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National Tile Contractors Association

December 2010

TileLetter

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ON THE COVER:
MAPEI Corporation

The **best** tile installation **system**
is selected for the job



Bentall Capital Building Plaza,
1075 W. Georgia, Vancouver, BC

Developed by Arthur Erickson in 1968, the plaza and water elements in front of the Bentall Capital Building were recently renovated. Existing natural slate tiles, which had deteriorated over the years, were removed and replaced with new porcelain tiles using MAPEI's **Granirapid** mortar system. Rapid-setting **Ultracolor Plus** grout was used to provide an efflorescence-free finish to the grout joints. **Mapelastix 315** membrane with fiber mesh was applied to waterproof the fountains in the plaza before tiles were installed.



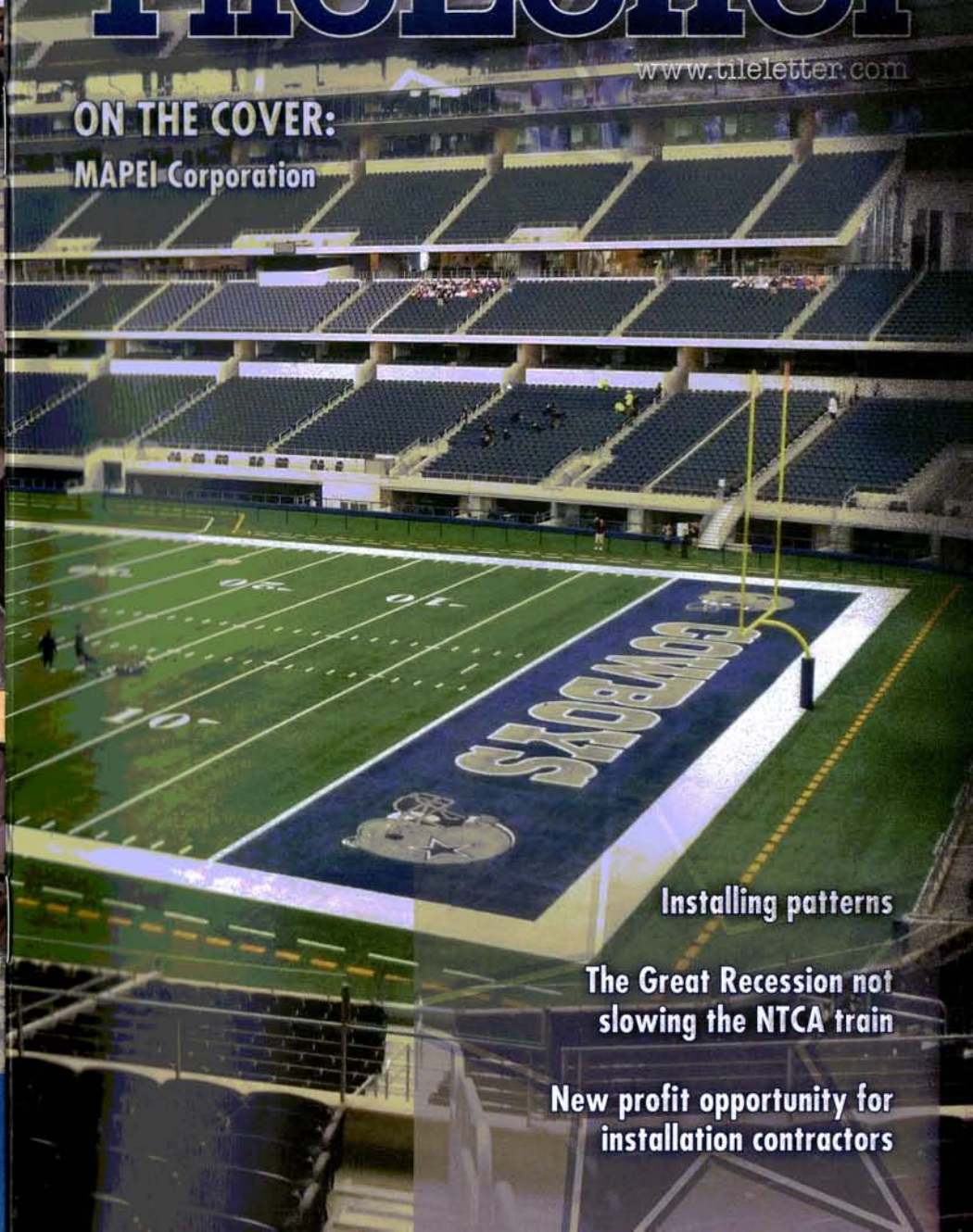
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January 25 - 27 • Booth # **B7950**
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Installing patterns

