



Project Spotlight

DOUBLETREE BY HILTON LAFAYETTE EAST



ADHESIVES:

TruColor® RapidCure™

Premium, Pre-Mixed,
Urethane Grout

Bosti-Set™

Thin Porcelain Tile Panel
Adhesive & Sound
Reduction Membrane

Hydroment® Ceramic Tile Grout™

For Use in Grout Joints
From 1/8" to 1 1/2"

Big Tile & Stone™

Polymer-Modified Large
& Heavy Tile Mortar

GoldPlus™

Latex Waterproofing and
Anti-Fracture Membrane

INSTALLER TESTIMONIAL

Gisa Ott, Project Manager, CCI LLC

"There were so many different tile products specified, to select the best installation system for each of these tiles was daunting. One representative, Adam Abell of Bostik came in, took his time, and professionally explained why it made sense to have one source, one full system for the installation of all hard surface products specified for the DoubleTree."

CHALLENGE

- A large variety of tile products specified, each requiring different installation systems
- Every room in the hotel required specialized tile installation
- 20' floor-to-ceiling, freestanding fireplace to be clad with gauged porcelain panels
- Tile material was installed in public areas as well as guestrooms and wet areas

SOLUTION

Bostik complete installation systems for specialized tile installation

- Hydroment® Ceramic Tile Grout™ and TruColor® RapidCure™ grout for public and guestroom areas
- Bosti-Set™ for fireplace gauged porcelain panel installation
- Big Tile & Stone™ for large format floor tile areas
- Gold-Plus™ for waterproofing

RESULT

- One full system for the installation of all hard surface products
- Bostik's Blockade® antimicrobial protection for guestrooms and public areas
- A safe and professional installation throughout the one year project

For more information about Bostik products please visit:
www.bostik.com/us/Bostik-products/

BOSTIK PROJECT SPOTLIGHT: DOUBLETREE BY HILTON LAFAYETTE EAST

DOUBLETREE BY HILTON BONDS WITH BOSTIK

A complete installation system for specialized tile products

"We were working with wall and floor tile products from Landmark Ceramics, Atlas Concorde, Cesar, Ceramic Technics and Daltile. Massive, gauged porcelain panels from StonePeak were specified, as well. Because these were all great products, we needed one great installation system from one company. As it turned out, going with Bostik might be one of the best business decisions I've ever made!"

Gisa Ott, Project Manager, CCI LLC

The DoubleTree Lafayette East in Lafayette, Indiana is a popular hotel. The location, a hour drive from the Indianapolis Airport, is adjacent to major corporate offices, and minutes from downtown Lafayette and Purdue University. Featuring 128 state-of-the-art guestrooms, great dining, and expansive meeting rooms, the hotel is a busy destination for a variety of travelers. The DoubleTree recently went through a major architectural design conversion, the results of which have added even more to its allure.

A challenging project

"This was a really challenging project," declared Gisa Ott, relative to the large amount of tile installed at the DoubleTree. Ott is the Vice President of Sales and Management of Indianapolis-based CCI LLC, who served as overall project manager. "Architectural designs created by SRA Architects of Milford, Ohio were outstanding. The interior design treatments by Adrian Caradine Contract Design of Memphis, Tennessee perfectly complemented every room throughout the hotel. We knew this was a very special endeavor," stated Ott.

"There were so many different tile products specified, just about all of them came from Miles Distributors, our longtime supplier. To select the best installation system for each of these tiles was daunting. Because we always want to do what's right for our clientele, I listened to every sales pitch from every rep from every company. One representative, Adam Abell of Bostik came in, took his time, and professionally explained to me exactly why it made sense to have one source, one full system for the installation of all hard surface products specified for the DoubleTree."

"We were working with wall and floor tile from Landmark Ceramics, Atlas Concorde, Cesar, Ceramic Technics and Daltile. Massive, gauged porcelain panels from StonePeak were specified, as well," Ott stated. "These are all great products; we needed a great installation system from one company. Adam convinced us to go with Bostik and as it turns out, this might be one of the best business decisions I've ever made," Ott exclaimed.

Mission accomplished with Bosti-Set™

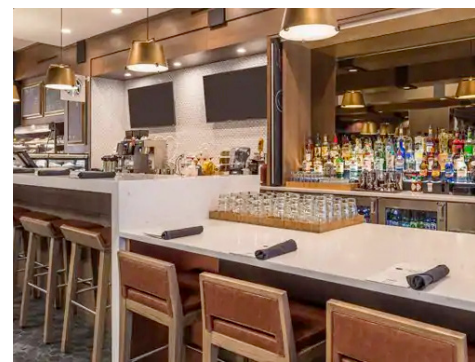
In the hotel's expansive lobby, designs called for a 20' floor-to-ceiling, freestanding fireplace to be clad with StonePeak's porcelain panels. "Because of this height, mortars which needed to be applied both on the Durock substrate and back-troweled on the panels, seemed to make for a very clumsy process," commented Ott. "Adam explained the advantages Bosti-Set™ offered, and in particular, how projects calling for gauged porcelain panels could be installed much faster than we ever expected, even with a smaller crew.

