



Sika at Work

Fast Introduction of **Sikafloor[®]-PurCem[®]** in North and Latin America Case Studies



Best demonstrated Practice Sikafloor®-PurCem® Introduction into North and Latin America

For the introduction of this new technology into the North and Latin American flooring market, the examples from the USA, Argentina and México, who are leading the continent, supported by Sika Canada, are included below.

The USA had already an existing customer base served directly by Covercrete from Canada, most of which were incorporated as customers to Sika Corp. The recent focus into the flooring market Sika Corp., and the new, yet experienced, flooring personnel required close support from Sika Canada in its early stages to develop and consolidate Sika's presence in this market.

Mexico had an existing distributor of the Covercrete brand, that allowed Sika Mexicana to be effective from the start, in a market where the technology was known and available. Contractors already experienced with similar products, were greatly interested in the phenomenal advantage of the extreme workability of the products. The learning curve of the placing procedures to adjust the original formulations to the local climatic conditions proved extremely useful in order to achieve excellent results in the end.

In Argentina, all major competitors are presented as well as some local producers, which required a very fast reaction in order to bring quickly into the market the Sika alternative. After the initial market and SWOT analysis, an introduction plan was also devised, consisting of benchmarking our products against the competition, demonstrations to selected Sika specialist contractors for a "low key" introduction to gain references and knowledge, training of the sales force and finally a full launch of the products and the **Sikafloor®-PurCem®** brand, supported by the earlier experience.

Coca Cola Polar, Bahía Blanca, Argentina

Project

360 m² of bottling area floor that was previously tiled.

Requirements

Short turnaround time. Hygienic floor with a smooth but anti-slip finish.

Problems to overcome

Removal of the tiles and fixing mortar and preparation of the substrate. High ambient moisture (66% r.h.) and substrate moisture (4.4%) and low ambient and substrate temperature (12°C).

Sika Solution

Sikafloor®-21N PurCem® in a total thickness of 4 mm for the 360 m² area, plus approximately 20m² for detailing and coving with **Sikafloor®-29N PurCem®** also in 4 mm. **Sika® Rod, Sikaflex® Pro-3 WF.**

Project Participants

Tecnobahía (Bahía Blanca), Production Management of Coca Cola Polar.



Norson, in Hermosillo, Sonora, México

Project

Pork production facility for raising, fattening, slaughtering, processing and packaging. 7 blast-freezer chambers 100 m² each for a total of 700 m². Production and processing areas will be treated in the future. Almost 100% of the plant's production goes to Japan and China.

Requirements

Resistance to thermal shock. Compliance with Mexican TIF regulations to the highest level (Federal Sanitary Inspection, according to internationally accepted standards), achieved by means of the USDA and CFIA certificates provided.

Problems to overcome

The freshly processed and packaged meat is introduced into the freezers which are at around 8°C, and in just 3 minutes, they are frozen down to -35°C, then extracted and replaced by the next batch. This takes about 20 minutes. By then, the temperature has risen again to around 8°C and the freezer doors are closed and another cycle begins.

Sika Solution

Sikafloor®-19N PurCem® at 7.5 mm thick.

Project Participants

Mantenimiento de Pisos Industriales S.A. de C.V.



Rheem Water Heaters, S de R.L. de C.V., Mexicali, México

Project

1,200.- m² in a domestic, commercial and industrial water heater production plant.

Requirements

Extremely high service temperatures at the furnace entrances, where the cylinders are formed, in what already is a high ambient temperature. Heavy abrasion from rolling and movement of the cylinders plus frequent heavy forklift traffic.

