

Porsche Rive-Sud – Saint-Hubert, QC, Canada

Project overview

During construction of a luxury automotive dealership, MAPEI products were used for surface preparation, waterproofing, uncoupling protection, and tile and stone installation. High moisture content and a fast-approaching deadline were no match for these products, which produced award-winning results.



Project information

Project category:	Commercial Building
Period of construction:	2016 – 2017
Year of MAPEI involvement:	2017
MAPEI coordinator:	Francois Croteau
Project owner:	Groupe Lauzon
MAPEI distributor:	Prosol Distribution
Architect:	Intemporel Design
General contractor:	Construction Vincent & Dussault
Installer company:	Les Carrelages Serco Inc.
Project manager:	Serge Laflamme
Photographer:	Porsche Rive-Sud
Project size:	15,000 square feet (1 394 m ²)

MAPEI products used

- *Ultraflex™ 2*
- *Ultraflex LHT®*
- *Mapeguard® UM*
- *Mapeguard ST*
- *MAPEI Ultralite™ Mortar*
- *Ultracolor® Plus FA*
- *Mapesil™ T*



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MAPEI products bring Porsche dealership to finish line

In 2016, Porsche Cars Canada, Ltd. (PCL), along with Groupe Lauzon, broke ground to extend its automotive retail locations with the addition of Porsche Rive-Sud in Montreal's South Shore. The four-level facility spans 100,000 square feet (9 290 m²) and features interior parking, a 17-car showroom, 15 service bays, a café lounge, interior parking and more.

To complete the construction, Les Carrelages Serco Inc. was contracted to put the finishing touches on the floors and walls, including the installation of large-format tiles in the drive-through of the dealership's auto repair shop. Due to earlier construction delays, the Les Carrelages crew was faced with a restricted timeline in which to complete the project before the dealership's scheduled grand opening in October 2017. Successful completion of the project meant not only meeting the fast-approaching deadline, but also meeting Porsche's prestigious standards.

To reach this goal, Les Carrelages turned to MAPEI products because of their long-held reputation for high quality, durability and speed of installation. "It was a no-brainer, really. MAPEI is a brand that I trust to get the job done," said Serge Laflamme, president of Les Carrelages.

MAPEI products at work on the jobsite

MAPEI tile and stone products were used on a total of 15,000 square feet (1 394 m²) within Porsche Rive-Sud, including the floors throughout the dealership and the walls in the washrooms. The Les Carrelages crew started with the floors. Given that the tile would be subjected to heavy rolling loads on a daily basis, the crew began with the installation of **Mapeguard UM** underlayment membrane. In addition to waterproofing, this membrane provides uncoupling protection and crack suppression. Crew members applied **Mapeguard UM** over a base of **Ultraflex 2** tile mortar to ensure a good bond to the concrete substrate. They then set large-format tile using **Ultraflex LHT** mortar, which is designed especially for large and heavy tiles.

When the floor was finished, the Les Carrelages crew turned their attention to the walls, using **MAPEI Ultralite Mortar** to set tiles on the vertical surfaces. All of the tile joints – whether on the floors or on the walls – were grouted with **Ultracolor Plus FA**, a grout that can be used on small and large joints, eliminating the need for installers to use two different types of grout.

Laflamme said that the most challenging aspect of this project was trying to meet the restrictive deadline while working in the high humidity conditions within the dealership's workshop. He explained that **Mapeguard UM**

was essential in surmounting this challenge. **Mapeguard UM** proved to be effective in combating the moisture vapor emitting from the concrete floor, and creating a smooth and level surface on which to install floor tiles. In addition, the product's fast-track capability allowed Les Carrelages to meet its deadline in time for the scheduled grand opening.

On October 12, 2017, Porsche Rive-Sud successfully held its grand opening launch party for Porsche owners and enthusiasts, who were highly impressed by the new dealership. The Porsche Rive-Sud project was so notable that it earned MAPEI two Hardsurface awards – including the award for Project of the Year – at the Terrazzo Tile & Marble Association of Canada's annual convention in June 2018.

