

the **complete** guide



carpet
underlays

wiseup@
www.floorwise.co.uk

lightweight **foam** underlays

are designed to **raise the bar** when it comes to performance, **replacing rubber** underlays as the product of choice.

Performance

The performance data is explained as a combination of 'comfort', 'bouncebackability' and durability. These figures are derived from official British standards carpet underlay tests and conveyed to make the results simple to understand.

Safe to lift

Foam underlays are under half the weight of traditional sponge rubber underlay.

Whatever the size of your company, we are all required to take note of increasing Health & Safety legislation.

As a result of this responsibility, many businesses are switching to foam underlays. Not just because carrying too much weight creates a risk of injury, but the use of lifting equipment or two people to carry one roll can greatly slow a job down and ultimately result in lower earnings.



Value

The increasing cost of raw materials and rising energy costs make foam underlays more affordable. Being made from recycled material they avoid higher manufacturing costs and therefore can compete well on price.

High heat insulator

With their high tog ratings, foam underlays help to reduce heat loss through the floor.



Superb sound reducer

Foam underlays are able to keep homes quieter by reducing noise both through and back into the room.



Guaranteed for the serviceable life of the carpet

When used in the recommended areas.

Display & Prosper

The range of Floorwise branded underlays have been carefully designed to attract attention and the in-store promotional material and display stands are key in helping you sell up to the higher margin underlays.

Service

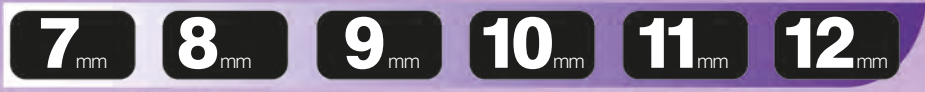
Our range of Floorwise branded foam underlays are made to the highest standards on the very latest machinery. All the underlays within the range are readily available from our exclusive network of distributors throughout the UK & Ireland.

Each underlay is also **kind to the environment** by being made from recycled post industrial materials and are completely recyclable again after their long use, whereas most rubber underlays currently end up in landfill.

Each foam underlay is differentiated by its performance characteristics.

The thicker the underlay the better the comfort. The greater the density the better the underlay will perform over time.

comfort
feeling underfoot



good **better** **best**

durability
performance over time



Standard Density Medium Density Medium Density Plus High Density High Density Plus Super High Density Super High Density Plus

foam underlays

common features:

- **Increase** the life of your carpet
- **Excellent** sound absorption
- **Keeps** rooms warmer
- **Suitable** for all rooms of the home
- **Meets** BS standards



SD+ Standard Density Plus

Standard Density Foam Underlays are made from recycled post-industrial foam which is compressed under pressure to make a good performance underlay incorporating non woven fleece for extra stability.

floorwise

initio high performance underlay

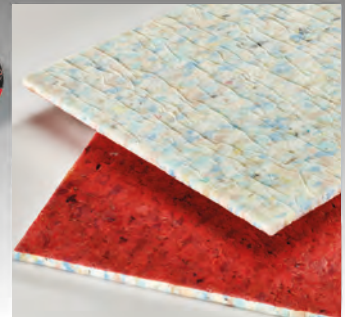


LD/U light domestic use
roll size: 1.37m x 11m = **15.07m²**

7mm **SD+**
Standard Density Plus



comfort **7mm**
durability **SD+**
good better best



MD+ Medium Density Plus

Medium Density Plus Foam Underlays are made from recycled post-industrial foam which is compressed under pressure to make a great all-round performance underlay. Incorporating non woven fleece for extra stability.



floorwise

prima high performance underlay

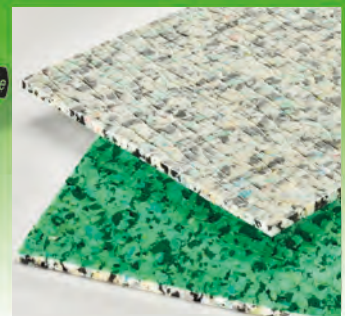


GD/U general domestic use
roll size: 1.37m x 11m = **15.07m²**

8mm **MD+**
Medium Density Plus



comfort **8mm**
durability **MD+**
good better best



floorwise

lusso high performance underlay

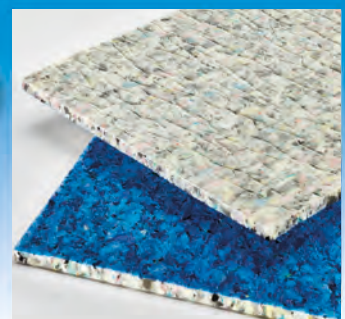


GD/U general domestic use
roll size: 1.37m x 11m = **15.07m²**

10mm **MD+**
Medium Density Plus



comfort **10mm**
durability **MD+**
good better best



'bouncebackability'

is how the underlay's **durability** and **recovery** properties will **perform over time**.

