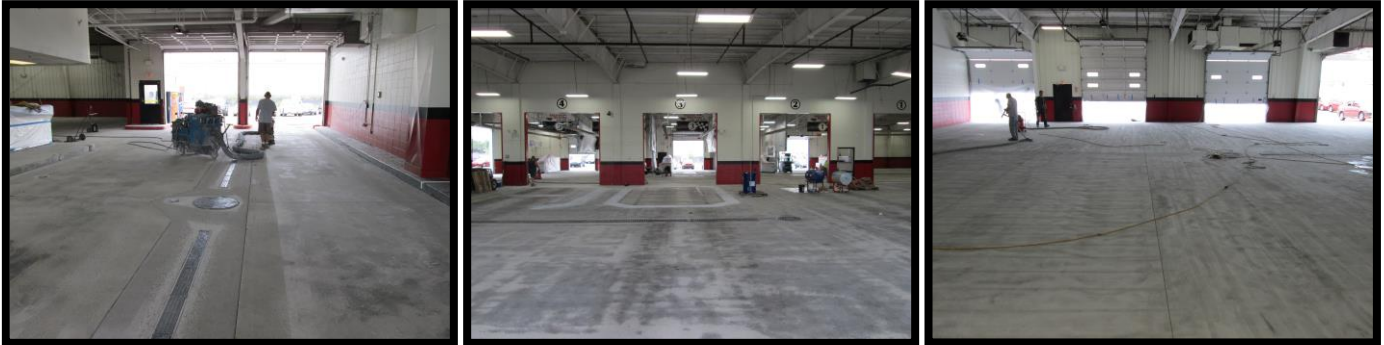


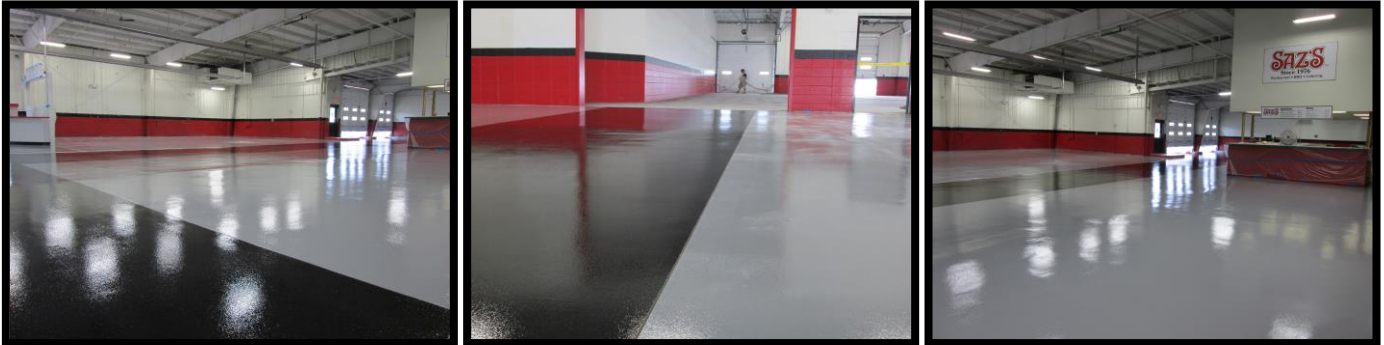


Case Study: Greater Milwaukee Auto Auction

Greater Milwaukee Auto Auction is located in Milwaukee and is the largest independent auto auction in Wisconsin. They have a large facility running 5 auction lanes with over 1,000 cars per week. They were looking for a substantial upgrade in the appearance of their facility for the thousands of customers who walk through on a weekly basis and wanted to get their floor repaired and coated. The thin, existing coating was dull and failing in many areas due to the amount of traffic they receive, there were also many uneven spots and areas where the floor was in need of being leveled out.



Kevco, Inc was called in to provide a quote for 25,000 sq.ft. of their main auction area. Greater Milwaukee Auto Auction had heard of them through one of Kevco's satisfied customers and knew they had a reputation as a quality company that did quality work. After thoroughly assessing the current conditions of the floor (oil, grease, uneven areas, etc.) and the expectations of the customer, Kevco was able to offer a floor that suited all of their needs in their budget and timeframe.



The system that Kevco recommended was a 6 mil coat of Milamar's ICO Primer LV, 1/4" of ICO Coat 81, grout coat of ICO Floor Coating XT, and a urethane topcoat. First the floor had to be scarified and shot blasted to remove the old coating, remove any failing concrete and present a sound substrate for the coating to bond. They roller applied the deep penetrating ICO Primer LV at about 200-250 sq.ft. per gallon to ensure a tenacious bond of the ICO Coat 81 to the concrete. The ICO Coat 81 was then applied at a 1/4" thickness using a power trowel to speed up the process. ICO Coat 81 was chosen because it's a fast and economical way to fill in low spots and pitted areas in a single step to return the floor to its original flat profile. Then the ICO Floor XT (extra thick) was applied at 15 mils thickness using rollers and paint brushes to be precise in the black lane areas. Then a topcoat of urethane was applied for better UV resistance and cleanability.

Greater Milwaukee Auto Auction was thrilled with the floor and even more impressed with the customer service of Kevco, Inc., when they asked for some enhanced slip resistance to be added for the upcoming winter months. They continue to receive compliments from their customers on how bright the auction house is now and the appearance of their new floor.