



SIKA AT WORK

DETROIT REMAN - DMR ELECTRONICS HIBBING, MINNESOTA

DECORATIVE FLOORING SYSTEM
USING SIKAFLOOR METALLIC FX

BUILDING TRUST



DETROIT REMAN - DMR ELECTRONICS SHINE WITH SIKAFLOOR METALLIC FX

As a leading manufacturer and remanufacturer of high-quality electronics products, Detroit Reman - DMR Electronics has no doubt learned it pays to be selective. So when two decorative floors in their recently expanded facility in Hibbing, Minnesota didn't live up to their expectations, they knew better than to settle. Instead, they went to the company they trusted for a better solution: Sika Flooring.

"We installed a 30,000-square foot Sikafloor ElectroStatic Dissipative Control floor in that facility in 2014, and Detroit Reman - DMR Electronics liked that floor so much they wanted to know what Sika options there were for the manufacturing floor," remarked Aaron Strom, operations manager at Duluth Coating Solutions of Duluth, Minnesota. "After we installed a Sikafloor Morritex epoxy system on the manufacturing floor they wanted to see what else we could do," he added. "It really wasn't a surprise when they asked us to suggest something to replace their decorative floors."

KEEPING UP APPEARANCES

The two decorative floors consist of a 600-square-foot floor in the lobby, and a 2,300-square-foot floor in the break room. Originally both floors were polished concrete, and each was redone numerous times. "Even after we redid them the floors still looked horrific," said David Rhode, plant operations manager at Detroit Reman - DRM Electronics. "After three tries with concrete staining we decided to try the luxury vinyl floor in the lobby as a last ditch effort, but that looked so terrible it only lasted one week," Rhode remarked. "It just didn't go with the interior design of the room."

Frustrated, Rhode turned to Sika Flooring and Duluth Coating Solutions for a solution. "We were looking for a more modern, unusual approach to flooring," Rhode explained. Sikafloor Metallic FX offered exactly that.

Sikafloor Metallic FX is a decorative, self-smoothing flooring system based on Sika's two-part, low odor and low viscous, transparent epoxy resin designed for decorative high-build coating applications; and ultra-fine Sika Metallic Powders, which are special effect pigments used to create multi-dimensional, pearlescent and iridescent designs. Sikafloor Metallic FX is also low maintenance, durable and available in 44 distinctive colors.

"We liked Sikafloor Metallic FX because it has a very unique look and is very durable - which was important in the break room because of foot traffic and chair movement from the 125 plus employees," Rhode stated.

Strom said a Sika Flooring representative worked with them from the onset during brainstorming sessions and in creating different samples of what the Metallic FX floor might look like. "We both got our hands dirty making different samples in order to get the appearance Detroit Reman - DMR Electronics wanted," he commented.

Strom added that the participation of a Sika Flooring representative wasn't unusual. "One of the biggest advantages of working with Sika Flooring is the people," he said. "The sales representatives are very knowledgeable, the technical support is great, and the customer service is one of the best for overall relationships between the contractor and the manufacturer."

A SMOOTH INSTALLATION

Installation of the Metallic FX floors took a crew of four installers three days to do both floors. Prepping the lobby floor involved removing the luxury vinyl tile floor, grinding off the adhesive, and shot-blasting the floor; while the concrete floor in the break room was prepped by shot-blasting and removing the original densifier hardener.