The Great Recession not
slowing the NTCA train

New profit opportunity for
installation contractors

Super Stadium for



*Photo Courtesy of
Modern Tile Co., Inc.*

SUPER BOWL XLV

Cowboys Stadium puts range of MAPEI installation products to the test

When Super Bowl XLV comes to Cowboys Stadium in Arlington, Texas on Sunday, February 6, 2011, MAPEI will be on hand cheering the teams on to victory. That's because the company's products are an integral part of the \$1.15 billion stadium, where the Cowboys began their 49th season in 2009.

Team owner Jerry Jones brought the best of everything to the 3-million-square-foot stadium, creating a setting for a host of new memories, including Super Bowl XLV. That "best" also encompassed some of the finest stone and tile installations in the state of Texas. On behalf of the tile and stone

installers who did the work, we'd like to do a little Texas-style bragging.

Nearly 300,000 square feet of walls and flooring were covered with tile and stone. Almost 100,000 square feet of that tile was set on the North and South sides of the main concourse and the Silver level of the stadium. On the main floor, crews from Modern Tile Co., Inc., of Dallas, Texas, worked with two shades of gray Sadlerstone concrete floor tiles from Australia interspersed with bands of black Galactica granite from Marmi Sava srl of Italy. On the Silver level, the same pattern was specified but in a different color



Recess-It products are produced of a corrosion resistant alloyed aluminum with an elastomeric-waterproofing and anti-fracture coating combined with an aggregate bonding base. Finished materials, ceramic tile, marble, granite, etc. can be applied immediately after product installation utilizing standard mastics or thin-set. Listed products are supplied with wall fasteners which may be used with/without preinstalled wood blocking. Also try our Floating Shelf™, a tile ready shelf support, for use with any Recess-It™ units.

Better-Bench® is an easy to install bench-forming system that replaces the complex methods currently in use. This fully independent supporting unit can be mounted to most vertical surfaces quickly and efficiently, saving the installer valuable time. What once took days can now be done in about an hour!

At **Innovis Corporation**, all our products are designed for superior performance with minimal effort required on the part of the installer. They provide maximum flexibility and are engineered to meet and exceed the standards set by many industry related organizations. Expensive waterproofing systems have all been eliminated.

Innovis does all of this while providing cost effective "off the shelf" value to the installer.

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DALLAS COWBOYS:

hard-won victories

Like many modern Americans, the Dallas Cowboys have gone through a lot of changes along their route to success. Life was filled with challenges when they first started out. Their “company name” changed from the Dallas Steers to the Dallas Rangers before finally settling down to the now-famous Dallas Cowboys moniker.

The competition, in the form of the Washington Redskins, tried to keep the Cowboys out of the National Football League in order to defend their own claim to being the only representative of the southern U.S. states in the league. Determination and thinking outside the box won the battle in those early days. The Cowboys bought the legal rights to the Redskins’ fight song and used it to barter their way onto the roster of NFL teams. On January 28, 1960, the Dallas Cowboys became the first expansion team in the NFL. Clint Murchison, Jr. and his brother John owned 90 percent of the team, Tex Schramm became their general manager, and the legendary Tom Landry began coaching the Cowboys.

