

# Port Solent's Odeon Cinema receives premiere refit

Odeon Cinemas is one of the largest and best-known cinema groups in the UK and Ireland. Founded back in 1930, this British chain now has over 100 cinemas and over 850 screens throughout the UK, establishing its position as one of the most popular and frequently visited UK cinema chains.



International Projects & Specification Services

The Odeon cinema located in Port Solent, Hampshire, was recently selected to undergo a complete renovation of the entrance foyer and retail areas. In charge of handling this project was CAPS Ltd., a family run company that installs flooring and acoustic wall panels all over the UK and Europe, and chosen supplier for all Odeon Cinemas throughout the UK.

William Fox, MD of CAPS Ltd. explains: "The project was to be completed over three nights, with work commencing at 11pm each night after all customers had left as it was vital the cinema remained fully operational throughout the day while refurbishments were being carried out. ARDEX were able to offer me a solution which would ensure the project would not only be completed on time, but would also ease the application process and deliver the smooth finish necessary for luxury flooring tiles."

ARDEX UK, is a system solution provider of high-performance speciality building materials, and the brand choice for installers and distributors throughout the construction industry.

Glen Sell, Area Sales Manager at ARDEX UK, comments: "CAPS Ltd. had never previously worked with ARDEX products, however, when this particular Odeon cinema project arose I was confident that our latest product, the ARDEX K 39 would not only exceed the requirements of the job, but would cement in the CAPS team's mind that it is ARDEX they should be using on site, so we agreed for the team to trial the product."

Williams says: "We used ARDEX K 39 because of its unrivalled properties. It has a 40 minute workable wet edge with excellent flowing properties proving perfect for application with a pin rake, and it does not require workers to kneel down and smooth out with a trowel. Its excellent flow and self-levelling properties resulted in an application time which is 2-3 times faster than other liquid applied screeds available. We also knew ARDEX K 39 would give us a perfectly smooth surface which is imperative when using a luxury vinyl tile, as this type of flooring typically displays any imperfections which are present in the sub floor.

"We also used ARDEX P 4 Primer on the job, applying it over existing ceramic tiles; we knew from experience that it had excellent adhesion properties to this particular type of tile. Having previously worked with other primers available on the market we knew we needed a robust product which would remain stuck to the floor even when walking over the area of application. The team had previously experienced primers which peeled off under their heels, preventing continuous work on the project. The primer created a grip to the floor and enabled us to start laying ARDEX K 39 in as little as one hour after primer application, ideal when working within strict time restraints."

Pleased with the finished results, William concluded: "It is now our intention to use ARDEX K 39 on future projects. Having received only positive feedback from our fitting team, and with the job finished to such a high standard under limiting time conditions, we feel that ARDEX is the provider that can offer us a premium and reliable service in every instance."

For additional information, please contact [ipss@ardexamericas.com](mailto:ipss@ardexamericas.com)

ARDEX International Projects and Specification Services Program

ARD 2215 (10/2014)



YOUR BEST CHOICE FOR  
INSTALLATION SUCCESS