Use the **individual performance charts** to compare and help choose the right underlay for the job.

The **thicker** the underlay the **better** the **comfort**
The **greater** the density the **better** the **bouncebackability**

comfort **11mm**
durability **SHD+**
good better best
Super Heavy Density Plus

The **balance of comfort and durability** required greatly depends upon the **carpet type**, the **place it is to be laid** and the **footfall expected**.

HD High Density Plus

High Density Plus Foam Underlays are made from recycled post-industrial foam which is compressed under pressure to make a denser higher performing underlay. Incorporating a non woven fleece for extra stability.



floorwise

solo high performance underlay



GD/U general domestic use
roll size: 1.37m x 11m = 15.07m²

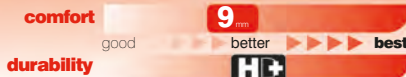


floorwise

traffic high performance underlay



LU luxury use
roll size: 1.37m x 11m = 15.07m²

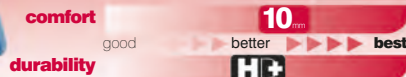


floorwise

spirit high performance underlay



LU luxury use
roll size: 1.37m x 11m = 15.07m²

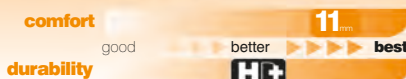


floorwise

maxi high performance underlay



LU luxury use
roll size: 1.37m x 11m = 15.07m²

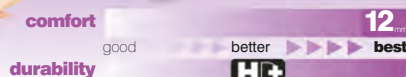


floorwise

lush high performance underlay



LU luxury use
roll size: 1.37m x 11m = 15.07m²



For details and specifications please use the recommendation guide: inside back



SHD+ Super High Density Plus

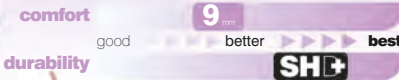
Super High Density Plus Foam Underlays are made from recycled post-industrial foam which is highly compressed under pressure to make a denser superior performing underlay. Most incorporating a non woven fleece or mesh grid backing to aid stability.

floorwise

verve high performance underlay



L/U luxury use
roll size: 1.37m x 11m = 15.07m²

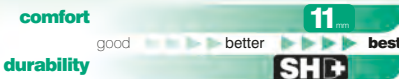


floorwise

allure high performance underlay



L/U luxury use
roll size: 1.37m x 11m = 15.07m²



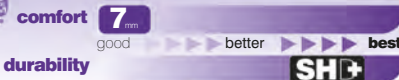
floorwise

lift high performance underlay



Suitable for all rooms residential or commercial

HC/U heavy contract use
roll size: 1.37m x 11m = 15.07m²



floorwise

tread high performance underlay



Suitable for all rooms residential or commercial

L/U luxury use: residential or commercial
roll size: 1.37m x 11m = 15.07m²

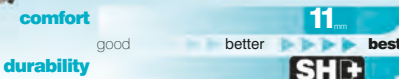


floorwise

supreme high performance underlay



L/U luxury use
roll size: 1.37m x 11m = 15.07m²



traditional **rubber&felt** underlays

Many being made using **recycled materials**, deliver a wide ranging balance of **comfort and durability** for all types of carpet

Blown Rubber

Blown rubber underlays are formed under intense heat to create pockets of air, delivering increasingly higher levels of comfort and durability depending upon weight/density.



Crumb Rubber

The crumb rubber underlays, made using the rubber from recycled car tyres, have the best durability and recovery ratings of all underlays. Suitable for heavy wear areas in both residential and commercial installations. For many, these are the ultimate



performance underlays, providing the best support for your carpet.

Wool Felt

As one of the original carpet underlays, wool felt continues to be the natural choice for your carpet. With exceptional heat insulation properties, wool felt underlays have great bedding down qualities, extensively used with woven backed carpets like wiltons and axminsters. Made from recycled wool, jute and synthetic fibres these underlays are fully recyclable after their long use.



