The MIRACOTE® SOLUTION
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MIRACOTE Delivers the Gold to Gym

Gold's Gym recently celebrated the grand opening of a new fitness club in Albuquerque, New Mexico. The original Gold's Gym opened in 1965 in Venice, California, and quickly became known as "The Mecca of Body-building" when it was used as the backdrop to the 70's cult favorite movie, "Pumping Iron," starring Arnold Schwarzenegger and Lou Ferrigno. Now in 2005, the co-ed gym chain has expanded its fitness profile to more than 600 facilities in 43 states and 25 countries. Gold's Gym continues to provide over three million members the latest equipment and services, including group exercises, personal training, pilates, spinning and yoga, while maintaining its core weight training tradition.

Project: Gold's Gym
Submitted by: Jim Summers & Jim Rowe / Miracote
Contractor: Affordable Surface Concepts / Bruce Burns
Distributor: White Cap Industries, Inc.
Products Used: Miracote's RM I, RMII, MVERS, MPC and APU

The Challenge

Gold's Gym was a retrofit project within an existing high profile building. Originally, the 20-year old building housed retail stores and offices that contained over 6,400 square feet of flooring consisting of VCT (vinyl composition tile), micro topping and carpet. Realizing the potential of this facility, Gold's hired an interior designer to renovate the space and create a full service gym. The final design called for ceilings with exposed ductwork, creating the openness of a loft, and a low maintenance retro-looking concrete floor. The specifications also included the addition of locker rooms and showers.

Looking for guidance to meet the specifications, the general contractor contacted Bruce Burns of Affordable Surface Concepts, an installer of decorative concrete overlayment systems, to find a solution.

The Solution

After reviewing the project plans, Bruce contacted his local Miracote representative, Jim Summers, and scheduled a joint meeting with the interior designer. The specifications required the floor to "look like" concrete, be aesthetically pleasing and withstand heavy exercise equipment and foot traffic, as well as being easy to clean.

Jim suggested Miracote's Micro-Topping system, which is a thin, flexible, resilient and abrasion resistant overlayment that is economical to install and easy to maintain. To meet the aesthetic requirements, the system was to be stained in a variety of colors to create a rich, three-dimensional look. The final step was to seal the system with a rugged aliphatic polyester urethane finish coat. The designer requested numerous samples for evaluation and approval before settling on the final look.

The MIRACOTE Action

Affordable Surface Concepts had 17 days to install the complete Miracote Micro-Topping system. A crew of three men spent five days removing the existing tenaciously bonded flooring systems. Numerous industry approved surface prep techniques and machines were used, including shot blasters, a scarifier and a mastic-remover. They "detailed" the perimeter with a grinder. When the crew prepped the substrate, they filled the voids with Miracote's Repair Mortar I, a high strength, trowel applied, two component co-polymer and specially formulated cementitious powder with excellent adhesion properties when bonded to properly prepared concrete substrates.

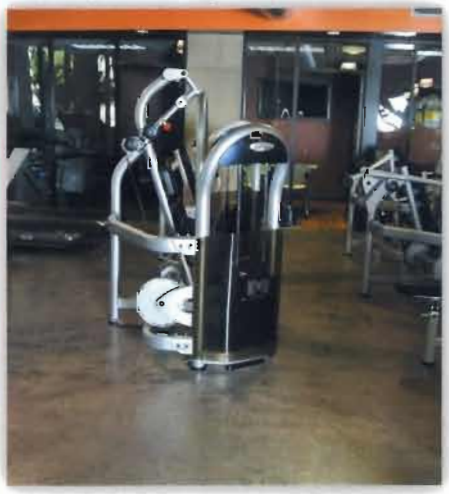
On the sixth day, eight technicians began leveling the entire concrete substrate to correct the unevenness of it, as well as cover other imperfections with Repair Mortar II, a resilient, squeegee applied, two component co-polymer and specially formulated cementitious powder that has excellent adhesion properties when bonded to properly prepared concrete substrates.

After allowing the RM II to cure overnight, a four man crew applied Miracote's MVERS (moisture vapor emissivity reduction system), a negative side moisture barrier system, onto the locker room floor. MVERS prevents water vapor transmission pressure up to 15 pounds per 1,000 square feet, which eliminates under most conditions the potential of a floor failure due to moisture vapor pressure.

After the MVERS had reached initial cure, the first application of Miracote MPC in a natural cement gray color was applied by a knockdown/pop-trowel application technique over the entire 6,400 square feet of surface area. A second application of Miracote MPC with a stone colored liquid integral pigment was pulled tight over the entire surface, pushing the product into the "intended" depressions of the first coat.

The following day the crew began sanding the surface with a large disk sander, thereby literally abrading the colors from the two separate lifts together. This created a natural weathered stone appearance, achieving a relatively smooth but skid resistant texture.

The sanding residue was removed and the floor was thoroughly rinsed to remove contaminants, then left to air-dry overnight. The final application was a finish coat using Mirathane APU, a tough aliphatic polyester urethane specifically designed for superior UV and impact resistance. It is a high solids, matte topcoat that is part of Miracote's "next generation" of urethane finish coats which meet California's stringent state VOC requirements.



The project was finished on time and both the owner and interior designer were ecstatic with the results. Once again, Miracote and Affordable Surface Concepts exercised good judgment and quality workmanship – installing a floor that was fit for life!

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