



Still Majestic

PROSOCO and the LaSalle Bank Theatre & Hampton Majestic Hotel



Courtesy Richard Koenigsberg

A rose by any other name -- LaSalle Bank Theatre & Hampton Majestic Hotel's 20-story show of creamy white terra cotta was cleaned with PROSOCO products in 2006 as part of a \$40 million restoration.

Show business royalty – Lilly Langtry to Katharine Hepburn – have been frequent visitors to this theater's storied stage since its opening in 1906. Now known as the LaSalle Bank Theatre, audiences have crammed in for decades to see vaudeville marathons and star-studded movies, plays and musicals.

There's a show on the outside, too. The building's cladding is a lavish 20-story exhibition of creamy white terra cotta ornamentation. The decoration-encrusted exterior is rich with wreaths and flowers, lion heads, shells, shields, scrolls and more.

It includes an 8-foot cornice, spanning all four elevations.

Originally named "The Majestic Building," the Edmund R. Krause design combined theater and office space. Early on, it was one of Chicago's tallest towers.

Closed during the Depression, the beaux arts-style theater reopened in 1945 as the "Sam Shubert Theater." But while the Shubert's work of entertaining Chicago went fast and furiously for decades, the work of maintaining the theater and office tower was all but ignored.

By the time architectural firm Booth Hansen, Chicago, began interior restoration studies in 2002, much of the building was in bad shape. Little had been done on the inside since the 1940s. Plumbing, wiring and more needed to be hauled into the 21st century.

The exterior masonry needed an enormous amount of work too. Long-term repairs had been deferred for more than a decade. In the late 90s, a large section of the terra cotta cornice fell, leaving the entirety of the ornamental exterior suspect, said Richard Koenigsberg, professional engineer and president of Koenigsberg Engineering, P.C., Chicago and New York.

Mr. Koenigsberg served as facade restoration consultant during the 4-year project that worked around the interior rehabilitation. To repair the failing terra cotta, Mr. Koenigsberg brought in Bulley & Andrews Masonry Restoration, one of Chicago's oldest and most accomplished contracting firms. They'd successfully collaborated on several of Chicago's similar terra cotta landmarks.

The \$40 million restoration got under way in 2003 with complete overhauls inside and out – including the office tower, which was recreated as a boutique hotel – the Hampton Majestic Hotel.

During the project Mr. Koenigsberg oversaw replacement of nearly 1,400 terra cotta pieces, made by Gladding, McBean of Lincoln, Calif., on all four elevations.

Reconstruction of the failing cornice took custom fabrication of many of the largest pieces, some weighing up to 600 pounds and taking four months to make. Installation had to be delicate and precise.

"There is no room for error when you are installing immense pieces of terra cotta more than 20 stories in the air from swing stages that cantilever more than 10 feet over a crowded Chicago street," commented Steve Maggio, project manager for Bulley & Andrews.

Facade restoration also included nearly 100 percent re-tuck pointing of the terra cotta, caulking, painting windows and installing custom fiber glass window panels.

As the project neared completion in Fall 2006, Bill Mologousis of Pressure Washing Systems, Cicero, Ill., took on the job of exterior restoration cleaning.

"It was a checkerboard," he said. "The new terra cotta was clean and white, while the old was dark and dirty."

Continued on Page 2. See "Theater."

Can You Identify This Project?



This Italian Renaissance mansion was built 92 years ago on a hill so steep that horse-drawn vehicles couldn't climb it safely. It's Tennessee pink marble with a granite base. In the summer of its 71st year, the building got a cleaning with PROSOCO's Sure Klean® 766 Limestone & Masonry Prewash to remove heavy dirt and carbon soiling from under eaves, windows, and carved areas. With those areas clean, the place got a full cleaning with a very dilute solution of Sure Klean® Limestone Restorer.

