



“Discover the Magic of Color”

When your business revolves around color, you need a resinous floor with some flair. As Crayola worked with W2A Design Group to develop a unique floor for their *Crayola Experience* lobby, they honed in on the artistic capabilities of the **KEY LUSTER METALLIC**. This unique blend of clear resins and metallic pigments provides the most talented artist with a limitless palette with which to design a special floor.

Key Resin’s Key Luster Metallic is offered in 44 different colors. Couple this with the ability to alter the look of the floor by changing the background color, and the options become limitless for the interior design professionals.

Crayola’s multi-million dollar renovation project expanded the facility to 65,000 sq. ft. It includes four floors of over 20 interactive attractions for kids of all ages.





Project Installation

The *Crayola Experience* lobby renovation started with the removal and relocation of walls. Following this, **Durex Coverings** began the flooring installation by removing an existing resinous floor down to bare concrete. Significant patching was required to level and smooth the substrate where wall and posts once existed.



Following the repair of the substrate, a white primer was applied to provide a uniform under coat for the Key Luster Metallic base. Once cured, the fun began as the creative installers with **Durex** were allowed to make their colorful magic. The KEY LUSTER METALLIC was spread by trowel and then backrolled in an artistic figure eight pattern over the wet resin. This technique provided a cloud like appearance in the metallic bronze colored basecoat.



To meet the designer's intent of having brightly colored paint "splats," **Durex** utilized a proprietary method of applying stencils. To control the application of material, the Key Luster pigment packs were added to Key Resin's **#470 POLYASPARTIC**, a rapidly curing aliphatic polyaspartic polyurea. Again, artistic swirling was utilized for a unique metallic look.

To accommodate the wear and tear of the estimated 400,000 visitors per year, a clear topcoat of the #470 POLYASPARTIC was used. This provides a high gloss, UV stable, highly durable wearing surface. A fine non-skid additive was included in the topcoat to increase visitor safety and to increase the durability of the overall system.

Since 1993, Key Resin Company has been setting the standard for Resinous Floor, Terrazzo, & Coating Solutions.

Since 1964, Durex Coverings, Inc. has been a leader in Resinous Floor & Wall Systems.

Project Particulars

Contractor: Durex Coverings

General Contractor: Boyle Construction

Architect: W2A Design Group

Key Resin Rep: Corrosion Technology Systems

Size: 5,000 sq. ft.



Images used with permission. © 2013 Crayola, LLC. Tip Character, Serpentine Design, Crayola Oval Logo, and Crayola Experience Logo are trademarks of Crayola.