



CASE STUDY

Project Name

Zara Clothing, Willowbrook Mall – Wayne, NJ

Tile Contractor

James Floor Covering Inc. – Bristol, PA

General Contractor

David A. Nice Builders, Inc. – Williamsburg, VA

Featured ARDEX Products

- ARDEX K 60™ ARDITEX Rapid Setting Latex Smoothing and Leveling Compound
- ARDEX X 5™ Flexible Tile and Stone Mortar
- ARDEX UI 740™ FLEXBONE® Uncoupling Membrane
- ARDEX FL™ Rapid Set, Flexible, Sanded Grout

Challenge

- Massive installation area (22,000 sq. ft.)
- Moisture remediation issues
- Active shopping mall

Situation

Multiple moisture remediation and tile and stone installation products were originally specified for the flooring project at the new Zara Clothing store being constructed in the Willowbrook Mall. Tile contractor James Floor Covering Inc., had to finalize installation products that could meet the demands of the challenging subfloor while keeping the project on schedule. A total system solution would be preferred that encompassed subfloor preparation through tile grout.

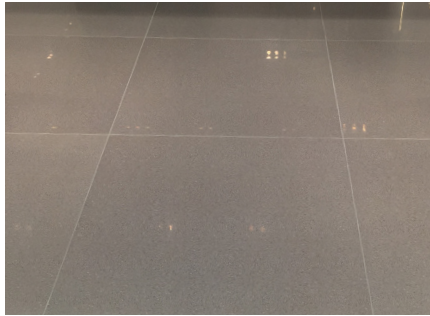
Solution

ARDEX Sales Professional Jerry Gaudio was contacted by James Floor Covering Inc. to advise on moisture remediation products that could meet the demands of the project's challenging subfloor and schedule. Originally specified for other tiling systems for both flooring and tile installations, Jerry knew ARDEX could offer all installation products while providing a full system warranty. ARDEX Sales Professional Tom Quackenbush was brought into the project by Jerry to discuss ARDEX Tile and Stone Installation Systems solutions over the competitor products. After multiple job site reports were generated, ARDEX solidified all flooring bids as the single source manufacturer for the project.

To deal with the subfloor preparation work, ARDEX K 60™ ARDITEX Rapid Setting Latex Smoothing and Leveling Compound was selected for its high versatility and fast dry time. Originally specified for ARDEX MC™ RAPID and ARDEX V 1200™, ARDEX K 60 was substituted as a single product solution to deal with leveling the subfloor while eliminating the need for extra time spent on profiling prior to the combination of both ARDEX MC RAPID and V 1200. ARDEX K 60 does not require mechanical profiling or priming in most applications, no water and is walkable within 2-3 hours.

ARDEX X 5™ Flexible Tile and Stone Mortar was then used to install both ARDEX UI 740™ FLEXBONE® Uncoupling Membrane and all floor tiles. A highly versatile, polymer modified mortar with an easy to apply creamy consistency, ARDEX X 5 allows installers ample working time up to 20 minutes while providing 80 sq. ft. of coverage per 40 lb. bag. Since Zara's location in the Willowbrook Mall would invite thousands of shoppers, an extremely durable uncoupling mat would be required to handle all the floor stresses. ARDEX UI 70 FLEXBONE provides maximum tile and stone installation protection for high load, high stress areas and has a Robinson Test rating of extra heavy.

Finishing up the flooring installation, ARDEX FL™ Rapid Set, Flexible, Sanded Grout in Silver Shimmer was applied to the 36" x 36" porcelain tile. A highly versatile, rapid setting sanded grout that is open to traffic in just 90 minutes, quickly allowed installers to finish the last step in the flooring installation and allow full access to the flooring area.



Zara Clothing, Willowbrook Mall
Wayne, NJ



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