



CASE STUDY

Project Name

Best Chevrolet Showroom Renovation-
Hingham, MA

Installer

Enterprise Flooring Incorporated-Braintree, MA

Architect

Roth & Seelen, Inc.-Hingham, MA

Featured Products

ARDEX K 55™ MICROTEC®
Premium High Flow Self-Leveling Underlayment
ARDEX X 77™ MICROTEC®
Fiber Reinforced Thin Set Mortar
ARDEX FL™
Rapid Set, Flexible Sanded Grout

Challenge

- 6,000 square-foot installation area
- Tile-over-tile installation to withstand heavy loads
- Auto showroom open to public
- Three-week installation time frame

Situation

General Motors requires its dealerships to undergo showroom renovations every five years to maintain a chic and inviting atmosphere. In keeping with these requirements, Best Chevrolet Hingham was to install new 16x16 porcelain tiles in its showroom. Roth & Seelen, Inc., wanted to install the new tiles on top of existing 12x12 porcelain tiles, but was concerned new tile joints might line up with old tile joints and become unstable causing lippage and tripping hazards. The new floor would have to withstand heavy vehicle loads (i.e. Chevy Suburban) rolled on the sales floor using hard casters. As many as 15 vehicles are displayed on the showroom floor at one time.

Solution

ARDEX Sales Professionals Barry Cullen and Dean Cavicchi met with Roth & Seelen to discuss leveling and tile recommendations. Before the installation began, all existing tiles were cleaned and inspected for bond strength. ARDEX K 55™ MICROTEC® Premium High Flow Self-Leveling Underlayment was installed at 1/8" thickness over the existing tile to eliminate existing tile joints. Once the floor was joint-free and level, new 16x16 porcelain tiles were set with ARDEX X 77™ MICROTEC® Fiber Reinforced Thin Set Mortar, then grouted with ARDEX FL™ Rapid Set, Flexible Sanded Grout to finish the project. Enterprise Flooring Incorporated received a 10-year SystemOne™ Warranty providing confidence in the products and the installation. The result was a beautiful, strong and durable showroom floor.



**Best Chevrolet Showroom Renovation
Hingham, MA**



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