

Something Old, Something New at Georgian Mall

MAPEI Brings a Total Solution to Tile Installation

Georgian Mall is the largest shopping mall in the Barrie, Huronia and Muskoka district of central Ontario (Canada). It now presents over 130 stores to delight shoppers, who will find something old and something new at the mall. Georgian Mall has recently undergone a complete renovation of the existing mall and a new expansion that almost doubles the shopping space.

Tony Tedesco, project manager for the Maple Group of Companies, and his team of installers installed the tile for both the renovation and the expansion. The Maple Group has used MAPEI products for a long time. On this occasion, the team turned to MAPEI's Tile & Stone Installation Systems for a total solution to old and new challenges.

In the renovated area, Tedesco's team used *Mapecem*[®] *Premix* and *Planibond*[®] *EBA* to give them a fast-setting, quick turnaround time when they were doing some deep-fill repairs on trenches. In the new expansion, substrate preparation required the use of a crack-isolation membrane. Here, the installers applied *Mapelastic*[™] *SM* over the entire surface (80,000 square feet) to prevent the transfer of substrate cracks through the tile in the event of in-plane movement.

In the existing mall, the installation team had to overlay existing tile with new, large-format tile. In addition, they faced the challenge of installing the tile in areas that were open to customers. To meet the mall's desire to have customers back on the floors as soon as possible, the tile was installed using the *Granirapid*[®] rapid-setting, flexible mortar system on both the downstairs and upstairs levels. The installers used *Keracolor*[™] *S* to grout the joints.

The need for speed was not as great in the new expansion, so the Maple Group team used the *Kerabond/Keralastic™* mortar system in this section of the mall. With more than 20 years of success, *Kerabond/Keralastic* is the benchmark for performance in the tile industry. The system combines a highly flexible acrylic latex admixture with a premium dry-set mortar. *Kerabond/Keralastic* is recommended for long-term performance in the demanding applications often found in malls.

Wall tiles in the bathrooms of the renovated area and the expansion were applied with *Type 1™* professional-grade floor and wall adhesive. The fresh look of the new tiles was accented with *Keracolor™ U* unsanded grout.

The completed project provided the old and new parts of Georgian Mall with a classy look that invites shoppers to come right in to the stores, sit right down in the food courts, and really enjoy a day at the mall. The exceptional craftsmanship of Tedesco's team of installers and the dependability of MAPEI installation products will maintain that look for years to come.