Can you identify this project? E-mail your answers to gary.henry@proso.com, or call 800-255-4255. Or fax to 888-434-7086. Answer in the Fall 2007 edition of PROSOCO News! Congratulations, a PROSOCO ball cap and a "You Sure Know Your Stuff" certificate go to the following folks for identifying last issue's CYITP—the old Mission Brewery, San Diego.

Damian Baumhover
Damian Baumhover Architects
Solana Beach, Calif.

Don Williams
MHTN Architects
Salt Lake City, Utah

Joanna Prihoda
Cutright & Allen, Inc.
La Grange, Texas

James Warren
NYS Historic Preservation Office
Waterford, N.Y.

You sure know your stuff!

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"Theater" from front page.

"I think the bottom five stories were cleaned about 10 years ago," Mr. Mologousis said. "I don't believe the rest of the building was ever cleaned."

The PWS crew used Sure Klean® 766 Limestone & Masonry Prewash, followed by Sure Klean® Limestone & Masonry Afterwash to rid the original terra cotta of its dark and dingy mantle.

The cleaning products and application method needed approval from the Landmarks Preservation Council of Illinois and the Department of Planning and Development, Landmarks Division. Although another manufacturer's cleaners were originally specified for the project, both agencies rejected those products in favor of PROSOCO products, Mr. Koenigsberg said.

Their independent tests showed the first cleaner had an unacceptable potential to affect the surface glaze.

Working from 40-foot-long swing stages anchored to the roof, the PWS restoration cleaning technicians applied the non-acidic 766 with low-pressure sprayers connected by 260-foot hoses to a tank truck. They used brushes to gently scrub out the nooks and crannies of the most ornate sections, breaking up the carbon crusts and atmospheric soiling for rinsing away with clean water.

The crews power-rinsed at 500 psi, Mr. Mologousis said. Finishing each drop, the techs re-cleaned with mildly acidic Sure Klean® Limestone & Masonry Afterwash. The Afterwash neutralized and brightened the surface after treatment with the alkaline 766.

The job posed challenges. Chilly November winds shut down work several times. Though the stages were secure, the PWS crews wouldn't let wind carry rinse-water spray onto traffic and nearby buildings, even though they were masked off. Work halted when winds hit – or were forecast at – 20 mph, Mr. Mologousis said.

They further limited wind-drift impact by working nights, 9 p.m. to 5 a.m. "Downtown's so busy, you really have to do this kind of work at night," he said.

"Working this late into the year, we were concerned with temperature, too," he added. Since cold slows the chemical reactions the cleaners need to work, the crews got busy whenever temperatures were above 50 degrees.

"We stayed in front of the schedule," Mr. Mologousis said, "but it was tricky." End result?

The project has garnered a host of awards – Chicago Historical Landmarks Renovation of the Year; Chicago Building Congress Best Renovation 2007; and Midwest Construction Magazine's Best of 2006 Award of Merit for Renovation of the Year – to name a few.

"There are a lot of beautiful buildings in Chicago," Mr. Mologousis says. "This one holds its own with the best." 



Courtesy Richard Koenigsberg

No room for error -- installing custom-made replacement pieces of cornice weighing up to 600 pounds, from swing stages 20 stories up was a delicate and precise operation.

Local media spotlights PROSOCO

August was “media month” for PROSOCO as outlets in Lawrence and Kansas City produced print and broadcast stories about the company’s anti-graffiti and composite deck-care products.

PROSOCO’s hometown paper, the award-winning Lawrence Journal-World, ran a story Aug. 1 about PROSOCO’s efforts to remove graffiti at a local church. The paper has a circulation of about 20,000.

KSHB Channel 41, Kansas City’s NBC affiliate, filmed and interviewed Scott Buscher, director of marketing, as he cleaned a mold-spotted composite deck in Independence, Mo.

That story aired on the 10 o’clock news, Aug. 9.

Vice President of Production Bruce Boyer offered PROSOCO’s graffiti-removal services to Corpus Christi Church in Lawrence, after the church was “tagged” in three places. Green and blue graffiti tags marked two garage doors. Red and blue tags defaced porous textured brick on the church’s back walls.