Problems to overcome

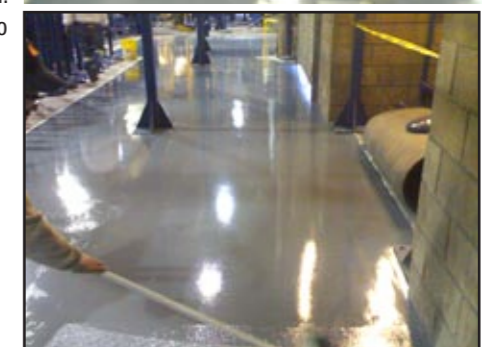
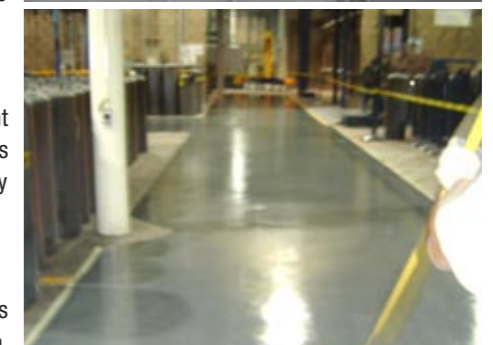
Ambient temperatures in May to July of 52°C to 56°C in the shade. Winter ambient temperatures of -14°C to 4°C. (A real desert climate). Extremely short application times and very fast product reaction which caused blistering of the first (unsupported by Sika) application by the "contractor".

Sika Solution

The use of an air-conditioned office for product storage (+27°C), plus placing of parts A and B in ice water prior to mixing, (material conditioning), and application at 4 a.m. with 29°C air temperature, 31°C in the substrate and 2 minute mixing, allowed to apply in a single layer 6 mm of **Sikafloor®-21N PurCem®**.

Project Participants

Construcciones, Servicios y Distribuciones de B.C., S.A. de C.V.



Fuddruckers Restaurant, Denton, Texas, USA

Project

A new kitchen, entrance and queue lines. Kitchen 1425 sq.ft (132,4m²) and 350 linear ft. (106.7m) of 4 inch coving (10 cm). Entrance and queue line area 500 sq. ft (46.5 m²).

Requirements

Resistance to usual kitchen environment (food products, grease spills, frequent hot water wash-downs with industrial grade degreaser detergent) and entrance and queue line subject to frequent foot traffic and daily cleaning.

Problems to overcome

Traditional tile floors fail due to cracked tiles and grout line joints, especially in the wall / floor interface. Water and grease penetrate the failures, which result in a pungent odour and bacteria issues.

Sika Solution

Kitchen area: **Sikafloor®-22N PurCem®** medium to heavy duty, self levelling broadcast screed and **Sikafloor®-29N PurCem®** coving and detailing mortar and **Sikafloor® -31N PurCem®**, solvent free, matt finish coating.

The entrance and queue line area **Sikafloor®-261** with decorative flake system and company logo, sealed with **Sikafloor® 2002** and **Sikafloor® Polythane UV**.

Project Participants

Dal Tex Restaurant Management, Runyon and Associates, Inc., Southwest Industrial Surfaces, Inc. (Grand Prairie, TX).



Quickfood, San Luis, Argentina

Project

200 m² in a cold storage area of meat processing plant. 1090m² in dry process area and aisles.

Requirements

Repair of concrete in a poor state, suffering continuous traffic of meat transport carts, hot water cleaning at 90° C, and extremely short downtimes over the week-end.

Problems to overcome

Low ambient temperature, contaminated and deteriorated concrete.

Sika Solution

In the cold storage area, **Sikafloor®-19N PurCem®** at 8mm thick. Cutting out of joints and placing of **Sika® Rod, Sikaflex® Pro-3 WF**. In the dry process area and aisles: **Sikafloor®-21N PurCem®** at 4mm thick.

Project Participants

Inacor San Luis, Plant Maintenance San Luis de Quickfood.



Industrias Golden S.A. de C.V., México D.F., México

Project

An industrial textile tannery, requiring concrete floor protection against very hot water with high chemical dye content, 600 m².

Requirements

The process consists of successive immersion of the textiles into water 85°C to 90°C held in various aluminium tanks, each holding different dyes. As stabilizer these dyes contain low concentrations of formic, hydrochloric acid, some alcohols, etc. and in the process, plenty of spills occur with very hot water (approx. 80°C) of different colours, depending on the dye used. These spills are collected in channel drains. Resistance to extremely high service temperature and thermal shock as well as chemical resistance to the dyes and chemicals used.

Problems to overcome

The floor was designed with a slope of 2% into the drains (which also had to be protected) and there was a risk that the material would slump into the drains during application, but which did not occur. The customer is aware that some staining of the screed is to be expected, but cleaning with lukewarm water under pressure three times a day will minimise the matter.

