

URBAN  
SURFACES

# INSTAGRIP 20

20MIL LOOSELAY FLOORING

20  
MIL

Part of the Complete  
InstaGrip Collection

InstaGrip 20

InstaGrip 28

InstaGrip 28 Tile



CARE-FREE  
FLOORING.

UNBEATABLE  
DURABILITY.

STRONG AND  
BEAUTIFUL FLOORING.



# ALLOW US TO INTRODUCE OURSELVES

Urban Surfaces provides the multi-unit and builder markets with beautiful, innovative, and high-quality flooring products. We work with you to select materials, coordinate schedules, and do whatever it takes to deliver your order at just the right time.

With Urban Surfaces, you are not just another customer. We build our business around yours to keep your flooring selection in stock and ready to ship for the duration of your project.

There's a great reason some of the biggest national property management firms trust Urban Surfaces. We value partnership above all else, and we promise to reliably supply you with luxury vinyl flooring for projects of any size.

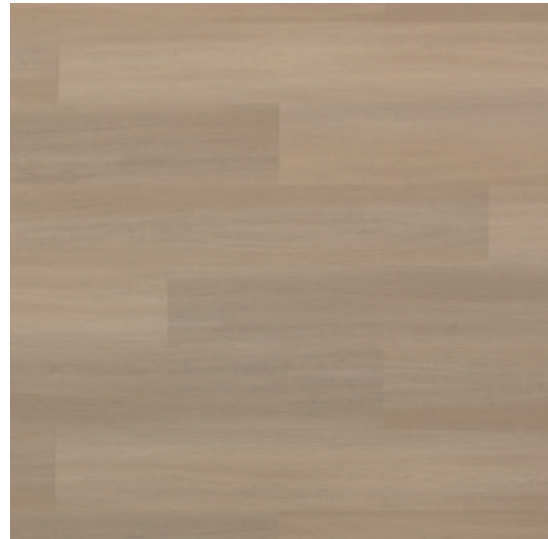
**The most reliable authority  
in LVP and a trusted partner  
to builder and multi-unit  
spaces across the nation.**



**EXPERTLY  
ENGINEERED  
FOR UNRIVALED  
PERFORMANCE**

**INSTAGRIP20**  
20MIL LOOSELAY FLOORING





INSTAGRIP 20  
PRODUCT LINE

# INSTAGRIP<sup>20</sup>

20MIL LOOSELAY FLOORING



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Enhanced Polyurethane System

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20mil ScratchGuard Wear Layer

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Natural Wood Texture

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4.5mm Pure Vinyl

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FiberMax Stabilization Layer

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Grip-Tec Backing



Proudly Partnered With  
**Veneklasen Associates**

The First and Still the Best Authority  
on Acoustics.



SCAN FOR  
MORE INFO



# FIBERGLASS REINFORCED


## Absolutely Unrivaled Performance


InstaGrip 20 is our streamlined LooseLay vinyl flooring with a 20mil ScratchGuard wear layer and a 4.5mm pure vinyl core. Whether it is a residential or commercial space, the FiberMax fiberglass reinforcement and Grip-Tec backing ensure a steadfast installation that lasts.

Product Type	Luxury Vinyl Plank (LVP)
Core Material	4.5mm Virgin Vinyl
Fiberglass Reinforced	FiberMax
Wear Layer	20mil ScratchGuard
Embossing	Natural Wood Texture
Edge Profile	Beveled Edge
Overall Thickness	4.5mm (0.177")
Nominal Plank Size	9" x 60"
Actual Plank Size	228.6mm x 1524mm
Finish	Enhanced Polyurethane System
Installation Type	Traction / Adhesive
Bacteria Resistance	Standard
Residential Warranty	Lifetime
Light Commercial Warranty	20 Years
Commercial Warranty	15 Years