Combination Crumb Rubber/Wool Felt

The combination underlays provide the exceptional recovery properties of crumb rubber, with the great bedding in and heat insulation properties of wool felt.

High Heat Insulators

Traditional rubber underlays are good insulators, whilst wool felt underlays are excellent insulators, helping to reduce heat loss through the floor.



Superb Sound Reducer

Traditional rubber and wool felt underlays are able to keep homes quieter by reducing noise both through and back into the room.



Guaranteed for the serviceable life of the carpet

When used in the recommended areas



Display & Prosper

The range of Floorwise branded underlays have been carefully designed to attract attention and the in-store promotional material and display stands are key in helping retailers sell up to the better quality, higher margin underlays.

Service

Our ranges of Floorwise-branded underlays are made to the highest standards. All underlays within the range are readily available from our exclusive network of distributors throughout the UK & Ireland.

Each traditional rubber and wool felt underlay is differentiated by its performance characteristics.

Generally, the thicker the underlay the better the comfort.

The greater the weight/density the better the underlay will perform over time.

comfort
feeling underfoot

6.75 mm 7 mm 8 mm 9 mm 10 mm 11 mm 13 mm 13.75 mm

good ►►►► better ►►► best

durability
performance over time

M+ **HD** **H+** **SH+** **UHD** **UH+**
Medium Density Plus Heavy Density Heavy Density Plus Super Heavy Density Plus Ultra Heavy Density Ultra Heavy Density Plus

rubber&felt carpet underlays

common features:

- **Increases** the **life** of your **carpet**
- **Excellent** sound **absorption**
- **Keeps** rooms **warmer**
- **Suitable** for **all rooms** of your home
- **Exceeds** **BS Standards**



Floorwise blown rubber underlays are formed to deliver comfort through pockets of air, with increased durability based on the density and weight of the rubber compound.



floorwise

comfort rubberunderlay

7 mm **M+** Medium Density Plus

made in the UK

EXTRA PAPER EXTRA STRENGTH

GUARANTEED DURABLE for the lifespan of all types of carpet

GD/U general domestic use
roll size: 1.37m x 11m = 15.07m²

comfort 7 mm
durability good better best

M+

floorwise

comfort4 rubberunderlay

8 mm **H+** Heavy Density Plus

made in the UK

EXTRA PAPER EXTRA STRENGTH

GUARANTEED DURABLE for the lifespan of all types of carpet

GD/U general domestic use
roll size: 1.37m x 11m = 15.07m²

comfort 8 mm
durability good better best

H+

floorwise

pinnacle rubberunderlay

10 mm **SH+** Super Heavy Density Plus

made in the UK

EXTRA PAPER EXTRA STRENGTH

GUARANTEED DURABLE for the lifespan of all types of carpet

L/U luxury use
roll size: 1.37m x 8m = 10.96m²

comfort 10 mm
durability good better best

SH+

'bouncebackability'

is how the underlay's **durability** and **recovery** properties will **perform over time**.

Use the **individual performance charts** to compare and help choose the right underlay for the job.

The **balance of comfort and durability** required greatly depends upon the **carpet type**, the **place it is to be laid** and the **footfall expected**.



The **thicker** the underlay the **better** the **comfort**
The **greater** the **density** the **better** the **bouncebackability**



Floorwise ThermoFlow Impact underlays, with a Tog rating of only 0.79, are designed for use with normal operating underfloor heating systems. They will not produce odours or degrade when used at higher temperatures.



floorwise **6.75mm SH+** Super Heavy Density Plus

thermaflow impact

performance underlay

comfort **6.75** good better best
durability **SH+** Super Heavy Density Plus

HC/U heavy contract use
roll size: 1.30m x 8.43m = **10.96m²**

made in the UK, 0.79 Tog, Suitable for Underfloor Heating systems, Suitable for Wheelchair Traffic, Approved for the lifespan of all types of carpet.

