

Energy & Store
Development Conference

2013
E+Sd



THE VOICE OF FOOD RETAIL 

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2013

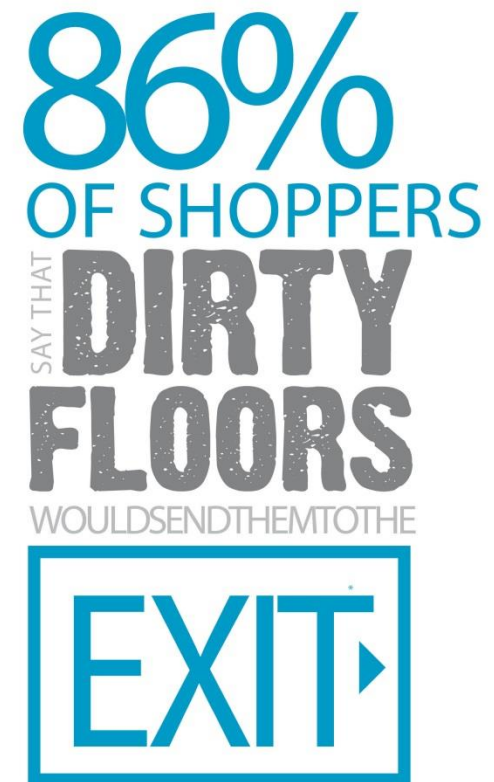
Which Floor is Right for My Store

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Why do we care so much about the floor?

- The Customer's first impression
 - Perception of cleanliness
 - Perception of value
- Customer and Employee safety
- Failures / disruption of business



“A public opinion poll is no
substitute for thought.”

- Warren Buffet

Categories of Commercial Flooring for Supermarkets

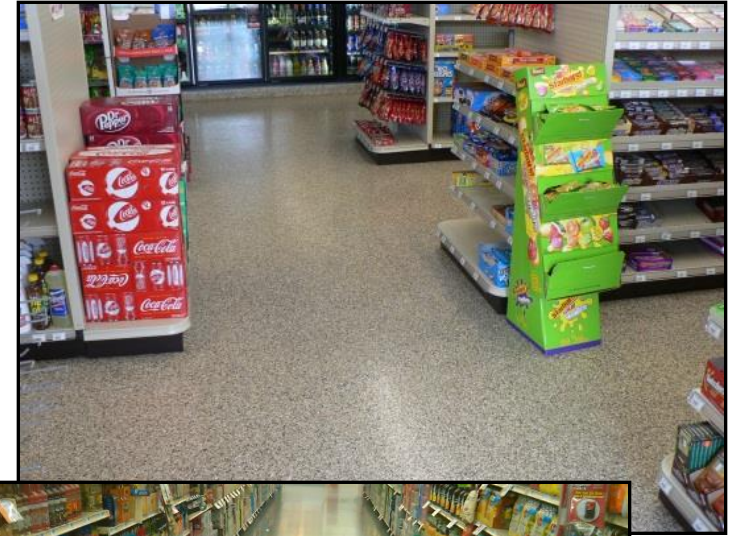
- Traditional Grouted Tile
- Adhered Composition Tiles, Laminates, and Sheet Goods
- Resinous Flooring
- Polished Concrete

What is Most Important to YOU?

- Speed of Installation? (NC and EC)
- Cost of initial Installation?
 - vs. Durability / Longevity
- Post construction repairs
- Slip resistance vs. Clean-ability
- Ease or Cost of Maintaining

Which Product should I Use Where?

- Customer Areas
 - Vestibules or Entry Ways
 - Main Sales Floor
 - Wet Aisles
 - Specialty Departments



Which Product should I Use Where?