The Dallas Cowboys began their NFL careers playing in the Cotton Bowl. Host to numerous college football games, the Cotton Bowl was home for the Cowboys from 1960 to 1971. Then the city of Irving, Texas, built a new home for the Cowboys, Texas Stadium, which they inhabited from 1971 to



Main Concourse Lobby covered with gray Australian concrete tile and black Galactica marble. Courtesy of Modern Tile Co., Inc.

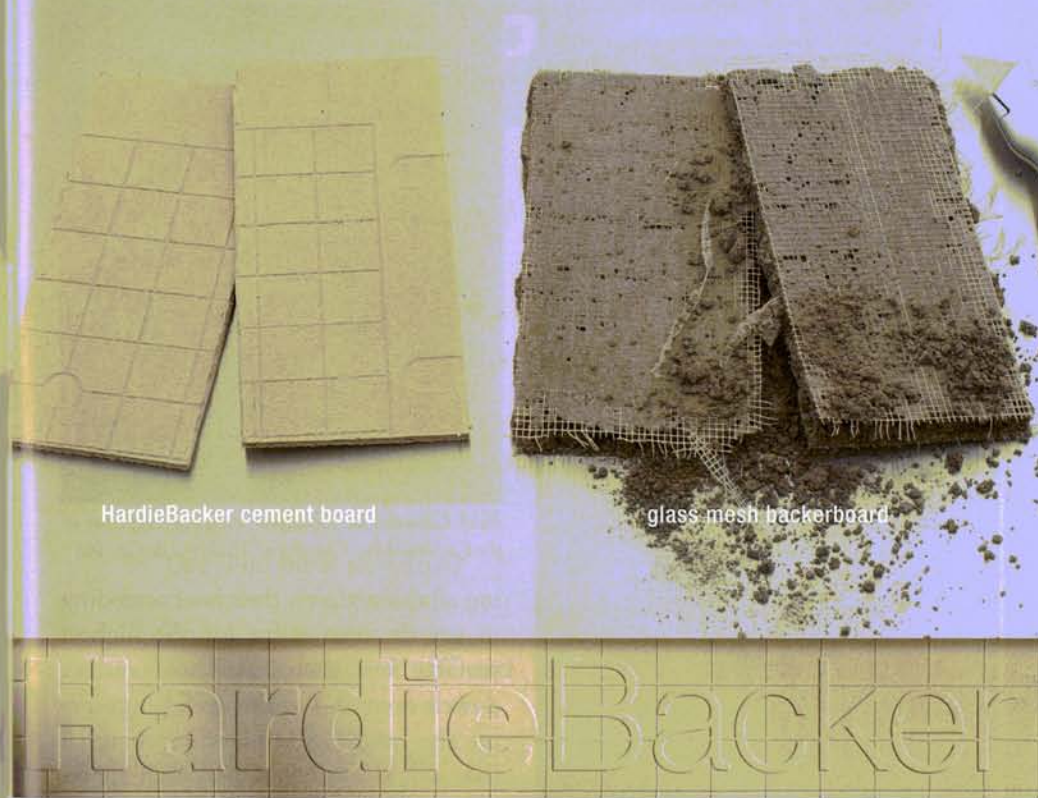
scheme. The concrete tiles were in a brown shade, while the dark chocolate Labrador Antique granite tiles were quarried in Canada. Both granites contained blue inclusions that give a subtle reminder of the Cowboys blue.

“All the tiles worked well together to give a very unique look to the concourses,” said Clint Bunch of Modern Tile.

On the level

When Bunch first looked at the floors, he realized they would need considerable self-leveling if the granite and concrete tiles were to look their best. Manhattan Construction (the general contractor) agreed with him and contracted JJ’s Flooring Design, Inc., of Dallas to level the concourses on these two levels as well as the floors for all the luxury suites and club bars.

Owner J.J. Castorena had a crew of 30-35 men working on the floors to bring the 200,000 square-foot job in on time – actually, two days ahead of schedule. They began by shotblast-



HardieBacker cement board

glass mesh backerboard

Like a knife through butter.

Like a knife through,
well, we’re not exactly sure.