Adam demonstrated to our installers how Bosti-Set™ immediately grabbed porcelain tile panels in a single coat, did not allow any sag, yet made it possible for these panels to be "reposition able" for at least 30-minutes. "This was very helpful, as the gauged porcelain panels were beautiful, but frankly a bit smaller in overall size than we had calculated. This flexibility feature of Bosti-Set™ actually made it much easier for our installers to position the panels perfectly. Mission accomplished!" She exclaimed.

Specialized tile installation

Ott went on to state that every single room in the hotel called for some kind of "very specialized" tile installation procedure, and that to maintain a safe and professional installation throughout each of these spaces, Bostik products were called on throughout.

In addition to public areas, tile material was installed in guestroom entryways, shower surrounds and both vertical and horizontal bathroom surfaces. "In addition to Bostik's Bosti-Set™, we used Hydroment® Ceramic Tile Grout™, Big Tile & Stone™ for the large format floor tile, GoldPlus™ for waterproofing and, in particular, Bostik's TruColor® RapidCure™ Urethane Grout, which we absolutely loved."



TruColor® RapidCure™

TruColor® RapidCure™ Premium, Pre-Mixed, Urethane Grout is a patented, water-based, grout offering the ultimate in color accuracy, water resistance, stain and crack protection. This breakthrough formulation installs with better color accuracy than traditional grouts, and never needs to be sealed. Other grouts have loose color pigments, which can become washed out during the installation and clean up process. Additionally, this product never requires application of a sealer, helping to save up-front costs and time.

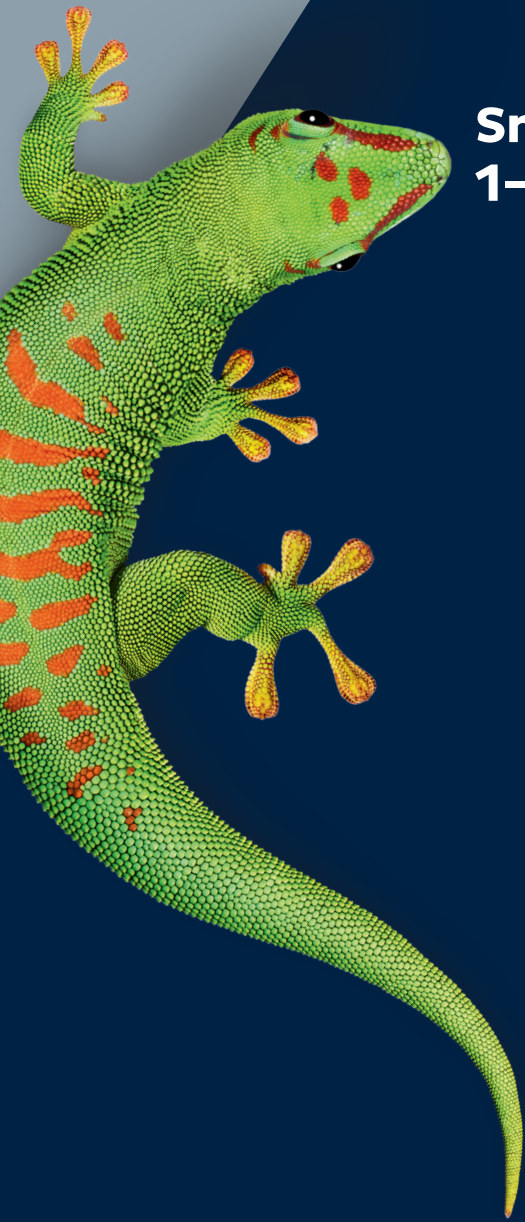
TruColor® RapidCure™ quartz aggregate is color-coated to ensure perfect color consistency for every installation. Additionally, TruColor® RapidCure™ contains Bostik's Blockade® antimicrobial protection, which inhibits the growth of bacteria, mold, or mildew which hotel guestrooms and public areas simply cannot have.

Bostik's Abell added, "This was, almost to the day, a one-year tile installation project. Gisa's team and I stayed in close contact throughout that entire timespan. Her entire organization is very professional, gracious and cutting-edge – the exact type of people that you want to do business with! Clearly, the Lafayette East DoubleTree project proved to be a signature tile installation – the result of great teamwork!"



Quick Link:

www.bostik.com/us/Bostik-products/



**Smart help:
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