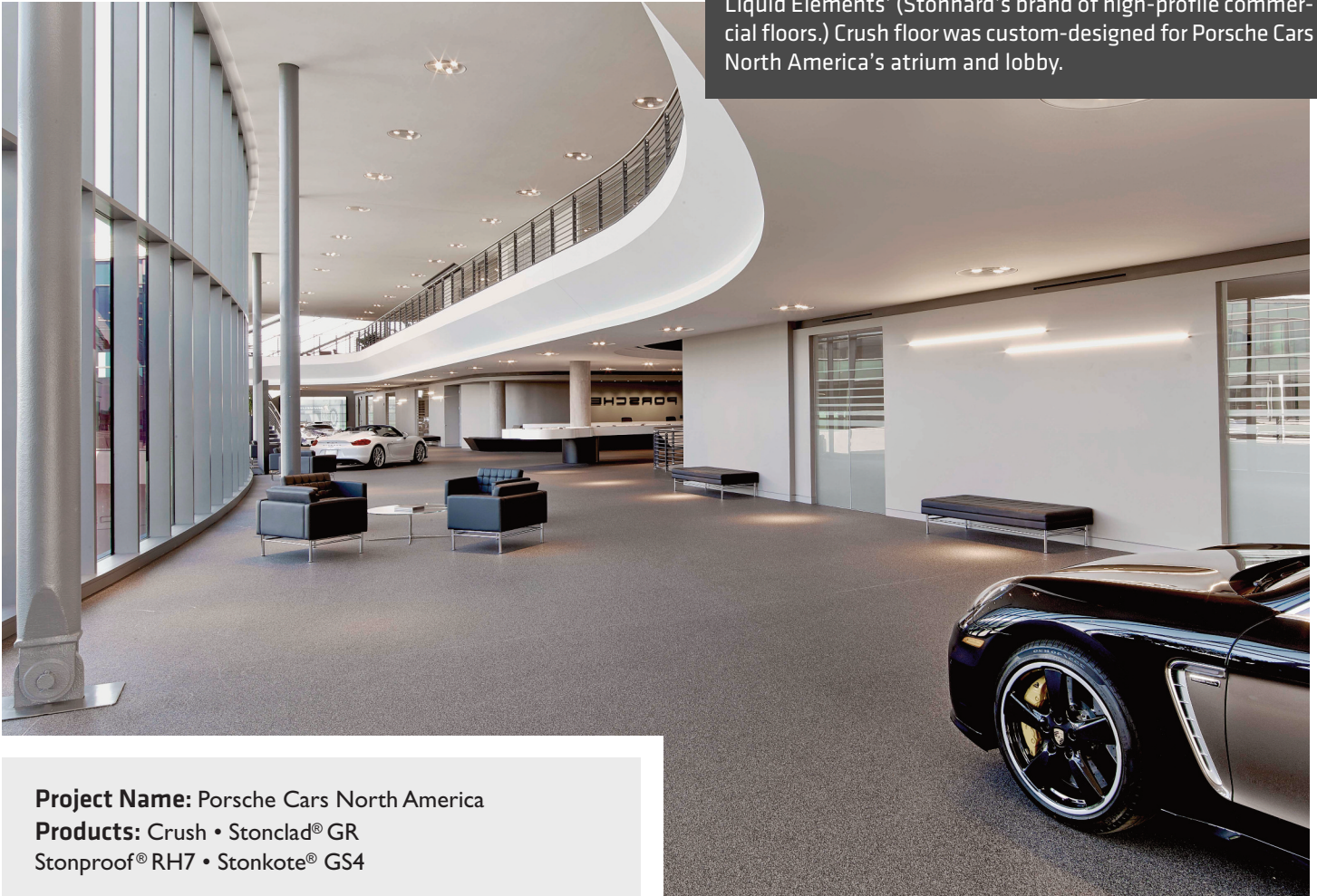


## Building an Experience: The Porsche Cars North America Headquarters Choose Stonhard Brand Floors

Liquid Elements' (Stonhard's brand of high-profile commercial floors.) Crush floor was custom-designed for Porsche Cars North America's atrium and lobby.



**Project Name:** Porsche Cars North America  
**Products:** Crush • Stonclad® GR  
Stonproof® RH7 • Stonkote® GS4

### Extraordinary Floors for a One-of-A-Kind Facility

In May, 2015 Porsche Cars North America (PCNA), the exclusive U.S. importer of Porsche sports cars, opened its new, \$100 million headquarters in Atlanta, Georgia that included high performance and high design flooring from Stonhard. PCNA is a wholly-owned subsidiary of Porsche AG, located in Stuttgart, Germany, and employs approximately 300 people who provide Porsche vehicles, parts, service, marketing and training for its 186 dealers in the United States. Located near the Hartsfield-Jackson Atlanta International Airport, the unique facility is situated on 28 acres and features a Technical Training Center, Classic Car Restoration and Display Area, Business Center, restaurants, and a Porsche Experience Center with a 1.6-mile driver development track. In designing this one-of-a-kind facility, PCNA knew they had to choose building materials that were as unique as their vision. HOK, a global design, architectural, engineering and planning firm contracted by PCNA, began a quest to match the facility's high-profile atrium and lobby with a flooring product that would offer an adventurous look. They found what they were looking for in the natural, yet rich Crush by Liquid Elements, a brand of Stonhard. In addition, PCNA sought high-performance floors for other areas: the Classic Car Restoration area, workshop, storage room, labs, customer delivery area, and car wash. Stonhard's troweled epoxy mortar system, Stonclad GR, fit the bill.