Whoever said “It’s a dirty job, but somebody’s got to do it,” must have been thinking of glass mesh backerboard. HardieBacker™ cement board, on the other hand, is non-abrasive and does not contain aggregate that can scratch surfaces and floors during installation. It cuts easily and cleanly—just score one side and snap. HardieBacker board is also the lightest cement board available.

Composed of premium Portland cement and Moldblock™ Technology, HardieBacker board provides superior moisture and mold resistance. It is also backed by a limited lifetime warranty that covers both product and labor. For more information on America’s best-selling backerboard, visit www.hardiebacker.com.



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TECHNOLOGY



December 2008. The Texas Stadium had an open roof over the playing field, prompting Cowboy linebacker D.D. Lewis to say, “Texas Stadium has a hole in its roof so God can watch His favorite team play.”

Over the last 50 years, the Cowboys have shown many faces to the sport of football. They had many wins and many losses, but they always created lasting memories. Quarterback Roger Staubach glorified the “Hail Mary” pass in the final 24 seconds of the NFC Division playoff win against the Minnesota Vikings in December 1975. In 1967, the Cowboys lost their first bid for the Super Bowl (Super Bowl II) playing against the Green Bay Packers in the coldest game in NFL history, with wind chill temperatures at -48°F (-44°C). Cowboy running back Tony Dorsett set the NFL record for the longest run from scrimmage with a 99-yard touchdown against the Vikings in January 1983.

Changes came slowly but surely to the Cowboys, as it does to most companies. In 1984, Murchison sold the team when he was hit by an economic slump in oil prices. In 1989, Tom Landry and Tex Schramm stepped down. One of the longest-lived management teams in the business passed from everyday life to legend. And then another change took place for the Cowboys in 2009. They started their 49th season at the \$1.15 billion Cowboys Stadium in Arlington, Texas, a 3-million square foot modern marvel that laid the groundwork for many more victories to come.



Black Galactica tile shows blue inclusions suggestive of the Cowboys blue. Courtesy of Modern Tile Co., Inc.

ing all the surfaces, then laser screeding to get the zero point for the highest surface. Next, they drilled holes and set dowels every 3-4 square feet, pinpointing the height of self-leveling material that would be required in each space. The crews then used MAPEI’s Primer L to prime the surface and covered it with Ultraplan 1 Plus self-leveling underlayment. “Our work even included Jerry Jones’ suite and his bar club,” Castorena said. Manhattan Construction was very pleased with the job.

The fast and slow of it

After the self-leveling was complete, the Modern Tile crews further prepared the surface by using Mapelastix AquaDefense for its crack isolation properties. MAPEI’s Granirapid mortar system had been specified for the installation according to instructions from the concrete tile supplier.

**NEW
PRODUCT**

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- **Presloped, waterproof shower base**

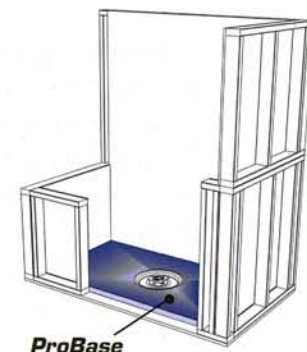
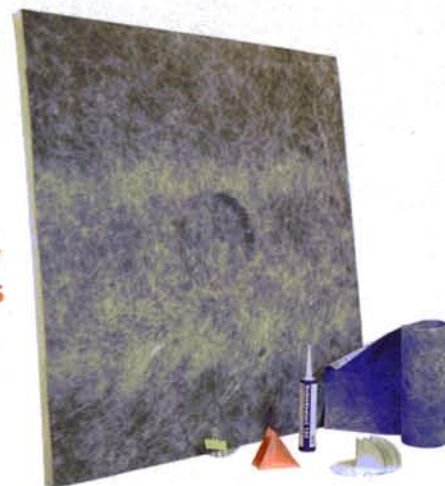
- High compressive strength
- UPC Listed: File #4339
- Lightweight and durable

- **Compatible with many shower layouts & sizes**

- Allows for 2" adjustment of drain
- Use with most standard clamping ring drains
- Easily cut to size
- Available in 48" x 48" and 32" x 60"

- **Saves time and money**

- Pre-applied waterproofing membrane
- No need to create a slope
- 1-piece installation that is bonded in place
- Flood test in 1 hour
- Tile directly to ProBase



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Modern Tile installers' work highlights straight, even grout lines. Courtesy of Modern Tile Co., Inc.