Floorwise crumb rubber underlays are made from recycled car tyres. The high percentage of rubber delivers the ultimate performance underlay with the very best durability and recovery ratings.

floorwise **6.75mm UH+** Ultra Heavy Density Plus

endura

ultimate performance underlay

comfort **6.75** good better best
durability **UH+** Ultra Heavy Density Plus

HC/U heavy contract use
roll size: 1.37m x 11m = **15.07m²**

made in the UK, Approved for the lifespan of all types of carpet, Suitable for Wheelchair Traffic, made from recycled car tyres, SYSTEM easy to install.

floorwise **8mm UH+** Ultra Heavy Density Plus

optima

ultimate performance underlay

comfort **8** good better best
durability **UH+** Ultra Heavy Density Plus

HC/U heavy contract use
roll size: 1.37m x 8m = **10.96m²**

made in the UK, Approved for the lifespan of all types of carpet, Suitable for Wheelchair Traffic, made from recycled car tyres, SYSTEM easy to install.

For **details and specifications** please use the **recommendation** guide inside back



Floorwise wool felt underlays are made from recycled materials. Manufactured to different thickness and densities these traditional underlays are the natural choice for Wilton & Axminster fibre-backed carpets.

floorwise

28oz: 8mm, 42oz: 11mm, 52oz: 13mm, 56oz: 13.75mm

HD
High Density

symphony

wool felt underlay



made in the UK



Woolmark Approved

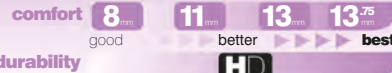


Recycled



Wilton & Axminster

28oz **GC/U general contact** use
42 56oz **HC/U heavy domestic & contract** use
rollsize: 1.37m x 11m = 15.07m²



HD
High Density

floorwise

9mm **UHD**
Ultra Heavy Density

duet

crumbrubber/woolfelt underlay



made in the UK



Woolmark Approved

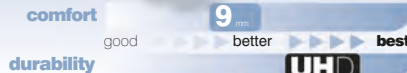


Recycled



Wilton & Axminster

HC/U heavy domestic & contract use
rollsize: 1.37m x 11m = 15.07m²



UHD
Ultra Heavy Density

floorwise

10mm **UHD**
Ultra Heavy Density

duet supreme

crumbrubber/woolfelt underlay



made in the UK



Woolmark Approved



Recycled



Wilton & Axminster

HC/U heavy domestic & contract use
rollsize: 1.37m x 11m = 15.07m²



UHD
Ultra Heavy Density





Each Floorwise underlay has unique performance characteristics. We have included a use recommendation table for you to be able to easily compare the underlays.

Please note that generally the thicker the underlay, the better the underfoot comfort, whilst the greater the density the better the underlay will perform over time.

The table includes a classification column, which rates the underlay to BS5808 standards.

- LD/U** Light Domestic Use – Not Suitable for Stairs
- GD/U** General Domestic Use
- L/U** Luxury Domestic Use
- GC/U** General Contract Use
- HC/U** Heavy Contract Use

Also included in the table are TOG ratings, with some underlays being better insulators than others. Finally, there is an impact sound rating, which is a guide to how well the underlay suppresses noise from the room above.

use recommendation: Foam Underlays

range name	room type					density	thickness	BS5808 classifications	roll weight	BS4790 flammability	tog rating	impact sound	range name
	general bedroom	master bedroom	lounge dining room	hall, stairs and landing	commercial use								
initio	•	•	•	•	•	SD+	7mm	LD/U	ca.8.3kg	pass	1.80	29dB	initio
prima	✓	•	•	•	•	MD+	8mm	GD/U	ca.9.6kg	pass <small>low radius</small>	1.90	33dB	prima
lusso	✓	•	✓	•	•	MD+	10mm	GD/U	ca.12.1kg	pass <small>low radius</small>	2.40	38dB	lusso
solo	✓	•	✓	•	•	HD+	8mm	GD/U	ca.11.25kg	pass <small>low radius</small>	2.48	34dB	solo
traffic	✓	✓	✓	•	•	HD+	9mm	L/U	ca.13.3kg	pass <small>low radius</small>	2.40	35dB	traffic
spirit	✓	✓	✓	•	•	HD+	10mm	L/U	ca.14.1kg	pass <small>low radius</small>	2.83	36dB	spirit
maxi	✓	✓	✓	•	•	HD+	11mm	L/U	ca.14.2kg	pass <small>low radius</small>	2.88	43dB	maxi
lush	✓	✓	✓	•	•	HD+	12mm	L/U	ca.16.6kg	pass <small>low radius</small>	3.26	45dB	lush
verve	✓	✓	✓	✓	•	SHD+	9mm	L/U	ca.17.0kg	pass	2.52	40dB	verve
allure	✓	✓	✓	•	•	SHD+	11mm	L/U	ca.20.7kg	pass	2.84	43dB	allure
lift	✓	✓	✓	✓	✓	SHD+	7mm	HC/U	ca.16.1kg	pass <small>low radius</small>	1.93	35dB	lift
tread	✓	✓	✓	✓	✓	SHD+	9mm	L/UC	ca.20.8kg	pass <small>low radius</small>	2.60	40dB	tread
supreme	✓	✓	✓	•	•	SHD+	11mm	L/U	ca.24.3kg	pass <small>low radius</small>	2.89	43dB	supreme

