

STANTEC FLOORS GET CREATIVE TOUCH WITH MAPEI PRODUCTS

Stantec is a company that is well known across Canada and North America. Its reputation rests upon 50 years of uninterrupted profitability that began in 1954, when Dr. Don Stanley started his career as a consulting engineer in Edmonton, Alberta, with 250 sq. ft. (23,0 m²) of office space. Today, his legacy is Stantec Engineering, which employs more than 4,000 people in 50 locations throughout North America and the Caribbean. The company's services include design and consulting in the areas of planning, engineering, architecture, interior design, landscape architecture, surveying and project management for communities as well as individual clients of all sizes. A quote that appears often in corporate communications sums it up: "In simple terms, the world of Stantec is the water we drink, the roadways we travel, the buildings we visit, the industries in which we work, and the neighborhoods we call home."

During his lifetime, Don Stanley often said that his business was not based on some great strategic marketing plan, but rather developed in response to needs and opportunities he identified as he went along. However, his successors – first, Don Triffo and, now, CEO Tony Franceschini – have worked from a long-term strategy that has diversified the company in terms of services and geography. Through growth and acquisitions, Stantec is stretching to become a \$1-billion (Canadian) company with 10,000 employees by 2008. Utilizing all the practices of sound strategic marketing, the company is developing a culture of flexibility, creativity, and innovation that will ensure its success for another 50 years.

Many names have been associated with the company over the years, but now the company is collecting its subsidiaries under the Stantec banner and solidifying the brand name. Part of the unification has involved the renovation and expansion of corporate headquarters in Edmonton, across the street from Don Stanley's original office.

When it came to renovating the floors, Stantec architect Kathy Johnston-Umbach said, "We were looking for a durable surface that could provide flexibility and creativity. We wanted to integrate the concrete features outside the building with the interior." And that's just what Desco Coatings Ltd. did for them. Desco specializes in installing and acid-staining decorative concrete flooring. After coating the substrate with MAPEI's *Planibond™ EBA*, an epoxy bonding agent and primer, the installers poured *Ultraplan® M20*, a quick-setting self-leveling concrete topping. Michael Spotowski, the project manager for Desco, commented, "We used the *M20* because of its good flowability." Spotowski was very positive about technical support from MAPEI: "Whenever we needed them, they were there." The result was a clean, smooth canvas for Desco's applicators to work with.

Johnston-Umbach liked the hand-worked quality of the staining, feeling that it gave the applicators the flexibility to create a unique design. “We learned that you have to release control over the end product. With acid staining there are many variables. You can’t always predict the outcome, which made it quite exciting to watch the work going forward.” Desco used the same color tones throughout the building, giving continuity to the geometric shapes and connecting designs.

“The main reason for the renovation of the Stantec headquarters was to unite the company into an innovative and collaborative environment,” said Johnston-Umbach. With MAPEI’s products and Desco’s creativity, Stantec will have beautiful floors to inspire the company for its next 50 years of success.