“It’s the newest, most durable paint out there,” Mr. Boyer explained to Journal-World Business Editor Mark Fagan during an interview at the church.

“This is a good training field.”

Mr. Fagan said the story was newsworthy because a local company tried to make a bad situation better.

PROSOCO’s Formulations Chemist Daryl Ortgies, and Product Testing Coordinator Courtney Murdock applied the Defacer Eraser® products at the church. They got 100 percent removal on the garage doors.

The porous brick was tougher to clean. The pair got the red tag off about 95 percent. The blue tag, which was heavier, lost about 50 percent of its intensity.

“It’s really some of the meanest, nastiest stuff to take off,” Mr. Boyer told Mr. Fagan.

“The fact that PROSOCO is out there turning a bad situation into a learning experience also makes this a good news story,” Mr. Fagan said.

In addition to seeing print, “Erasing vandalism’s stains,” aired as a broadcast story on 6News, the Journal-World’s sister broadcast news outlet, where Mr. Fagan also serves as business editor.

Thousands could have seen or read the story, Mr. Fagan estimated.

Around that same time, PROSOCO

Customer Care National Accounts Representative Mike Brennan saw a story about moldy composite decks on KSHB Channel 41’s “Call for action,” segment on the 10 o’clock News.

He immediately called reporter Jenn Strathman, and let her know that PROSOCO makes products for fixing that specific problem.

When Mr. Buscher offered to demonstrate PROSOCO’s products for cleaning and protecting decks, Ms. Strathman set him up with David Bidgood, an angry composite deck owner in Independence.

Like many others who complained to “Call for action” about their decks, Mr. Bidgood was unhappy that his allegedly “maintenance free” deck had developed “leopard spots” of mold all over.

He was pleased, however, with the results of Mr. Buscher’s cleaning.

“It looks a hundred times better than anything else I’ve seen,” Mr. Bidgood told the reporter, on camera.

During filming, Mr. Buscher explained to Ms. Strathman that despite claims of “low to no maintenance,” everything outside gets dirty.

He showed her the test panel that PROSOCO Manufacturer’s Rep Mike Dickey, Frieze & Associates, Lenexa Kan., and PROSOCO Sales Manager Matt Henderson did earlier that week.

The segment showed water soaking into the unprotected section of the test panel, cleaned with Enviro Klean® Composite Deck Restorer. Then, viewers saw the water bead up on the section treated with Enviro Klean® Composite Deck Protector.

“When you throw water on it, you get a chemical rejection of the water,” Mr. Buscher told the reporter.

That deprives mold of one of the conditions it needs to grow, Ms. Strathman added for her viewing audience, which she said numbers in the tens of thousands.

“Since we aired the first story about these decks, we’ve



Gary Henry, PROSOCO

PROSOCO’s Director of Marketing Scott Buscher demonstrates the water-repellent qualities of Enviro Klean® Composite Deck Protector for KSHB “Call for action” reporter Jenn Strathman and cameraman Mike Connor.

continued to hear complaints,” Ms. Strathman said. “We don’t endorse products but I thought it was important to show a possible solution.”

Many others in the KSHB audience felt it was important too. Ms. Strathman reported that it was the station website’s most-viewed story the day after it aired on TV.

You can see a print version of the “Moldy Deck” story at www.nbcactionnews.com. Click on the “Blogs” tab, then on the “Call for action” tab.

Mr. Fagan’s story “Erasing vandalism’s stains” is on the Lawrence Journal-World website at www2.ljworld.com/news/2007/aug/01/. 

PROSOCO R-GUARD™ on guard at luxury home

This southern Georgian-style luxury home, less than a mile from one of the nation’s most beautiful beaches, boasts five bedrooms and bathrooms, a four-bay garage, and gracious verandahs on three sides.

One of its most important amenities is one the residents won’t even see after they move in. It’s PROSOCO R-GUARD™, the continuous, seamless, breathable air and water-resistive barrier applied by PROCON & Associates Inc., S. Myrtle Beach.