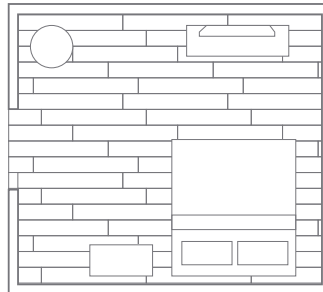
### InstaGrip™ Collection

  
InstaGrip 20™ 9" x 60"

  
InstaGrip 28™ 9" x 48"

  
InstaGrip 28 Tile™ 36" x 36"

### InstaGrip 20™ Overview



# 20 MIL

## INSTALL OPTIONS

Traction subfloor coating

Full-spread adhesive

## ENHANCED POLYURETHANE SYSTEM

Highly stain resistant

Easy cleanup

## 4.5MM HIGH-DENSITY CORE

Thick and durable

Chip and dent resistant

100% waterproof

## NATURAL WOOD AESTHETIC

Ultra-realistic look

8 color selection

## FIBERMAX STABILIZATION LAYER

Increased dimensional stability

Extra tolerance for high and low temperatures

Exact-Match  
Moldings  
for Every  
Design





**Lighthouse**  
1206







# Cape Cod 1202







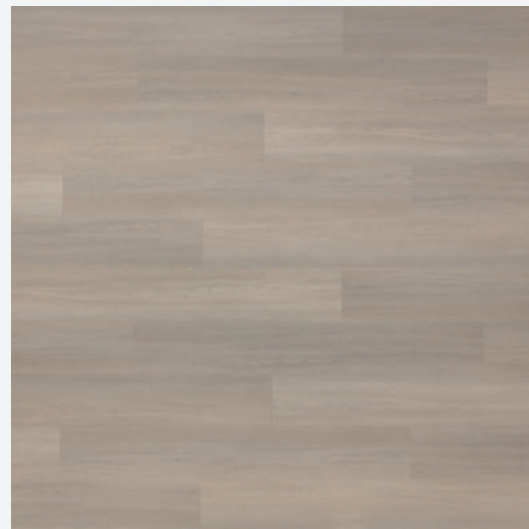
**Asbury**  
1201







# Sandbridge 1203







**Yosemite**  
1299







# Scarborough

1204





**West Broadway**  
1224







# Sagamore Hill

1205





# INSTALLATION PERFECTION EVERY TIME WITH URBAN ESSENTIALS

## ADHESIVE PRODUCTS



**PRISM**

3010 | FIRM SET ADHESIVE

Bonds subfloor to GlueDown LVP for light-traffic conditions. Make sure to use the proper trowel based on porosity and primer usage.

Coverage:  
150-260 sqft per gallon



**EVERLAST**

3020 | HARD-SET ADHESIVE

Bonds subfloor to GlueDown LVP for light-traffic and commercial applications. Make sure to use the proper trowel based on porosity and primer usage.

Coverage:  
150-260 sqft per gallon



**OMNI**

3050 | ADHESIVE & MOISTURE BARRIER

Does it all in one step. Commercial-grade adhesive for GlueDown LVP, primer, and unlimited moisture protection. No moisture testing required.

Coverage:  
180-250 sqft per gallon



**ASCEND**

3080 | WALL ADHESIVE

Adhesive for application of LVP to vertical surfaces. Create a beautifully unique look for walls by using 2mm or thinner flooring.

Coverage:  
250-300 sqft per gallon



**STRONGHOLD**

3070 | MOLDING & STAIR TREAD ADHESIVE

Ensures that moldings stay put. High-strength, flexibly bonded, and resistant to high alkalinity. Comes in tube for use with a caulking gun.



SCAN FOR ALL  
URBAN ESSENTIALS  
PRODUCTS



## SUBFLOOR-COATING PRODUCTS



### **TRACTION** 3545 | SUBFLOOR GRIP COATING

Fast and easy LooseLay installation. Not an adhesive. Provides horizontal grip, priming, and up to 90% moisture protection. Easily replace planks by hand if repairs are ever needed.

Coverage:  
1 Coat: 350 sqft per gallon  
2 Coats: 200 sqft per gallon

### **TRILOGY** 3525 | MULTIPURPOSE PRIMER

Primes for an effective adhesive bond and protects against alkali attack. Provides encapsulation or up to 95% moisture protection (not simultaneously).

