



# Why the “Waterproofing Consultant to the Stars” Specifies **MiraFlex Membrane C**

Beverly Hills. Pacific Palisades. Bel Air. Brentwood. Malibu.



If the names of these famed California communities conjure Hollywood star power and wealth, they should. These posh enclaves are arguably “The Big Show” in the residential building

world. Or, as James West, the waterproofing consultant to many of the region’s homeowners and general contractors puts it, “We’re at the core [of U.S. construction].” Homebuilders and contractors skilled enough to earn a five-star reputation here stand out as among the best in the business.

West should know. He relocated to the Los Angeles area from the East Coast 30 years ago. His hard-won standing as southern California’s waterproofing guru—“Failure is never an option”—has earned West the job of directing many of the region’s most celebrated pool and water feature projects.

## Project

So when West took the call to oversee the tricky construction of an in-home lap pool for an “architecturally significant” oceanfront property valued in the tens of millions of dollars,

he immediately lined-up a team of contracting all-stars, along with his waterproofing secret weapon, Miracote’s MiraFlex Membrane C.

## Challenge

“The soils here are very compacted and clay-like, so groundwater heads straight to the pool shell. This is especially true for beachfront property facing water-soaked sand. Ground water can penetrate the pool shell causing efflorescence, water staining, and disband the tile and plaster assemblies. It poses a big challenge when putting in a pool.”

The project was the home’s indoor lap pool. Could West’s team seal the pool so it presented no leaking hazard to the home’s costly art and furnishings? They had to marry the pool’s stainless steel trough to a shotcrete liner so the unified vessel and multiple building materials could easily withstand tremendous hydrostatic pressure.

## Solution

West knew MiraFlex Membrane C would be critical for the job. In fact, his waterproofing applicator, one of the area’s premier contractors, Weather Masters Waterproofing of Encino, Calif., insisted on using Membrane C as well, confirming West’s preference.

Both West and Weather Masters know Membrane C offers benefits no other product matches (see sidebar). For West, whose reputation hangs on every outcome, there was never any hesitation.

“I trust Miracote,” West explains. “There are other products that claim to be equivalent, but they really don’t have the warranty strength and technology backup of Miracote. If the other guy’s product fails, they hand you another bucket of goop. I can’t afford to work like that.”

## Outcome

And the lap pool waterproofing? It’s a complete success. “We had nasty rain out there a few weeks back and we didn’t have a problem,” West reports. The consultant just specified Membrane C for the water features work he’s helping direct on a \$125 million property.

“Membrane C is widely used throughout the area,” West reports. “All the frontline applicators use it. Many top consultants, including myself, strongly recommend it. It’s my go-to waterproofing membrane.” ●

### MiraFlex Membrane C: the Pros’ Choice

- Two-component, polymer-modified, highly flexible cementitious membrane for interior or exterior waterproofing of above- or below-grade concrete, masonry, and many other building materials and substrates.
- Ideal for under tile and other composite flooring systems.
- Apply to horizontal, vertical, or overhead surfaces.
- NSF-61 Certified for use in potable water.
- No age hardening.
- UV resistance and stability.
- Breathable, vapor permeable.
- Excellent resistance to abrasion, wear and impact.
- Apply to moist or damp substrates.
- Crack-bridging characteristics, reduces reflective cracking.

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