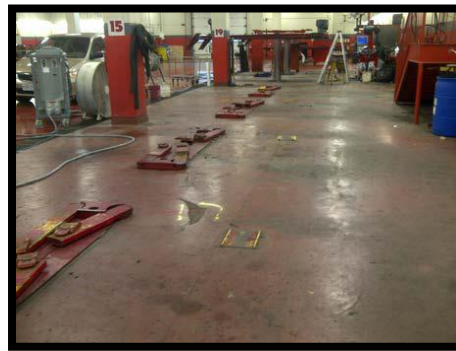
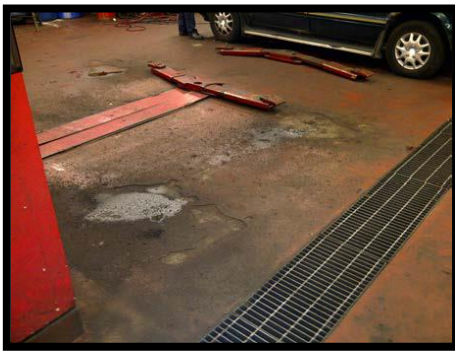




## Case Study: Canadian Tire

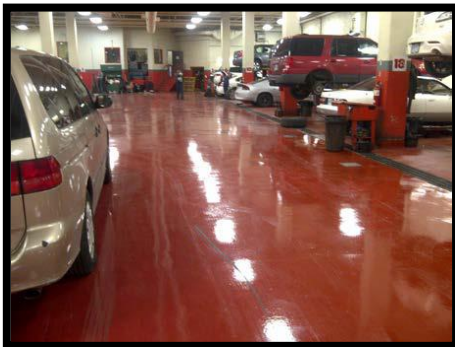
Canadian Tire is one of Canada's most shopped retailers with over 1,700 retail and gasoline outlets; more than 80% of the population shops at Canadian Tire Stores every year. Their location on Yonge Street in Ontario is one of their busiest, serving over 250 cars per day. They needed to repair the deteriorated floor in their service bays and they needed to find a way to do it without disrupting service.

The current floor was dirty, pitted and worn over the years by the constant traffic, brake fluid, and impact from dropped tools. The existing coating was too porous (a dry mix with too much sand for the amount of resin) and did not have the chemical resistance required. Barry Hinds, of Canadian Tire, was looking for a floor coating that had better chemical and impact resistance, provided a good aesthetic, and could be applied with a minimal amount of inconvenience to their customers.



Barry met with Milamar Coatings' Master Applicator, Craig Corner of BNE Contractors, and liked that they had the experience, manpower and equipment to provide a fast turn-around with no loss of business during the installation. They also liked the fact that Milamar Coatings had systems with the ability to reduce the number of steps needed for installation. It was a difficult project logistically as there was only one access door for cars and BNE had to carefully manage both time and people to ensure a successful application.

The project was split into three phases, the two hoist bay areas and the center aisle. Both bays were prepped using planetary grinders and hand planers. In one of the service bay areas, 2,000 sq. ft. of the old coating had to be removed and BNE hand trowelled ICO Floor 51 to a 1/4" thickness. ICO Floor 51 is tough and durable, resin rich, system that goes down in a single step. Then both bays were coated with ICO Primer XT at 200 sq. ft. per gallon and a full broadcast of 32 mesh silica sand. This system has excellent adhesion and the addition of silica sand builds it up for greater impact resistance. Finally the entire facility including the center aisle was top coated with ICO Ure Guard 80. This urethane topcoat was chosen because of its UV stability, gloss retention, resistance to brake fluid and it does not stain from tire exposure unlike many urethanes.



Canadian Tire has been very impressed with the installation and performance of their floor. It was a seamless installation for them and did not affect their business and truly exceeded their expectations.