Applied to the structural walls, the red, water-based, fluid-applied coating’s driving purpose is reduction of the building’s heating and cooling costs, says Bob Gallagher, PROCON. The VOC-compliant air barrier stops air leakage in and out of the building – air leakage that can waste up to 40 percent of the building’s heating and cooling costs, according to the U.S. Department of Energy.

Leaking air can also cause moisture condensation inside the walls, leading to conditions for mold, another problem the air barrier installation heads off.

Before the cladding goes up, the water-resistive air barrier helps keep the building dry, even in the face of frequent rain storms, Mr. Gallagher said.

The PROCON crew brushed, rolled and troweled PROSOCO R-GUARD™ onto about 12,000 square feet of structural wall, Mr. Gallagher said. The air barrier can also be spray-applied. 

Courtesy Bob Gallagher



Glowing clouds over this R-GUARD™-protected luxury home going up in Myrtle Beach speak to the importance of the air barrier’s water-resistive qualities. Coated with red R-GUARD™, the upper stories can still dry in, despite rain, even though the brick cladding isn’t yet installed.

Q. We had a saltwater pool put in about six months ago. It has a limestone coping and is surrounded by a brown flagstone patio. Somehow, the saltwater seems to be eating away at the limestone. Also, white stains are building up on the flagstone where people get in and out of the pool. Is that salt? How can I get rid of it and keep it gone?

A. You are correct. The whitish deposit you describe is salt from water splashed out of the pool. It’s left on the flagstone as a white deposit after the water evaporates. The saltwater is also responsible for the effect you describe on the limestone. What’s happening is a phenomenon known as “wet/dry cycling.” The saltwater penetrates the limestone. As the water evaporates the salt crystallizes in the stone pores, creating stress that causes the stone to spall and delaminate. Fortunately, these are relatively easy situations to correct. Your first step is to get rid of the stains on your flagstone. Use Sure Klean® VanaTrol®. Test the cleaner at a dilution of 1 part product to 8 parts clean water. For heavy buildup, or hard-to-remove stains, strengthen the solution up to 1 to 6, but no stronger. You may need to wash the entire deck for a uniform appearance. Otherwise you could get some sections that look a lot cleaner than others. A small test section should tell if you need to do this. Be careful to avoid getting the cleaner or cleaner runoff in the pool. Apply and rinse the cleaner going away from the pool. Once you’ve cleaned the stone, let it dry thoroughly before inspection. Spot clean if needed. After the stone has dried thoroughly (about 72 hours), apply Sure Klean® Weatherseal Natural Stone Treatment. You’ll need to apply the treatment to the limestone coping, too, which also must be dry. You may want to drain some water from the pool beforehand to make sure the coping stays dry for the treatment. Natural Stone Treatment will penetrate the stone. It won’t let liquid water into the stone, with its damaging load of salt. It will let any water still in the stone evaporate out. This quality, called “breathability,” breaks the wet/dry cycle. It prevents other water-related problems as well, including biological staining, which limestone can be prone to.

Q. I’m putting up a school building with a white brick facade. Recent rains and foot traffic splattered red mud all over the brick, up to about 10 inches from the ground. I pressure-washed the mud off, but it left reddish stains on the brick. What do I do?

A. Enviro Klean® SafRestorer should remove the stains. Start testing at a dilution of 1 part product to 3 parts clean water. Use in concentrate if the severity of the staining demands it, but 1:3 or 1:2 should do the trick. If the ground by the building is still muddy, cover it with plastic sheeting during the cleaning. You’ll use lots of water to pre-wet the bricks, and then to rinse off the spent cleaner and dissolved soiling. The plastic sheeting will help you avoid more splattering.

Need some help?

Call Customer Care toll-free at 800-255-4255.