Sika Solution

Sikafloor®-21N PurCem® at 6 mm thick in a single layer application.

Project Participants

Pedro Ruiz Hernández.



Syntaric, Buenos Aires, Argentina

Project

100 m² in a cosmetics factory.

Requirements

The refurbishment of a deteriorated epoxy mortar screed aisle, which had been repaired and overpainted several times, due to the extreme mechanical abrasion it suffers. This is caused by the great amount of merchandise transport carts using it constantly.

Problems to overcome

Concrete with residual damaged and failed epoxy mortar on the surface.

Sika Solution

Sikafloor®-21N PurCem® in 4 mm.

Project Participants

Hugo López & Hnos.



Owens Corning, S.A. de C.V., México D.F., México

Project

850 m² at a fibreglass production plant (thread and fleece).

Requirements

Protection of concrete floors from extreme mechanical abuse, high temperatures and requiring easy cleanability.

Problems to overcome

The carts weighing up to 3 tonnes transport several fibreglass rolls, right after production at about 70°C to 90°C. At the furnace doors there is a strong thermal shock to be added to the traffic. There is a lot of fine fibre glass from the weaving and threading of the fibreglass (in dust form) so with an easy to clean floor, it is simple to collect it and reprocess it.

Sika Solution

Sikafloor®-19N PurCem® at 6 mm thick.

Project Participants

Sistemas Polimericos del Norte S.A. de C.V.



Sapore di Pane, Buenos Aires, Argentina

Project

30 m² at a bakery, in front of the ovens.

Requirements

Resistance to high service temperatures and frequent cart traffic. Fast turn around time, as only 48 hours were available. It is possible to extend the application area to 700 m² in the future.

Problems to overcome

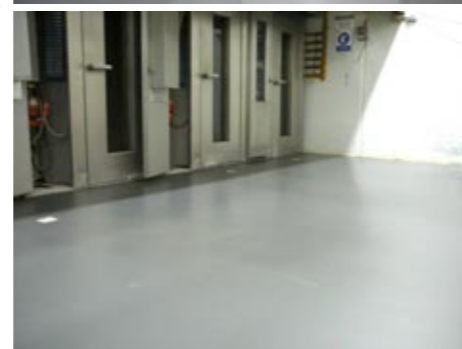
High substrate moisture, joint repair and levelling required before the screed placing.

Sika Solution

Sikafloor®-21N PurCem® at 4 mm. **Sika® Patch Primer**, **Sika® Patch Mortero**, **Sika® Rod**, and **Sikaflex® Pro-3 WF**.

Project Participants

Executive Chef & Operations Manager, Maintenance Manager, Specialist Contractor: Quasar Servicios.



Frutos Marinos, S.A. de C.V., Guaymas, Sonora, México

Project

240 m² in 3 blast freezers (80m² each), in a plant for the processing and sale of seafood. They receive the majority of the shrimp from the local port of Guaymas, and then clean, process, wash and package for export to the USA.

Requirements

Extreme thermal shock resistance.

Problems to overcome

The shrimp is frozen from 8°C to -40°C in just 3 minutes, and it is then stored for up to a year, until it is shipped to the USA.

Sika Solution

Sikafloor®-19N PurCem® at 7.5 mm thick in grey colour.

Project Participants

Mantenimiento de Pisos Industriales S.A. de C.V.



Empacadora de Carnes de Tijuana S.A. de C.V., Tijuana, México

Project

950 m² in a meat processing and packaging plant. The process starts with the reception of the previously slaughtered cows, cut in half, which are then cut into finer pieces. Destined for national and export (USA) consumption. Fully wet process, with continuous water and fat spills. At the end of each day the floor is cleaned with hot water jet and paracetic acid as disinfectant.

Transport is in boxes on manual carts with hard neoprene wheels.

Requirements

Hygienic grade floor for food industry, slip-resistant for wet processes and hot water cleaning and high abrasion resistance.

Problems to overcome

It was the first job for the specialist contractor. His labourers were coating applicators, unused to work with screed mortars, and he had to hire and train 9 different 4 men crews to finish the job, all with new personnel.

Sika Solution

Sikafloor®-19N PurCem® at 6 mm thick in one application.

Project Participants

Simac, S.A. de C.V.





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