Granirapid's rapid-setting characteristics let the installers set the tiles quickly without fear of curling. Ultracolor Plus rapid-setting sanded grout in black, gray and Sahara beige were used to fill the tile joints. Color-matching Keracaulk S was used for control joints in the floors.

"We applied Ultraflex LFT for the large-format 18x18-inch tiles we used to set the solid-granite floors in the lobbies," Bunch said. "For this area, we needed a slower-setting mortar, and Ultraflex LFT worked very well. We've been using it in more of our projects since then because of its great non-sag benefits when installing wall tiles."

Logistically, the installation was very difficult due to the sheer size of the project. "It looked like an ant hill," Bunch said. More than 300 crates of tiles were installed around the nine levels, and Modern Tile dedicated one person full-time to moving materials to the job sites via fork lift.

In the "365 Entry" lobby, which is open year-round for ticket purchases and access to the Cowboys Pro



The concrete and marble floor tiles near one of the concessions on the Silver Level. Courtesy of Modern Tile Co., Inc.

Shop, a team from Texas Stone & Tile (TST) installed 2,500 square feet of Basaltina Filled and Honed, a light gray basalt tile imported from Italy. Under the leadership of Don Fleming, TST set the large 12x24-inch tiles in a stacked pattern with straight joints, using Ultraflex LFT and Ultracolor Plus grout. This lobby had also been self-leveled with Ultraplan 1 Plus and was covered with Mapelastic 400 for its crack isolation properties. Keracaulk sanded and unsanded caulks were used in the control joints.

"We appreciate the importance of obtaining a warranty on our projects more than ever," Fleming said. "It was an important part of our decision to use MAPEI products for the 365 Entry lobby. Everything was MAPEI – from the underlayments to the surface prep, the tile setting, the grouting and the finishing touches."

Clear winner

Some fantastic tiles were set on the walls of the luxury suites, the club

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7" Wet Cutting Tile Saw



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The lightweight and portable MK-370EXP Tile Saw is made to the highest professional specifications in its class.



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The MK-101Pro24 heavy-duty Baldor electric 2 HP/120v fully enclosed, high torque, fan-cooled motor is the power behind the blade and delivers long, reliable service.



- Extended table for a length of cut to 24"
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Clear Seas
RESEARCH
Making the complex clear

MK Diamond Products received the 2010 Clear Seas Research award for Most Preferred Brand of Wet Saws & Diamond Blades



A view of the Galactica tile in the lobby. Courtesy of Modern Tile Co., Inc.



In the suite finished in a brown motif, glass tiles were set in the backsplash using Adesilex P10 bright white mortar. Courtesy of Sigma Marble, Granite & Tile Inc.

level lounges, the concession stands, rest rooms, escalator entrances and stairwells. Anthony Iorio's crews from Sigma Marble, Granite & Tile, Inc. installed a variety of stone countertops in the 400 luxury suites located in eight different areas on five separate levels. The backsplashes for the countertops were set with clear glass mosaic tiles. Iorio wanted a product that would allow his team to install the glass tiles without affecting their color and clarity. He researched several products

and settled on MAPEI's Adesilex P10 glass tile mortar. Its bright white color enhances the sparkle of the tiles. "We liked the way Adesilex P10 worked in the suites so much, we have just recently used it again at the Peabody Hotel in Orlando, Florida," Iorio said.

We're proud to say that MAPEI's products played an important role in providing a legendary home for the future dreams and memories of the Dallas Cowboys and their fans, plus the fans of the 2011 Super Bowl.

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