



HOLLYWOOD
EYE INSTITUTE
look better

Architect: Barr Architecture, Inc.

General Contractor: Barr Commercial Construction

Tile Contractor: Tile & Floor Pros, LLC, Noé Martinez, President

Merkrete Sales and Technical Representative: John McIntyre

Merkrete Products Used: Underlay C, Hydro Guard SP-1, 820 DUSTLESS Merlite, 720 DUSTLESS LHT Mortar, Duracolor Grout



Hollywood Eye Institute: state-of-the-art optic center.

New Hollywood Eye Institute Opens New Building in August 2020

The Hollywood Eye Institute celebrated the grand opening of its brand new 8,500-square-foot, full-service optical center and office location in Cooper City, Fla. When patient visits consistently increased over the last few years, Dr. Shareen Greenbaum recognized the need for a larger facility to accommodate the growing population of Broward County. Greenbaum desired a modern space with an eye-catching aesthetic that captured the eye institute’s commitment to innovation in helping patients experience the visual world. The groundbreaking ceremony and construction of the new facility commenced in June 2019.

Architect, designer and general contractor Barr Architecture Inc. / Barr Commercial Construction of Davie, Fla., designed the new facility by embracing the spirit of optic science, showcasing light and views of the local land-



Optic Center: LHT porcelain plank tile installed with Merkrete720 DUSTLESS LHT Mortar and Duracolor Grout.



Patient Waiting Area: LHT porcelain plank tile and commercial carpet squares installed with SikaBond®-150 Premium Floor Adhesive.

scape. The building’s exterior features transparent glass paneling, gorgeous natural-stone-tiled accent pillars, and a patient drop-off area at the main lobby’s glass-enclosed two-story atrium that features clean lines, industrial appeal, custom lighting and accent pillars that match the exterior to bring the outside indoors.

With clinical space for the diagnosis and treatment of most eye diseases and other vision-related ailments, the state-of-the-art center includes several exam rooms and eye lanes, special testing suites, minor procedure rooms, a contact lens room, physician offices and a full-service optical center. Reception, registration and lobby areas are intuitive and patient friendly with clear sight lines throughout the building. Support offices for insurance verification, surgical scheduling and other administrative tasks adjoin the space.



Natural Stone installed with Hydro Guard SP1 and Merkrete 820 DUSTLESS Merlite.

Hollywood Eye Institute doctors are looking forward to serving Cooper City and the surrounding areas for all ophthalmology needs. "The opening of Hollywood Eye Institute's new office is a step toward realizing our goal of expanding our practice by offering more services to the community," said Greenbaum.

Vision and Functionality Come Together

Hollywood, Fla.,-based flooring contractor, material supply and distribution company Tile & Floor Pros, LLC, known for its flooring installation and tile and stone expertise in both commercial and residential projects, was responsible for the multifaceted installation. Andre Barcus, who manages Tile & Floor Pros material supply and distribution department, worked directly with the owners of the property in choosing and supplying all the natural stone, porcelain tile, mosaic, carpet tile and baseboards.



Restroom installed with Merkrete 820 DUSTLESS Merlite on walls with Duracolor Grout.

Foreman Santiago Cruz and his crew installed approximately 10,000 square feet of various tile and stone, including large-format porcelain plank tile on the floors and 12" x 24" tile on the walls with mosaic accents. Additionally, about 4,500 square feet of natural stone was applied in both interior and exterior vertical areas to provide an elegant accent on all pillars and entryways to the building. "For those types of vertical installations, we count on Merkrete's 820 DUSTLESS Merlite on top of Hydro Guard SP-1," said Barcus. "This easy-to-use system has excellent physical properties in adhesion, slip resistance, resiliency and crack resistance; and it's waterproof. For many of our projects, we rely on Merkrete for their technical expertise."

Merkrete Views a Versatile Solution

Healthcare installations tend to present many interesting challenges for the designer and installer to overcome. These applications place tremendous stress on the tile or stone application, creating a challenging environment not only for the finished tile or stone, but also for the installation system materials. Tile & Floor Pros, with technical



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assistance from Merkrete Technical Representative John McIntyre, assessed the job requirements and provided the proper installation system for each specific application throughout the build. This combined with the precautions put forth due to the coronavirus presented some new challenges.

The specifications called for crack isolation and waterproofing in parts of installation. To meet the aggressive project schedule, work began using Merkrete Hydro Guard SP-1. A liquid-applied, fast-drying product, Hydro Guard SP-1 combines crack isolation up to 1/8" and a waterproof system to enable crews to prepare the substrate for setting tile at a faster pace. Hydro Guard SP-1 displays excellent elongation, adhesion and high strength properties to provide a 100-percent-waterproof membrane that also prevents the transfer of substrate cracks to the finished ceramic or stone tile surface.

"Merkrete's liquid membranes have been a staple in the industry for many years and we rely on their performance," said Barcus.



Procedure suite: LHT porcelain plank tile installed with Merkrete 720 DUSTLESS LHT Mortar and Duracolor Grout.

With a properly prepared, crack-isolated and waterproofed substrate to work on, the installers began setting various sizes of large porcelain tile and planks. Most of the entryways, hallways and lobby areas contained 12" x 24" and 9" x 36" porcelain tile and mosaic accents that required a flat surface and a proper setting system to maintain a level, stable installation.

There is no doubt that large tile and planks present their fair share of installation challenges. Planks in particular demand tighter tolerances to maintain the beauty of the tile and overall aesthetic of the installation. So, selection of the setting material is critical, especially when installing large and heavy tile (LHT). LHT mortars are not for leveling or truing the substrate. Instead, they are intended to help fill the irregular space between the tile and the underlayment. Tile and Floor Pros' preferred mortars are Merkrete's 820 DUSTLESS Merlite and 720 DUSTLESS LHT Mortar for these types of applications. "The smooth and creamy material makes for easy spreading, especially when speed is a factor," said Barcus. "820 DUSTLESS Merlite is lightweight and works great for both floors and walls offering high strength and flexibility." Both products feature Merkrete's patented DLT® DUSTLESS Technology, creating less dust for a cleaner working environment.

The project also needed an adhesive for installing commercial carpet so the convenience of being able to supply Sika products was an advantage. About 5,000 square feet of commercial carpet squares were installed using SikaBond®-150 Premium Floor Adhesive, a one-component, solvent-free, universal pressure-sensitive dispersion adhesive.

One of the challenges in this project involved the strict timeline due to the coronavirus pandemic so it was critical that the products were delivered so the job could be completed on time. "Fortunately for this project's requirements, we have plants and distribution right here in Central Florida, so our turnaround time and ability to get our products to the jobsite quickly were no problem," said McIntyre. "We have been using Merkrete products for several years," said Noé Martinez, owner of Tile and Floor Pros. "As a matter of fact, we now use Merkrete on most our tiling projects both large and small, because we have the trust in the performance and delivery of their materials, job after job."

With more clinical and office space than the old location and the capacity for additional staff, Greenbaum's modern, state-of-the-art facility will serve Broward County's growing patient population for many years to come.



Beautiful natural stone accent columns installed with Hydro Guard SP-1 and Merkrete 820 DUSTLESS Merlite.



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