

Underlayment provides advantages

High temperature, self-adhering underlayment waterproofs MN convention center

Attending a tradeshow can be an exciting experience; visiting a new town, meeting new people and seeing new sites. Typically, the building that houses the tradeshow is not the highlight of the trip, but if you have ever visited the Minneapolis Convention Center, it might be.

This impressive facility, which once featured three copper domes, now boasts four domes, standing 85 feet above grade. This addition almost doubled the size of the center's exhibit space, increasing the 280,000 square foot room space to a 500,000 square foot haven for exhibitors. This gigantic expansion will allow the city to host two large conventions simultaneously.

"We're thrilled that we could expand the Minneapolis Convention Center to meet the needs of our visitors," said Chris Larson, director of facility services at the Minneapolis

Convention Center. "We have turned down business because of the small size of the center, but now the center is capable of hosting numerous events."

This unprecedented expansion has created buzz in the hospitality industry and generated excitement for this national convention and tradeshow venue in the state of Minnesota. Yet beneath the depths of the convention center's beautiful exterior shell, beauty can also be found from within.

Tucked under the fourth gigantic dome, lies Carlisle Coatings and Waterproofing's Water and Ice Protection (WIP) 300 High Temperature self-adhering roofing underlayment. "The roof is one of the success stories of the project," said Larson. "We suggested many ideas for improvements to systems during the renovation and expansion project; some could not be included,

but every suggestion pertaining to the roof was incorporated.

CCW WIP 300HT is a composite membrane laminated to an impermeable polyethylene film layer, providing dual-barrier moisture protection. This high tensile strength rubberized asphalt underlayment is specifically designed to withstand temperatures up to 240 degrees Fahrenheit, an ideal product for metal roofing applications.

Along with the 300HT product, Carlisle Coatings and Waterproofing, the leading manufacturer of waterproofing products, offers protection with a full line of water and ice protection (WIP) products, including: WIP 100, WIP 200, WIP 300HT, WIP 400, WIP 401LT and WIP 403HR. The WIP line offers an ideal solution for protecting against water, ice and heat, while withstanding some of nature's most unfavorable weather conditions.



In addition to resisting extreme climates, this underlayment features a skid-resistant surface for safe and convenient application. "About 12 to 14 guys were up on the roof working; safety is always an important issue," said Bruce Reed, senior project manager estimator at M.G. McGrath, Inc. "This essential feature allows contractors to focus on the job without compromising safety."

Aside from the challenging slope of the facility, the domes feature 20 x 20 diamonds that stagger at different elevations, creating a complicated job. "We needed to do a lot of overlapping with the underlayment product because of the unique roof shape," said Ken Berres, project manager of M.G. McGrath, Inc.

CCW 300HT underlayment is excellent for waterproofing these vital areas of the roof. The product excels in critical areas of the roof such as ridges, eaves, valleys and rakes. This unique membrane bonds directly to the roof substrate for fast and easy installation without the need for additional adhesives. The membrane seals around roofing nails, staples, screws and clips that are used in the primary roofing system, allowing the underlayment to protect the roof structure from water seepage caused by ice and wind-driven rains.

Although Minneapolis weather might not be predictable, the long-lasting performance of this self-adhering underlayment is a guarantee. The product's proven stability ensures that it will not crack, dry or rot, resulting in long-term waterproofing performance. "The WIP 300HT has incredible high temperature performance under metal roofs," said Greg Ochs, president of Snow Larson, who sold the 300HT product. "Bitumen has a tendency to melt, but the 300HT was

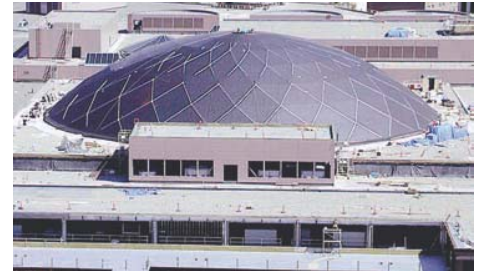
specifically engineered to prevent these characteristics."

Choosing a superior waterproofing underlayment is essential when protecting a facility that is not only recognized amongst exhibitors, but also people nationwide. This large venue hosts events with an enormous amount of traffic. "We have about 1.2 million visitors each year," said Larson. "This attraction generates nearly \$205 million for Minnesota's economy each year."

"Every application has its own nuances," said Jason Covington, manager of marketing and customer service at Carlisle Coatings and Waterproofing. "The demands placed on a roofing underlayment used in a residential application in Phoenix will differ significantly from the domes constructed at the Minneapolis Convention Center. Carlisle Coatings & Waterproofing offers a variety of roofing underlayments, and technical support to assist contractors in making the best decision possible for their specific application."

The 300HT underlayment worked exceptionally well for this job because of its aesthetically pleasing qualities. The membrane is non-penetrating, avoiding any unwanted bulges, cracks or holes. "This is a great product because it is a self-sealing membrane," said Reed. "The underlayment seals itself around the penetrations." The product is a concealed waterproofing system that will not detract from the architectural aesthetics of the primary roofing system.

WIP 300HT is a versatile product that can be installed directly over a roof deck composed of any of the following materials: metal, plywood, OSB, wood plank, wood composites, gypsum board or concrete.



Underlayment is installed on one of the four distinctive domes atop the Minneapolis Convention Center. The facility underwent an expansion and renovation last spring.

Aside from the product's versatile qualities, the underlayment was selected for its durability and performance, as well as its affordability. "The WIP 300HT underlayment is very competitive price wise," said Reed. "We will use it again."

This massive expansion was completed in April 2002. Prior to the Minneapolis Convention Center, the Minneapolis Auditorium served as the tradeshow venue for the Twin Cities. This public facility was built in the 1920s and it was not taken out of service until 1989 when the Minneapolis Convention Center was born. After major expansions and renovations, the center is now part of the city's famous skyway system, which connects 72 city blocks in glass-enclosed walkways. This is a convenient gateway leading to an array of hotels, shops, theatres and restaurants.

"The convention center is the crown jewel for public facilities in the Twin Cities community and an economic engine for the state of Minnesota," said Larson. "We are proud to play a part in protecting it."



Previously, the Minneapolis Convention Center had to turn down business, but thanks to its recent expansion, it can now host numerous events. (Photos courtesy of Carlisle Coatings & Waterproofing, Inc., Wylie, TX.)