- Back of House
 - Bakery, Deli Prep
 - Produce
 - Meat Cutting Room
 - Walk-in Coolers/Freezers
 - Dry Stockroom/Receiving



Grouted Tile

Ceramic, Porcelain, Quarry, and Natural Stone

What's Good:

- Variety of color, texture...design opportunities are endless
- Readily available materials
- Slip resistant when proper textured tile is selected
- Easy to repair



Grouted Tile

What's Not:

- Edges and Coved Bases are weak spots
- Cost of recessing concrete
- Grout joints
- Can date an era
- Easy NOT to repair



Composition Tile, Laminates, and Sheet Goods

What's Good:

- Low starting price point
- Can replicate more expensive materials for less money
- “Green points” for certain materials



Composition Tile, Laminates, and Sheet Goods

What's Not:

- Not usually suitable for food processing areas
- Cleaning can be labor and chemical intensive as compared to other materials
- Usually need to stockpile extra material for repairs

Delis • Distribution • Bakeries • Coolers •

Produce • Meat Processing Rest Rooms • Break Rooms • Locker Rooms •



Food Court • Battery Charging • Freezers

• Main Sales Floor • Entry Ways • Pet & Fish Display Areas • Joint Repair •

Resinous Flooring

- Definition of Resinous Flooring
 - Epoxy (most mis-used term in the industry)
 - Cementitious Urethane
 - High Performance urethanes
 - MMA Methyl Methacrylate



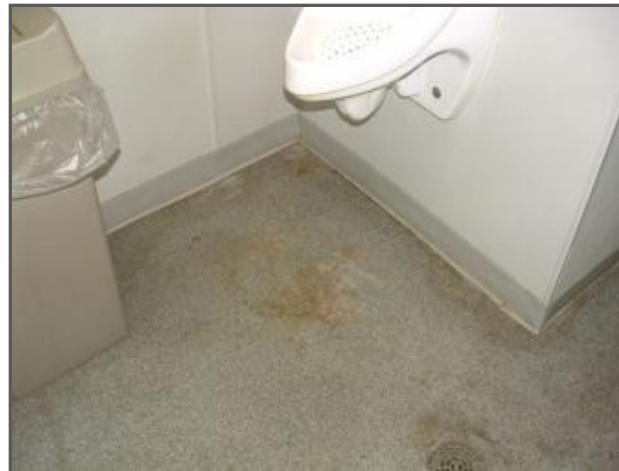
Epoxy

Pros:

- Least expensive resin
- Ease of application
- Very low odor
- Versatile: used in all systems decorative or Functional

Cons:

- Low chemical resistance
- Low thermal Shock
- Not aliphatic
- Temperature dependent: application



Cementitious Urethane

Pros:

- Chemical resistance
- High thermal shock
- Impact & moisture resistant
- Very low odor
- Versatile:
 - Decorative
 - Functional

Cons:

- More expensive
- Functional application:
 - Stains
 - Not aliphatic
- Application nuances



High Performance Urethanes

Pros:

- Extreme chemical resistance
- Ease of application
- Topcoat for all systems
- Low cost per SF



Cons:

- Some have odor
- Non-Yellowing?:
 - Aliphatic
 - Aromatic
- Application: temperature dependent
- Water based vs. Oil Based

MMA: Methyl Methacrylate

Pros:

- Speed of Application
- (0) VOC's
- Superior adhesion
- Aliphatic: non yellowing
- Versatile:
 - Can be used with other systems
 - Application: Down to -20 degrees

Cons:

- More expensive
- High Odor
- Application:
 - Labor intensive
 - Venting required



Design Solutions

- Uncover needs of the customer
- Work directly with the Manufacturer
- No one material is right for the project
 - Customizing solutions is the best method
- Preparation: work with companies that have relationships with installers

Polished Concrete

What's Good:

- Decreased maintenance costs
- Standardized cleaning
- Positive customer perceptions...
 - Value / Style / Cleanliness
- Environmentally Friendly



Polished Concrete

What's Not:

- Susceptible to acid/chemicals
- Negative customer perceptions...
 - Value / Style / Cleanliness
- Last minute changes harder to accommodate



Polished Concrete

Choices to be Made...

- High shine vs. Low shine
- Aggregated vs. Peppered
- Stained – multi colored
Died
- Polished Concrete or
Polished Overlays



Polished Concrete

Technical aspects of Polished Concrete

- Maintaining Polished concrete
 - How cleanliness affects safety
- How to manage staining
- How do you specify Polished concrete?

Conclusions

- Not perfect solution for every store
- The “Best Floor” is the one nobody notices
- Spending more money up front should be justified by savings down the road...spending less up front means be prepared for future expenses

“Price is what you pay.
Value is what you get for it.”
- Warren Buffet

Questions?

Thank you!