

Market Application

Retail Store

Decorative Flooring

Project: Justice for Girls Store located in the Westfield Garden State Plaza Mall in Paramus, NJ

Owner: Tween Brands

Flooring Contractor: CPI Industrial Company – Columbus, OH

Year: 2010



Project Background: Justice for Girls is a nationwide brand of stores, from parent company Tween Brands, offering girls' clothing and accessories. Their Garden State Plaza location was opened in a space formerly occupied by another retailer.

Type/Usage of Areas: The installation covered 6,000 square feet of retail space that required UV resistance, easy cleanability, little maintenance, slip resistance and a highly attractive finish to reinforce the Justice brand.



Why Tween Brands Chose Sika's Resinous Floor System: Decision makers at Tween Brands considered several factors before selecting Sika as Justice for Girls' flooring partner. In relation to the product, requirements included UV and slip resistance as well as color customization options. As for the company, Tween Brands was seeking a single-source supplier with a solid reputation in resinous flooring, international reach and an ability to work within stringent construction schedules. Sika was able to meet or exceed each and every consideration. Where a previous supplier's resinous floor had discolored, Sika's UV light stable epoxy system provides superior color and gloss retention in addition to offering a non-skid surface to ensure customer and employee safety. Floor customization through color and pattern are nearly limitless with Sika's custom color capabilities. Tween Brands' in-house design team was able to select a signature color, vinyl flake and glitter combination that produced an attractive floor reinforcing and enhancing the Justice brand. On the service side,

Sika is the number one global supplier of resinous flooring, as well as the leader in concrete repair and protection products including cementitious repair mortars and flexible polyurethane joint sealants, all compatible with the flooring systems. Other advantages to working with Sika included reduced installation time frames through the utilization of moisture-tolerant primers that can be applied over green concrete as well as with systems that can cure at lower temperatures than competitive products.

Installation Challenges: Because the previous occupant of the space had covered the concrete subfloor with carpeting and tile, there was a significant amount of demolition and preparation to accomplish before the installation. CPI Industrial Company set to work removing old carpet and tile adhesive with large planetary grinders. They then patched the entire floor with SikaQuick 1000 and other Sika patching materials to create a smooth substrate. Finally, they mechanically shotblasted the entire surface to achieve a uniform porous profile in preparation for the polymer flooring system. The first step of the resinous flooring system was a coat of Sikafloor Fast Track Primer applied at 10 mils. Once cured 8 hours later, CPI sanded the floor, vacuumed and tack ragged it clean. They then applied 10 mils of Sikafloor 225 custom white over the entire floor to provide a consistent white base color. Ten hours later the floor was sanded, vacuumed and tack ragged cleaned again. Sikafloor 225 custom white at 10 mils was applied and broadcasted with a custom blend of multi colored vinyl chips as per the Justice standards. After another 10 hour cure period, the floor was sanded to remove any chips standing on edge. The perimeters of the blue walkway were taped off and CPI applied 12 mils of the Sikafloor 225 custom blue and broadcasted the custom flake blend into the



Case Study



Sika's System Approach to Resinous Flooring

wet surface. Once the blue section cured, it was sanded and cleaned as in previous steps, and the entire area was ready for the three clear topcoats. CPI applied 10 mils of Sikafloor 225 clear UV Resistant Epoxy Topcoat, followed by another 10 mils 12 hours later. A custom glitter blend was added to the first Sikafloor 225 topcoat, completing the custom design specified by the Tween Brands design team. A final coat of Sikafloor 315 high solids abrasion resistant urethane was applied at 4 mils.



Results: When asked about Sika's Resinous Flooring System in Justice's Garden State Plaza location, Charlie Fenical, Senior Construction Manager with Tween Brands Store Planning, said, "We are very satisfied with the color and the brightness. Everyone responds to how 'neat' it looks." The customer is so satisfied, in fact, that in 2010 alone Sika will install floors in an additional 45 Justice stores. To learn what Sika can do for your floors, contact your local Sika sales representative at 1-800-933-SIKA.



Sika Products

SikaQuick® 1000 is the patching material that was used to repair and smooth the concrete substrate. It is a one-component rapid hardening mortar that allows for an extended working time. The subfloor was then primed with **Sikafloor® FTP**, a three-component, 36% solids, waterborne-epoxy that provides an effective moisture barrier. **Sikafloor® 225** was the resinous flooring system selected for its light stable formulation and customizable color and appearance when broadcast with the flake and glitter combination hand-selected by Tween Brands' in-house design team. The system also delivered the added benefits of a high solids/low odor formulation as well as excellent abrasion and impact resistance for heavily traveled areas. Finally, the entire floor was sealed with **Sikafloor® 315**, a high solids, abrasion resistant, aliphatic polyurethane coating that increases wear resistance by up to 50% over that of standard polyurethane coatings and provides an extra measure of UV resistance to ensure superior color retention.

Sika... One Name. One Source. Worldwide.



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