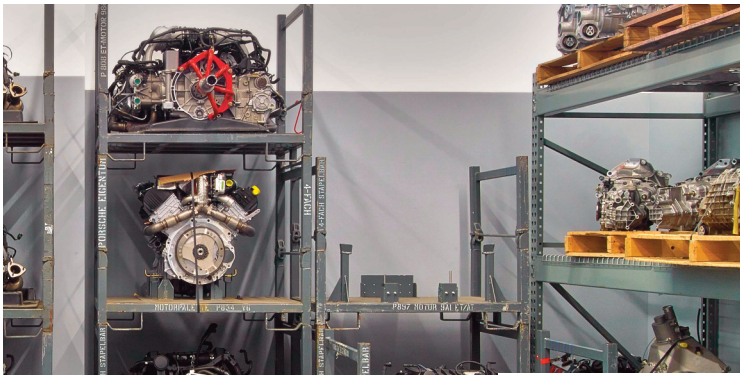
Betsy Nurse, HOK's Director of Design for the PCNA project, was a Keynote Speaker at NeoCon East 2015, an annual design expo and conference for commercial interiors on the East Coast. She presented on the PCNA Headquarters and Experience Center. Included in her presentation was a discussion on how the floors for the headquarters of the facility were chosen.

---

**The PCNA facility with its newly installed Crush and Stonclad GR floors were featured in the Product section of Interior Design Magazine's August, 2015 edition. From top to bottom, PCNA made a commitment to provide their visitors with an incomparable automotive brand experience. Stonhard is proud to be a part of that experience.**

---

"We looked at polished concrete, but it didn't suit the customer, so we considered a large format tile, but there were concerns about vehicular traffic. This led us to specify a seamless product that was new to us. We worked with the vendor to deliver a sexy-looking version of asphalt."



### The Stonhard Difference

Stonhard is the unprecedented world leader in manufacturing and installing high-performance polymer floor, wall and lining systems. Stonhard maintains 300 Territory Managers and 175 application crews worldwide who will work with you on design specification, project management, final walk through and service after the sale. Stonhard's single-source warranty covers both products and installation.

Stonclad GR met PCNA's needs for their more functional areas, providing superior impact, abrasion, and chemical resistance. Stonclad GR is also made of 25% recycled glass fillers making it an environmentally-conscious choice. At right, Stonclad GR floor in the training center.



HOK was in search of a custom design floor for PCNA, and in particular, one similar to a style they found in Germany. Through its sample lab, Stonhard provided HOK with custom samples, making changes to composition as needed, until a unique version of Crush by Liquid Elements, was produced and approved. Crush gave the customer exactly the look they wanted for the atrium and showroom (a 30,000 sq. ft. area). Crush is a bold, rich, organic flooring system, that incorporates natural aggregate set in a glossy resin surface. It is a troweled system that has a natural look; a perfect match to the Porsche brand and a style not available with traditional flooring options. Equally important to style, Crush's textured surface is slip and scratch resistant and also easy to clean.

### Our Attention to Detail for a Unique Installation

Special installation considerations were necessary before the flooring system could be installed. The PCNA's newly constructed building had a concrete substrate that was suspended which caused it to undergo a good deal of movement since the time it had been poured. Stonproof RH7, a flexible and durable fiberglass reinforced membrane designed to handle substrate movement, was used as an isolation membrane to isolate the floor. In addition, the slab had originally been recessed for a tile application. Stonset TG5, a fast-setting epoxy-based grout, was used to fill in the slab in order to build it up to a level where the finished floor needed to be. Finally, a second application of Stonproof RH7 was applied to help in the event of any future movement. The floor was then ready for the custom Crush installation.

Stonhard provided PCNA with a unique installation of the Crush flooring system, complete with a custom aggregate troweled at a thickness of 3/16". The floor surface is a very large portion of the PCNA facility, which makes this exclusive look an integral part of the bold, state-of-the-art design of the space.

### A State-of-the-Art Look with a Commitment to Sustainability

In addition to the atrium area and lobby, Stonhard was also asked to install floors for PCNA's workshop, storage room, labs, customer delivery area, Classic Car Restoration area, and car wash. Form, fit, and function were the main goals for these areas, but they also wanted a flooring system that would complement Porsche's "Green" programs. Porsche has made it a key objective to minimize resource consumption and keep their impact on the earth as low as possible. The company has taken major steps to make positive environmental choices and incorporate green policies into its operations. PCNA implemented a "Green Choice" program giving employees the proper tools and motivation to make smart and simple environmentally-friendly choices. Stonhard had the perfect recommendation to meet PCNA's needs: Stonclad GR, a troweled epoxy mortar system that utilizes 25% recycled glass fillers and a rapidly renewable component. Stonclad floors also provide superior impact, abrasion, and chemical resistance, performing under the most demanding conditions. The Stonclad GR floor was coated with Stonkote GS4 for an attractive and durable gloss finish that acts against abrasion and chemicals.