



CASE STUDY

JAGUAR

Commercial



# Tile installation for Jaguar-Land Rover Calgary car dealership

Calgary, AB, Canada



## Project **Information**

**Project category:**  
Commercial

**Years of construction:**  
2019-2020

**Years of MAPEI involvement:**  
2019-2020

**MAPEI coordinator:**  
Leszek Rybak

**MAPEI distributors:**  
Primco / Prosol Inc. – Calgary

**Project owner:**  
JLR Partnership

**Project manager:**  
Grant Lutz

**Architect:**  
KSA Group Architecture

**Contractors:**  
Barjac Construction Management Inc. /  
Contempa Floors

**Photographer:**  
Latitude Photography



## Project **Overview**

A luxury-car dealership located in an auto-mall area within Calgary, Alberta, wanted a stand-out showroom with a look to match its products' worldwide reputation for quality and style. MAPEI products helped make this solution happen.



## Products **Used**

**Mapelastic® CI**

**Mapesil® T**

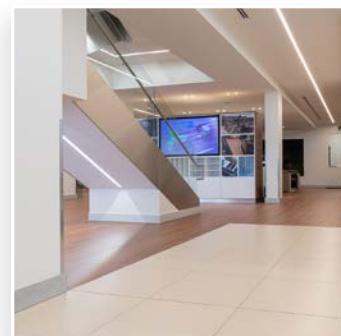
**Novoplan® 2 Plus**

**Primer L™**

**Ultrabond ECO® 373**

**Ultracolor® Plus FA**

**Ultraflex® LFT™**



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MAPEI products aid in precision placement of tile for car showroom

As a rule, car-dealership showrooms are designed to present a clean and thoroughly professional look while not overshadowing the vehicles that they are built to showcase. A case in point was a new-build tile installation for Jaguar-Land Rover Calgary in Calgary, Alberta, which required an exceptional level of precision.

The project called for the installation of 35,000 square feet (3 252 m<sup>2</sup>) of large-format porcelain tile – 24" x 24" (61 x 61 cm) in size for floors and 12" x 24" (30 x 61 cm) in size for walls. In addition, a seamless transition was required between floor tiles and window mullions for the frameless glass panels to be installed into the tile floor. Such a transition required a perfectly level floor along the windows; any imperfections would be amplified by the low direct lighting.

## MAPEI on the job

MAPEI sales representative Leszek Rybak, who served as coordinator on the project, was presented with a further challenge that put MAPEI products to the test. "The design required an absolute precision in laying out and installing the tiles," Rybak said. "The grout lines had to line up across all areas of the floor, while the starting point for the tile installation was an obscure corner of the building along a narrow hallway, two turns away from the open showroom area.

"The installer had to be precise – to within 1/8" (3 mm) in all the different areas – to arrive at the proper starting point for the tile installation," Rybak continued. Ultimately, he was able to provide a solution incorporating several MAPEI products.

An assessment of the concrete-slab substrate revealed that areas where different tile types were to meet (e.g., vinyl tile meeting porcelain tile) required leveling work. For this task, installers went with **Primer L** advanced-technology, acrylic latex primer and **Novoplan 2 Plus** quick-curing, cement-based, high-strength, self-leveling underlayment.

In all other areas, **Mapelastic CI** liquid-rubber, quick-drying crack-isolation membrane was applied directly onto the concrete slab; an International Concrete Repair Institute (ICRI) concrete surface profile (CSP) specification of #2 had been previously given for the slab.

The large-format porcelain tile was installed using **Ultraflex LFT** premium, large-and-heavy-tile mortar with polymer. Installers employed a tile-leveling clip system to ensure proper flatness of the completed assembly.

Stain-resistant and color-consistent **Ultracolor Plus FA** grout was then applied on joint widths that were a minimum of 1/16" (1.5 mm). A resilient and easy-to-maintain surface was created; installers took advantage of *Ultracolor Plus FA's DropEffect™*



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technology for reduced surface absorption, which helps to repel water, dirt and grime from penetrating grout joints. The finer control joints were later filled using **Mapesil T** professional-grade, 100%-silicone sealant, which was color-matched to the grout.

For areas calling for vinyl tile flooring, installers used **Ultrabond ECO 373** super aggressive, pressure-sensitive adhesive that features enhanced resilience.

The finished project is an unqualified success. The showroom now includes floor-to-ceiling windows that allow visitors an excellent and unimpeded view of the Rocky Mountains (especially from the second floor), while the tiled floors provide a solid and professional-looking setting for the high-performance automobiles on display.



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