✓ recommended • suitable for use in



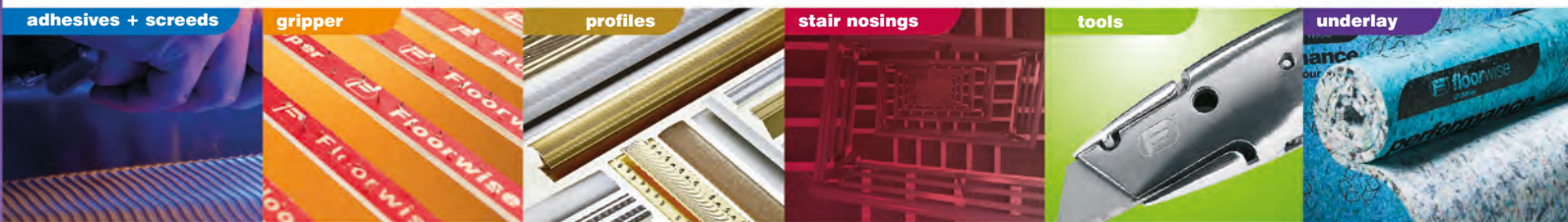
use recommendation: Traditional Rubber & Felt Underlays

range name	room type					density	thickness	BS5808 classifications	roll weight	BS4790 flammability	tog rating	impact sound	range name
	general bedroom	master bedroom	lounge dining room	hall, stairs and landing	commercial use								
comfort	✓	•	✓	•	•	MD+	7mm	GD/U	ca.42.9kg	pass <small>low radius</small>	1.20	31dB	comfort
comfort4	✓	•	✓	•	•	HD+	8mm	GD/U	ca.46.0kg	pass <small>low radius</small>	1.27	41dB	comfort4
pinnacle	✓	✓	✓	•	•	SHD+	10mm	L/U	ca.40.5kg	pass <small>low radius</small>	1.50	42dB	pinnacle
thermaflow impact	✓	✓	✓	✓	✓	SHD+	6.75mm	HC/U	ca.39.0kg	pass <small>low radius</small>	0.79	31dB	thermaflow impact
endura	✓	✓	✓	✓	✓	UHD+	6.75mm	HC/U	ca.39.0kg	pass <small>low radius</small>	1.20	31dB	endura
optima	✓	✓	✓	✓	✓	UHD+	8mm	HC/U	ca.34.0kg	pass <small>low radius</small>	1.40	33dB	optima
symphony	28	✓	✓	✓	•	HD	8mm	GC/U	ca.14.3kg	pass <small>low radius</small>	2.00	28dB	symphony
	42	✓	✓	✓	✓		11mm	HC/U	ca.21.5kg	pass <small>low radius</small>	2.50	32dB	
	52	✓	✓	✓	✓		13mm	HC/U	ca.26.6kg	pass <small>low radius</small>	2.80	35dB	
	56	✓	✓	✓	✓		13.75mm	HC/U	ca.28.6kg	pass <small>low radius</small>	2.90	38dB	
duet	✓	✓	✓	✓	✓	UHD	9mm	HC/U	ca.21.9kg	pass <small>low radius</small>	2.70	32dB	duet
duet supreme	✓	✓	✓	✓	✓	UHD	10mm	HC/U	ca.26.3kg	pass <small>low radius</small>	2.90	34dB	duet supreme

