



CASE STUDY

Project Name

Automobiles Guy Beaudoin Showroom

Job Location

Laurier-Station - Québec, Canada

Tile Distributor

Prosol Distribution Inc. - Québec, Canada

Tile Contractor

Ceramik'ART

ARDEX Products

ARDEX UI 720™ FLEXBONE® Floating Uncoupling Membrane

ARDEX UD 146™ Edge Insulation Strip

ARDEX UD 156™ Movement Joint Tape

ARDEX UD 158™ Seam Reinforcement Mesh Strip

ARDEX X 78™ MICROTEC® Fiber Reinforced Semi-Pourable Tile and Stone Mortar

ARDEX FL™ Rapid Set, Flexible, Sanded Grout

Challenge

- 5,500 sq. ft. installation on green concrete and epoxy coated subfloors
- Rapid completion time
- Open work environment
- True uncoupling membrane needed

Situation

The Automobiles Guy Beaudoin dealership was starting a complete remodel and expansion of their current showroom floor and auto parts department. New and existing concrete slabs were in juxtaposition. The showroom subfloor had an epoxy coating that could not be mechanically removed, due to concerns of dust affecting the remaining open areas of the dealership. Though flooring installation products had not yet been selected, the demand for a single source manufacturer that could meet strict requirements, such as true uncoupling to overcome the concrete slab issues, was of the highest concern. A full system warranty for all manufactured products was also required.

Solution

ARDEX Sales Professional Eric Morissette teamed up with Prosol Sales Representative; Nicolas Demers, to contact Cermaik'Art and dealership owner; Gino Demers (not related), to fully detail a complete ARDEX Tile and Stone Installation Systems solution that would not only meet the true uncoupling membrane requirement but surpass all requirements by offering a complete, single source comprehensive warranty for all tile products.

Without trying to remove the epoxy coating left on the showroom floor, ARDEX UI 720™ FLEXBONE® Floating Uncoupling Membrane was rolled onto the showroom subfloor and all green and existing concrete slabs. ARDEX UI 720 allows for the immediate installation of tile and stone as the uncoupling membrane is not bonded to the subfloor, creating true 100% uncoupling between the subfloor and tile. ARDEX UD 146™ Edge Insulation Strip was used to protect the entire floor from any wall movement or expansion issues. ARDEX UD 156™ Movement Joint Tape and ARDEX UD 158™ Seam Reinforcement Mesh Tape were also used to complete the FLEXBONE® installation.

ARDEX X 78™ MICROTEC® Fiber Reinforced Semi-Pourable Tile and Stone Mortar, with its creamy and smooth consistency was used for installing the 5,500 sq. ft. 24" x 24" floor tile, achieving nearly 100% coverage without having to back butter the tiles. The true 60 minute open time also gave installers a more efficient mortar application process, without the need to rush when setting large tiles. ARDEX FL™ Rapid Set, Flexible, Sanded Grout in Stormy Mist capped off the installation, making grouting the 5,500 square foot floor a breeze due to the fluid consistency of ARDEX FL!

Ceramik'Art completed the project in less than a week, and loved the use and performance of ARDEX Americas Tile and Stone Installation Systems products, especially ARDEX UI 720™ FLEXBONE® Floating Uncoupling Membrane!



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