



Case Study: Mercedes Benz Dealership

The Miller Group, owners of several auto dealers in Utah, were building a new Mercedes dealership in Linden, Utah. Their normal way of finishing their concrete floors in the back room (service areas) was to apply an Ashford Formula material. However, Mercedes Benz of N.A., decided they wanted to upgrade this finish and, if satisfied with the results, use the new service area floor as a prototype for all new dealerships in the U.S. Upon being asked to investigate other types of floor finishes, the GC contacted CDC Restoration in Salt Lake.

CDC, a long-time certified contractor of Milamar Coatings, decided that use of our flexibilized epoxy coating, **ICO Floor Coating**, in combination with a two-part aliphatic urethane top coat would provide the customer with the best bang for the buck. Working together, CDC and Milamar came up with a four-step system to ensure the longest life: one coat of **ICO Primer LV**, a base coat of **ICO Floor Coating** at 10 mils, a top coat of **Ure Guard 60** aliphatic urethane, pigmented, and finally a top coat of clear **UreGuard 60** for hiding scratches and dirt. In the car wash areas, a heavier 60-mil liquid/aggregate system utilizing **ICO Floor Coating** was used. The floor was shotblasted, cracks were filled, and then the four-coat system was applied.

The dealership has been open over a year now and so far the floor system has exceeded expectations. The owners and Mercedes have themselves a very, high-tech, upscale look in keeping with their demography, and the service and maintenance people have a very easy-to-clean and light reflective floor that has dramatically enhanced working conditions, compared to previous shop floors. Service personnel have reported how well the floor resists gouging and nicks from dropped tools. Mercedes officials are keeping a close eye on things and hopefully, given continued satisfaction, will incorporate these floor specs into a nationwide upgrade of their dealership's service centers.