Coverage:  
1 Coat: 350 sqft per gallon  
2 Coats: 200 sqft per gallon



### **INFUSE** 3515 | ENCAPSULATOR & PRIMER

Encapsulates adhesive residue, including cutback, and primes for an effective bond to subfloor. Protects against alkali attack. Apply after any needed moisture protection.

Coverage:  
250 sqft per gallon



### **ADVANTAGE** 3505 | SUBFLOOR PRIMER

Primes for an effective adhesive bond to subfloor. Protects against alkali attack. Apply after appropriate moisture protection.

Coverage:  
300-450 sqft per gallon

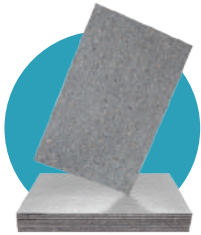


### **INFINITI** 3535 | MOISTURE PROTECTION

Provides 100% moisture protection, no testing required. Before applying adhesive, use Infuse™ Encapsulator & primer.

Coverage:  
90-120 sqft per gallon





## Boost

### FloorSilencer Boost™ - 4' x 6' Panel, 6mm (1/4") Thickness

Provides the benefits of sound reduction, thermal insulation, antimicrobial moisture protection, subfloor-imperfection smoothing, and cushioning that reduces foot and leg fatigue without compromising floor-clip integrity. Innovative fiberboards, made from quality, eco-friendly recycled materials. Dense and durable while still being cuttable to shape.

#### Compatibility

Floating Floor ✓ 4mm+



## Flex

### FloorSilencer Flex™ - 6' x 60' Roll, 1.4mm Thickness

The ground-breaking design and technology of these rolls provide unparalleled underlayment efficiency with the benefits of sound reduction, thermal insulation, antimicrobial moisture protection, and cushioning that reduces foot and leg fatigue without compromising floor-clip integrity. The thin but effective construction makes Flex™ a quick, easy, and affordable solution.

#### Compatibility

Floating Floor ✓ 4mm+



## Pro

### FloorSilencer Pro™ - 3' x 33.4' Roll, 1.25mm Thickness

These underlayment rolls are remarkably easy and versatile, featuring compatibility with every single one of our flooring types. FloorSilencer Pro™ adeptly provides noise reduction, moisture protection, antimicrobial defense, and thermal insulation. It is the ideal underlayment for projects that use very thin flooring or a variety of flooring types.

#### Compatibility

Floating Floor ✓ 4mm+

GlueDown ✓ 1.6mm+



# THE FIRST AND STILL THE BEST AUTHORITY ON ACOUSTICS

## Veneklasen Associates, Keeping Noise Under Control

Having earned degrees in physics and mathematics from UCLA, Paul S. Veneklasen founded Veneklasen Associates in 1947 to put his acoustical physics knowledge to work. Veneklasen became an important consultant to government agencies such as the US Air Force, contributing to improved helmet designs and jet-noise suppression. He also contributed to the private sector, providing innovative solutions for acoustic testing that are still in use today.

Veneklasen Associates was the world's first acoustical consulting firm ever founded. Since the beginning, they have treated sound as what it is: a science to be studied inside and out. Understanding the physics of audio has been crucial to them from the start, leading to vital advancements in the measurement, control, and use of sound worldwide.

## Badge of Honor

We proudly feature the Veneklasen Associates badge on our packaging. Regardless of which of our floorings you choose, when you see the Veneklasen Associates badge, you can rest assured that you're getting an accurate sound rating.

You don't have to be an acoustical physicist to know how important a quiet environment can be for both work and home. We did the hard part so you can order confidently, knowing you're getting not just a great flooring but a quiet one.





## WHY HARD SURFACE FLOORING?

Hard-surface floors are easy to clean and maintain because they provide a one-dimensional surface that doesn't absorb odors, spills, dust, or soil. They also don't retain moisture, which can lead to the growth of microorganisms, such as dust mites and mold.