PROJECT

Detroit Reman - DMR Electronics
Hibbing, Minnesota

FLOORING CONTRACTOR

Duluth Coating Solutions
Duluth, Minnesota

FLOORING SYSTEM

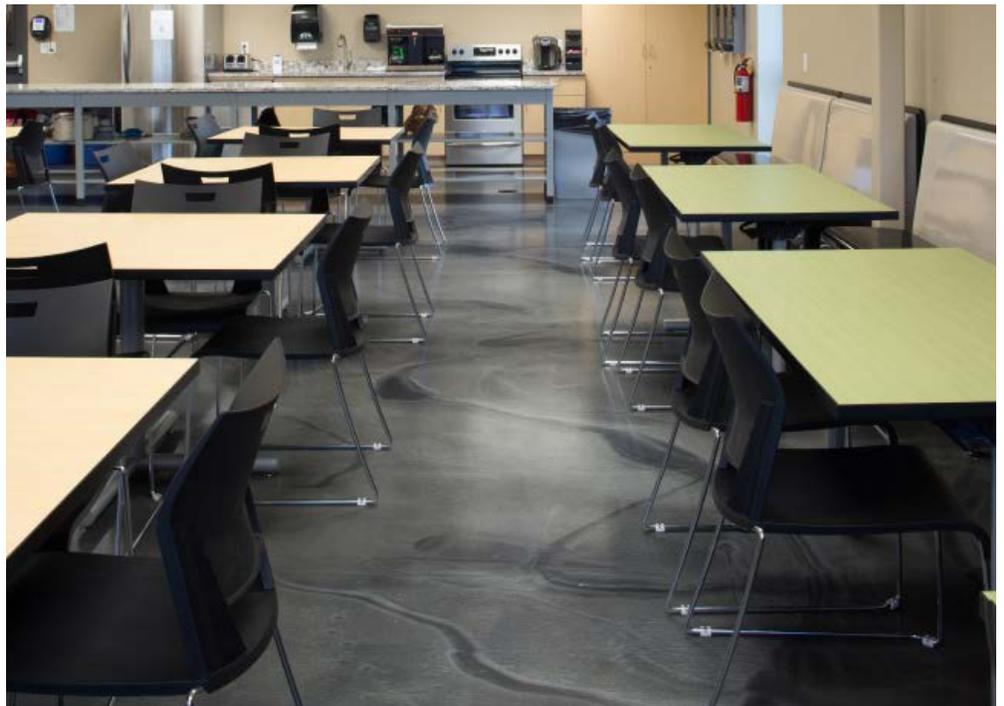
Sikafloor Metallic FX

PROJECT SIZE

3,000 square feet

COMPLETED

October, 2014





“The important thing to a successful installation is to just take your time with it and make sure every step is followed,” Strom explained. “You have to be very thorough and pay close attention to cleanliness and preparation.”

FLOORED BY THE RESULTS

The break room floor used “dolphin” as a base color with “whale” accents, whereas the lobby floor was the reverse. The lighter-colored swirls in the floors almost appear to be moving – much like gentle waves. It was just the unique look Detroit Reman - DMR Electronics was looking for.

“We are very happy with the Metallic FX floors,” Rhode stated. “Each installation has a very unique look, and really adds to the ambiance of the room. Metallic FX is also extremely durable and covers up the poor workmanship of the concrete floors. Best of all, everyone who visits is extremely impressed and comments on the floors.”

Strom said this reaction is common. “We’ve installed about 50,000 square feet of metallic floors and the only time we receive call backs is when a customer calls to tell us they passed on our name to someone who admired the floor,” he stated. “The floor itself becomes a great piece of advertising for us.” “I think metallic floors are really a game changer in both the residential and commercial markets. They offer the best of sealed and stained concrete with the same durability as epoxy urethane floors,”

Strom continued. “Plus, the finish is more consistent than stained or polished – you get what colors you want from corner to corner. You can also be more creative with color. I’m really excited to see where the industry goes with this because there are so many opportunities for such a versatile and unique flooring system.”

“In the meantime, Sikafloor Metallic FX floor seems to have made a lifelong fan of Sika Flooring out of David Rhode. “Today two-thirds of our facility has Sika Flooring,” he remarked. “If the floor is not carpeted it has a Sika Flooring product on it.”



DETROIT REMAN- DMR ELECTRONICS



WHO WE ARE

Sika is a globally active specialty chemicals company. Sika supplies the building and construction industry as well as manufacturing industries (automotive, bus, truck, rail, solar and wind power plants, facades). Sika is a leader in processing materials used in sealing, bonding, damping, reinforcing and protecting loadbearing structures. Sika's product lines feature high-quality concrete admixtures, specialty mortars, sealants and adhesives, damping and reinforcing materials, structural strengthening systems, industrial flooring as well as roofing and waterproofing systems.



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