



SIKA AT WORK

CRAYOLA EXPERIENCE

ORLANDO, FLORIDA

SIKA COMFORTFLOOR® ENHANCES THE CREATIVE, COLORFUL SPACE.

BUILDING TRUST



SIKA ComfortFloor® ADDS COLOR TO CRAYOLA EXPERIENCE

“I LIKE COMFORTFLOOR BECAUSE IT IS A SOFTER FLOOR, WEARS LIKE IRON, AND IS PHENOMENAL IN HIGH-TRAFFIC AREAS.”

The Crayola Experience, which opened this past summer in Orlando, Florida, is a place where children can discover “the magic of color.” There are 25 interactive attractions and children are encouraged to play, explore, and learn. With this emphasis on creativity, the crayon manufacturer wanted to make sure the facility was imaginative and colorful – even down to its floors.

To achieve floors that met Crayola’s color expectations required thinking “outside the (crayon) box.” The Crayola Experience was going into an existing retail space, and when the demolition was done and the floor was reinforced, they discovered the concrete floor was in very poor shape and had many cracks. Tommy Clay, owner and general manager at Ardor Solutions of Oviedo, Florida, the flooring contractors, said, “We had planned to do a concrete stain but the floor required way too much work. Not only would repairing and staining the concrete be cost-prohibitive, but it also wouldn’t provide the vividness of the colors Crayola wanted.”

A PERFECT MATCH

Fortunately, Clay knew of a product that he thought would be “a perfect match”: ComfortFloor from Sika Industrial Flooring. ComfortFloor is a seamless, fluid-applied urethane floor system, which provides both comfort and toughness by combining softness under foot and durability. It is also available in custom colors.

“I like ComfortFloor because it is a softer floor, wears like iron, and is phenomenal in high-traffic areas,” Clay remarked. “In fact, I’ve had ComfortFloor in my office for four years and there is no sign of wear, even under my office chair.”

Scott Mellen, senior project manager at J. Raymond Construction Company of Longwood, Florida, the general contractor on the project, said he was very pleased with Ardor Solutions’ recommendation. “I knew the original idea of stained concrete would be too expensive and the colors wouldn’t be vibrant enough,” he stated. “While I had never used ComfortFloor before, it seemed like a great system, would require minimal restoration, and it came in an endless spectrum of colors.”

Along with infinite, vivid colors, two other advantages of ComfortFloor are the “give” or softness of the floor and the acoustical benefits. “The Orlando Crayola Experience was designed to host 2,400 kids in the space at one time,” said David Roesler, manager of facilities design at Crown Center Redevelopment Company of Kansas City, Missouri, a subsidiary of Crayola owner Hallmark Cards. “These happy children can be a bit noisy, so I’m pleased with the acoustical properties of the ComfortFloor,” he added. “Plus if a child trips or takes a tumble, there’s more cushion to the floor.”

PROJECT

Crayola Experience
Orlando, Florida

FLOORING CONTRACTOR

Ardor Solutions
Oviedo, Florida

GENERAL CONTRACTOR

J Raymond Construction Company, Inc.
Longwood, Florida

FLOORING SYSTEM

Sika ComfortFloor®

PROJECT SIZE

30,577 square feet

COMPLETED

May, 2015





INSTALLATION WAS NOT CHILD'S PLAY

The first step in installing the new floor was repairing the old one. "There were a lot of loose substrate that had to be cut out and patched back, penetrations and cracks that had to be filled, glue residue on the floor that had to be removed, and different elevations that had to be evened," Clay stated. "The 30,000 square-foot slab had four or five different types of flooring on it before we started, including carpeting and tile. Anything that could be bad on the floor, we had on this job."

Installing the actual ComfortFloor required a lot of coordination with the other trades. "We have to be sure to keep airborne dust away, which means we pretty much claimed our space and kept other trades away while we were working," Clay said. Ardor Solutions then installed the Sika 161 Primer, followed by the Sikafloor 330 Flexible Polyurethane Membrane, the Sikafloor 305 W polyurethane pigmented matte topcoat and the Sikafloor 304W Satin Clear Urethane.

There was an enormous amount of detail in the coloring and layout of the floor, which included abstract shapes and swirls. "Matching the PMS colors Crayola gave us was extremely difficult," Clay commented. "We had to fool around quite a bit with pigment loads and base coats to obtain the exact colors."

Fortunately, Clay knew he could always call on his Sika Flooring representatives if there were any problems. "There's no better outfit to work with than Sika," he remarked. "They are extremely willing to help in any situation, which I very much appreciate."

A PRETTY PICTURE

Despite all the difficulties with the installation, the results are well worth it. "The floor is amazing!" Mellen said. "I'm very happy with how Ardor Solutions was able to match the colors, and they even came in under budget. I would definitely use ComfortFloor again."

Clay was pleased as well. "It was a lot of fun to work on a floor that has so much character in it," he commented.

Roesler said that Crayola was impressed with the craftsmanship of Ardor Solutions and the durability of ComfortFloor. "We have the children working with a lot of melted wax but the floor cleans up beautifully," he said. "We also like how it can be put over a damaged floor and span cracks."

In fact, Crayola was so satisfied with the appearance and performance of ComfortFloor that they are hoping to use it in future Crayola Experiences. "The end result was great and ComfortFloor is now our floor of preference," Roesler stated.

COLOR CRAYOLA HAPPY.



CRAYOLA EXPERIENCE



WHO WE ARE

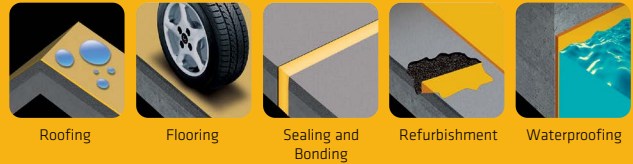
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SIKA CORPORATION—FLOORING

201 Polito Avenue
Lyndhurst, NJ 07041
Tel (844) 529-7101
Fax (800) 294-6408
www.SikaFloorUSA.com
flooring.orders@us.sika.com

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