### What Are You Breathing?

Research by the RFCI shows that, on average, a person will spend 90% of their life indoors. Whether it be in your working environment, your home, or sitting in a movie theater, you will spend a majority of your time inside. When this is realized, you may want to know how healthy the air quality is, and rightly so. A recent study done by the Environmental Protection Agency (EPA) found that indoor air was deemed two to five times more harmful than outdoor air. This is due to many harmful pollutants that may be found indoors, including radon, mold, and carbon dioxide.

Healthy air contributes to better learning in schools, improved productivity in offices, and more comfortable homes. Poor indoor air quality (IAQ) can be a factor in a variety of health problems, such as headaches, dizziness, and more serious long-term effects.



# WHY FLOORSCORE?



When it comes to indoor air quality, a primary concern is the emission level of specific volatile organic compounds (VOCs).

Hundreds of resilient flooring materials and their adhesives bear the FloorScore® seal. This seal tells you that the products have been independently certified by SCS to comply with the volatile organic compound emissions criteria of the California Section 01350 standard. Any product that has met these stringent standards is a product that will contribute to good IAQ.

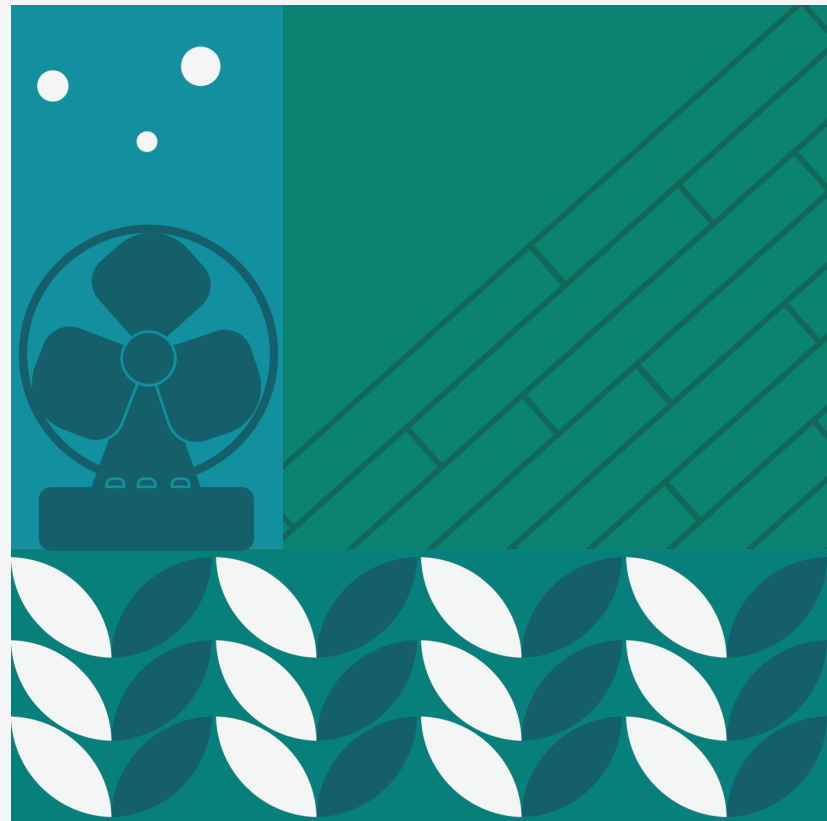
## FloorScore Requirements

To earn the FloorScore® seal, a flooring product must satisfy the requirements of the SCS-EC-10.2-2007 Environmental Certification Program – Indoor Air Quality Performance.

### Which Includes:

Testing demonstrating compliance with emission concentrations for listed VOCs under California Section 01350

- Manufacturing facility on-site audits and yearly surveillance audits
- Annual product re-testing
- Product record keeping
- A documented quality control plan





# **ABSOLUTELY UNRIVALED PERFORMANCE**

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**URBAN SURFACES**

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Designed and Developed in the U.S.A.