according to Italian standard UNI 11515 - it was decided to carry out a targeted intervention to prepare the substrate using specific products.

After further checking the substrate to verify its mechanical properties, compactness and thickness, and to see if there were any cracks present, work got under way to seal the cracks found with EPORIP two-component, solvent-free epoxy adhesive.

SUBSTRATE PREPARATION

Vinyl flooring has always been highly appreciated for its flexibility, sound-proofing properties, resistance to water and its antibacterial and non-slip properties. The latest LVT floorings still maintain these qualities over the years, but their surface also offers a higher level of resistance and more natural finishes in wood, stone and minerals.

And it was precisely this material that was installed over a total surface area of around 2,000 m² in the MediaWorld

INSTALLATION OF LVT FLOORING

After completing the preliminary repair work, two criss-cross coats of TRIBLOCK P epoxy-cementitious primer were applied, a product used to waterproof damp substrates.

TRIBLOCK P reticulates on damp surfaces, even if they are very smooth, and forms a compact layer suitable for installing wooden, PVC, linoleum, ceramic, epoxy and polyurethane flooring and for applying cementitious smooth-

ing compounds.

24 hours after applying the primer, the surfaces were smoothed over with PLANEX HR, a self-levelling, rapid-drying, moisture-resistant, smoothing mortar which may be applied in layers from 1 to 10 mm thick.

Around 24/48 hours after applying the smoothing compound, the LVT flooring was installed using ULTRABOND

IN THE SPOTLIGHT

PLANEX HR

Rapid-drying, self-levelling smoothing mortar for layers 1 to 10 mm thick. PLANEX HR is suitable for internal and external applications to make substrates suitable for laying all types of floor covering, including resilient and textile. It is particularly recommended for use in areas where high resistance to static and dynamic loads is required. Thanks to its good resistance to moisture, PLANEX HR may also be used for external applications or on substrates that are not completely dry or which have a high level of residual moisture.

Smoothing layers of PLANEX HR are classified as **CT-C25-F6-A1_n-s1** in compliance with **EN 13813** standard.





PHOTO 1. Before bonding the floor covering, TRIBLOCK P epoxy-cementitious primer was applied on the substrates.

PHOTO 2. After applying the primer, the surfaces were smoothed with the self-levelling smoothing mortar PLANEX HR.

PHOTO 3. LVT coverings were bonded onto the floors with ULTRABOND ECO 4 LTV, an adhesive especially developed for this type of floors.



ECO 4 LVT, a fibre-reinforced adhesive specific for this type of material, which guarantees excellent performance characteristics in terms of adhesion and dimensional stability.

ULTRABOND ECO 4 LVT contains fibres and is characterised by its strong, rapid initial grab and a rapid set. It forms a final film which remains rigid and cohesive, giving flooring excellent dimen-

sional stability. It is particularly recommended for surfaces subject to heavy wear use in residential, commercial and industrial surroundings.

For a place where technology plays a leading role, resilient flooring of the latest generation was installed using specific Mapei products developed to meet the requirements of even the smallest detail on site.

TECHNICAL DATA

MediaWorld, Brindisi (Italy)
Year of construction: 2016
Year of the intervention: 2016

Intervention by Mapei: supplying products to prepare substrates and install LVT

floorings
Client: Mediamarket SpA
Works direction: Studio Tecnart
Main contractor: UPM Modena SpA
Installation company: Matera Giuseppe Srl

Mapei distributor: Matera Giuseppe Srl
Mapei coordinators: Michelangelo Occhiogrosso, Danilo De Matteis, Achille Carcagni, and Alessandro De Luca, Mapei SpA (Italy)

MAPEI PRODUCTS

Preparing substrates: Eporip, Triblock P, Planex HR
Installing LVT floorings: Ultrabond Eco 4 LTV

For further information visit www.mapei.com