

The Challenge

In the competitive marine industry, ensuring the durability and reliability of flooring and bonding applications is critical. Two leading companies in this sector faced significant flooring challenges impacting their product performance and brand reputation. APPLIED Adhesives provided tailored solutions that resolved their immediate issues and improved overall efficiency, strengthening long-term partnerships.



The Results

By implementing ASURE Uroflex MS35, both companies were able to:

- Resolve adhesive-related challenges quickly.
- Improve production efficiency with accelerated bonding times.
- Enhance the durability and structural integrity of their flooring applications.
- Gain a competitive advantage in the marine industry through superior product quality.

APPLIED used its expertise to solve adhesive challenges, enhancing production and reliability.

The Obstacles

Faced with wrinkled, puckering floors both companies struggled to maintain floor aesthetics and stability under continuous water exposure. While the root cause of the wrinkling remains a topic of industry-wide debate, the problem is clear—and far-reaching.

APPLIED Adhesives recognized the urgency of addressing this growing challenge. Leveraging their industry expertise, the team delivered tailored solutions that resolved the immediate bonding issues for both companies, setting a new standard for performance and reliability in marine flooring.

The Solution

Enter APPLIED's experts, who drew on extensive industry experience to determine the right solution: ASURE Uroflex MS35. This adhesive had the right adhesion properties for marine flooring while providing a barrier to the water for the plywood decking. This ensures each company's vessels can now weather the toughest environments.

Company 1: Tried to solve the issue themselves by adding a silicone sealant to the plywood seams, which caused bigger issues when the silicone and flooring adhesives did not adhere. Tackling the water-based adhesive vs. silicone standoff, the APPLIED team deployed ASURE Uroflex MS35, solving the bonding issue and accelerating production.

Company 2: For the wrinkling floor, APPLIED replicated the success, ensuring a wrinkle-free and durable flooring solution.

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