



Case Study: Jackson Beverage Company

Jackson Beverage Company, located in Wilmington, NC, a long time distributor for the Anheuser-Busch Company, decided to upgrade their 26 year-old facility to meet or exceed the floor standards found in all Anheuser-Bush facilities. The building is a combination of warehouse/office/showroom in different levels. Extensive concrete restoration was needed due to irregularities in the floors from moving walls during expansions. Like most major distributors, Jackson Beverage sees very heavy traffic, occasional impact and product spillage. They desired a new appearance that would be a “showpiece” and set a new standard for floors.

Steve Williams of Protective Coating Sales, Inc. in Henderson, NC recommended a four-step system that incorporated Milamar Coatings’ epoxies and urethane coatings. After shot blasting the floor, Steve and his crew applied Milamar’s ICO primer LVFC, a 100% solids, deep penetrating primer, that would help seal the floor and, with the additions of fine fillers, fill all the holes and other imperfections in the floor.

After drying, ICO Floor SL, ICO’s flexibilized self-leveling floor, was applied to remove major surface defects and create a smooth floor (and provide better wear and impact resistance than a two part, thin film coating). A thin coat of ICO Ure Guard 60, a two-part aliphatic urethane pigmented with beige 104, was then applied for better UV resistance and color stability, followed by a clear coat of the same for minimizing ugly tire marks and facilitating cleanup. The client has been very pleased with the installation and with his new “showpiece” floor.