PROFILE

'All about you' beauty salon

Location
Maypearl, Texas

Project
Concrete floor restoration

Contractor and owner
*R.K. Holmes Company
Maypearl, Texas*

Substrate
Concrete

Products Used
Consolideck® LS Guard



No Consolideck® LS Guard



One coat of Consolideck® LS Guard



Two coats of Consolideck® LS Guard

Photos courtesy Bob Holmes

This place went from harvesters to hair-do's. For decades, the store had been an International Harvester tractor dealership. But when the R.K. Holmes Company, Maypearl, Texas, bought the unofficially named "Pearl Building," owner Bob Holmes converted the empty space to a beauty salon, since he had a tenant waiting to move in.

First job – before installing plumbing, chairs, fixtures, cabinets or anything else – fix that floor!

Decades of tractors had left the 1600 square-foot concrete floor filthy with dirt, grease and oil.

"It was beyond redemption," said Mr. Holmes. He capped it with an inch and a half of new concrete.

But for a beauty salon, clean and strong isn't enough. In a beauty salon, the floor has to be, well, beautiful.

Mr. Holmes began by acid staining the floor in earth tones of green and amber.

"I wanted it colorful and shiny," Mr. Holmes said. "But I didn't have access to grinding and polishing equipment.

He turned to Consolideck® LS Guard. The lithium silicate treatment penetrates the concrete "wear zone" – the top 1/8 to 1/4 of an inch. There, it reacts with the substrate to fill the concrete pores with insoluble calcium silicate hydrate. It's the same tough stuff you get in concrete when Portland cement cures – just more of it, making the concrete even harder and denser.

LS Guard produces a protective film that gives the hardened concrete a semi-gloss shine and protection from spills and stains.

Mr. Holmes brushed two coats of the milky white liquid onto the deck with lamb's wool applicators. On his first pass, he got about 300 square feet per gallon. That coverage rate jumped to 700-800 square feet on the second application.

"I did each coat in opposite directions to eliminate brush strokes," he commented. Each coat dried enough to walk on in about 30 minutes.

"This floor is great, great, great," said Building Manager Linda Jackson. "You can spill any kind of product on it. With four operators, we definitely have our share of spills. Hair color, bleach, water – nothing affects it!"

Ms. Jackson contrasted the LS Guard floor with the linoleum floors in many other beauty salons.

"You can see the brown spots and bleached out spots where they've had spills," she said. "Not on this floor. Everything just sweeps or wipes right up.

"All the customers have noticed how beautiful the floor is, too," Ms. Jackson added. "It's the first thing they comment on when they walk in.

"They all say it just looks fabulous."



Salon co-owner Bree Carpenter does hair with no fear of spills on the LS Guard floor in the All About You beauty salon.

FAX BACK

If you would like more information about anything mentioned in this newsletter, fill out the form below and fax back to 1-888-434-7079.

Or mail your requests to Editor, PROSOCO Inc. 3741 Greenway Circle, Lawrence, KS 66046

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| <input type="checkbox"/> New Masonry - New Construction Cleaners | <input type="checkbox"/> Water Repellent Protection - Horizontal Surfaces |
| <input type="checkbox"/> New & Existing Masonry - Stain Removal | <input type="checkbox"/> Stain Repellent Protection |
| <input type="checkbox"/> Existing Masonry Restoration Cleaning | <input type="checkbox"/> Graffiti Repellent Protection |
| <input type="checkbox"/> Water Repellent Protection - Vertical Surfaces | <input type="checkbox"/> Existing Masonry Maintenance Cleaners |
| | <input type="checkbox"/> R-GUARD™ |

Other Comments

Name and Title _____
Company _____
Address _____
City _____ State _____ Zip _____ Phone _____

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April 17-19 • San Antonio, TX
Brick Show (BIA)

March 5-6 • Orlando, FL
PWNA

Feb 27 - March 1 • Nashville, TN
Hardscapes North America

Feb 7-9 • Denver, CO
MCPX

TBA
Masonry Showcase

Jan 22-25 • Las Vegas, NV
World of Concrete

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