✓ recommended • suitable for use in

it's time to get wise

about **floors** with our **market-leading** products



national **distributor** network

1 Neil Smith Ltd
Glasgow
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sales@neilsmithltd.co.uk

2 Provincial Floorcoverings Ltd
Belfast
Tel: 028 9075 3202
Fax: 028 9075 3901
salesbelfast@pfl.ie

3 Floorwise (North East) Ltd
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Tel: 0191 410 7070
Fax: 0191 410 6116
sales@floorwisene.co.uk

4 MCA Floorwise Ltd
Morecambe, Lancashire
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Fax: 01524 381852
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5 Birch Distribution
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6 Birch Distribution
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7 Lee Floorstok Ltd
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8 Lee Floorstok Ltd
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11 Cornerstone Flooring
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12 Birch Distribution
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17 BL Flooring Supplies Ltd
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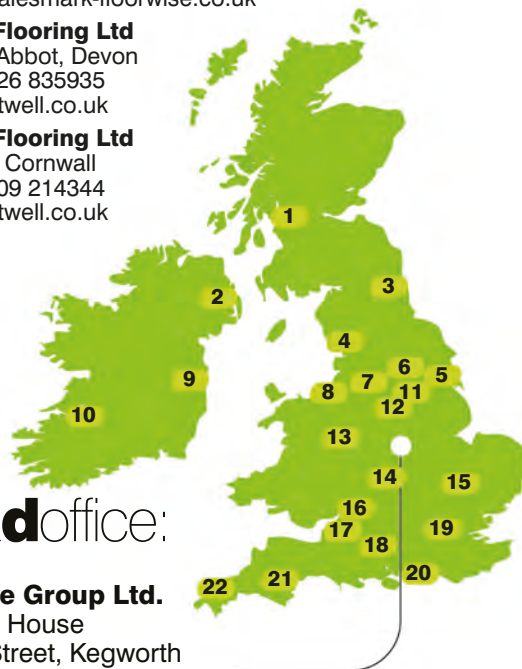
18 Salesmark West Ltd
Amesbury, Wiltshire
Tel: 01980 880933
mail@salesmark-west.co.uk

19 Acorn Carpet Accessories
Bromley, Kent
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20 Salesmark
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21 Fitwell Flooring Ltd
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underlay

nosings+
pvc skirting

gripper

profiles

tools

tapes

matting

adhesives
+screeds

laminates

When it comes to flooring installation, Floorwise is the name for quality and value!

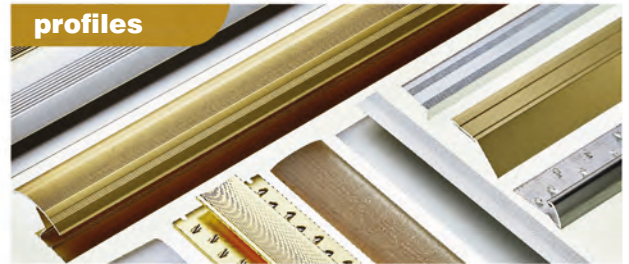
For over 35 years Floorwise has been the number one choice for flooring professionals.

Reliable service, through an exclusive network of distributors, and the consistent quality of our products has earned Floorwise an enviable reputation.

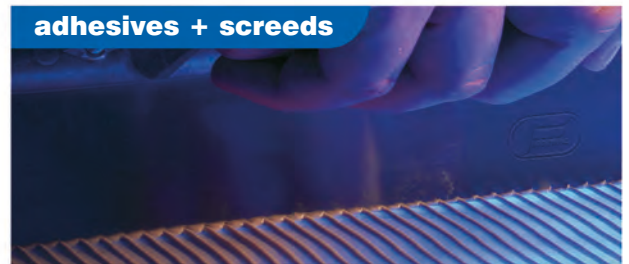
Floorwise strives to deliver excellence in innovation too, with a continuous development program aimed at meeting the evolving needs of both consumers and the fitters alike.

for **sales** and **enquiries** contact:

It's time to get wise about floors with our other market-leading products:



Crafted from premium quality materials, Floorwise Profiles are easy to handle and deliver longer lasting use.



Understanding that reliability is the key, Floorwise Adhesives and Screeds have been formulated to bring consistency time after time.



Sourced from the world's best suppliers, the Floorwise Tools collection brings you the very best to make sure your high standards are upheld.



Ensuring a quality installation for each and every carpet, Floorwise Gripper is made to the highest standards.



Floorwise PVC skirting, trims & profiles offer easy-to-fit, well-designed and cost-effective edgings to all floorcovering transitions.

