

# Owner Saves Money and Time, While Maintaining Original Design



A 5,000 sq. ft. Dryvit Outsulation® wall assembly accentuated by approximately 900 square feet of panels coated with Reflectit™ – an acrylic coating that looks like aluminum panels – proved to be just the right touch for the façade of a **TGI Fridays** restaurant recently constructed in Fairview Heights, Ill., a suburb of St. Louis.

But the wall system and pearlescent coating wasn't the owner's first choice. The original design called for a façade of fiber cement panels in TGIF colors over a waterproofing membrane. The

project's design builder, **CB&E Constructors**, saw more merit in Dryvit's Outsulation Plus™ MD System in tandem with their Reflectit coating. The price difference was the prime reason for making the change, says CB&E president Gus Cervetto, noting that Reflectit can cut 30-40 percent off the price of aluminum panels while still offering the look and an array of colors and textures.

Further rationale for choosing Dryvit's system with Reflectit coating was that it eliminated

## **Project Summary:**

**Size: 5,000 sq. ft.**

**System: Outsulation Plus MD**

**Finish: Reflectit**



the need for a second trade on site, thereby saving construction time. "It is one system" that provides a continuous envelope with colors tailored to the TGIF brand, points out Cervetto. The change "saved steps for a weather tight façade," adds Mike Peth, principal, **SP Architects**, the architectural firm for the project.

Reflectit is a 100 percent acrylic coating that was introduced to the market by Dryvit in 2008. It can be used to coat most new or existing Dryvit finishes to add that pearlescent look, but it is most dynamic when used over Dryvit's SkimIt™ product. SkimIt provides an ultra-smooth base for the spray application of Reflectit. It is this use that enables the product to very closely resemble metal panels. "It does have much more of a punch to it, reflective-wise, than the fiber cement panels would have had," points out Michael Welch, manager of plaster sales at **Ceiling Supply, Inc.**, the Dryvit distributor for the job.

The market for Dryvit's Reflectit coating has been growing in the past few years. The EIFS contractor for the TGIF job was **Phillips Interior Exterior**

**Systems.** Mark White, the company's vice-president, says while most ripples and blemishes in a base coat don't show through conventional textured EIFS finishes, the same can't be said if the finish is Reflectit.

"A lot more care is required by the applicator to cut grooves into the face of the system and it is important to get the face (base coat) of the panels as smooth as possible," adds Welch. "The face has to be very smooth to accept the coating without showing inconsistencies in the wall."

#### Interesting project quotes:

- **"We have confidence that the system provides all the attributes of a good EIF system while giving us a metal panel finish at a cost effective option."**
- **"A few times a week architects stop by to look at the finish. It is a great product."**
- **"It's catching on here because there are more projects out there with it for people to see."**
- **"The price difference was the prime reason for making the change."**
- **"The system saved steps for a weather tight façade."**

"The initial response from applicators when we introduced Reflectit was that they wouldn't be able to achieve a smooth surface," Welch adds. Since then, however, more applicators have learned the tricks of the trade. Phillips Interior Exterior Systems is one of those contractors.

The EIFS contractor first used Reflectit several years ago, after sending a couple of its installers to a training course presented by Dryvit in St. Louis. In 2012, the contractor applied Reflectit to a seven-story Hyatt hotel in St. Louis. That hotel has proven to be a benchmark for the product, drawing architects and owners from the region considering its application on their buildings. At TGIF, the owner was persuaded to go with the coating based on a 4x4-foot mockup created by Phillips, illustrating several colored panels of Reflectit with crisp V-grooves.

To achieve a high quality finish is a game of patience and skill. At TGIF, Phillips started by applying SkimIt to eliminate ripples and other imperfections in the

**Project Name:**  
TGI Fridays  
Fairview Heights, IL

**Architect:**

SP Architects  
St. Louis, MO  
314-434-9700  
[www.sp-stl.com](http://www.sp-stl.com)

**Design/Build:**

CB & E Constructors  
Chesterfield, MO  
314-781-2700  
[www.cbade.com](http://www.cbade.com)

**Dryvit Applicator:**

Phillips Interior Exterior  
Systems  
Freeburey, IL  
618-539-4784

**Dryvit Distributor:**

Ceiling Supply, Inc.  
St. Louis, MO  
314-739-6800  
[www.ceilingssupply.com](http://www.ceilingssupply.com)

EIFS base coat. The surface was hand sanded and then SkimIt was reapplied and hand sanded once again, explains White.

Next, Reflectit was sprayed on in one direction; once cured, it was reapplied in another. Any blemishes that might show through required the contractor to reapply SkimIt, hand sand and then repaint.

White says oversanding can leave surface marks that are particularly conspicuous when the sun reflects off the surface at a certain angle. "But that's the case with many surfaces – you see shadows in brick and even glass looks wavy when the sun hits it at a right angle."

"I like to think of it as an art to apply Reflectit – no different in that respect than plaster," says White, whose firm has a number of specialities, including plaster restoration. "A job well done is almost like professionally applied car paint. You'll see more faults and waviness in a regular job (conventional textured EIFS finish)."

Preparing a surface for Reflectit can take twice as long as a conventional textured EIFS finish, White says, noting that labor time expands significantly if more colored panels in a wide range of sizes are specified. That was the case at TGIF where five Reflectit colors were used for panels ranging from 1x2 to 1x5-foot. The job also included cutting more than 700 lineal feet of V-grooves by hand using a hot knife. Each groove was hand sanded and before

painting commenced, each panel had to be masked off.

The TGI Fridays project took two months to complete. Weather presented some challenges over the course of the job. While the contractor was able to avoid the hot summer sun which can dry Reflectit too quickly, initially sun screens were used. As temperatures dropped, however, Phillips required tarps and heaters to keep the surface warm (Reflectit won't cure at temperatures below 50 degrees). Optimum cure temperatures are about 70 degrees. Additional wind shields were installed to protect the surface from drying too fast, says White.

Peth, of SP Architects, says while the TGI Fridays project was small by comparison to a number of multi-story projects where Reflectit has been employed, "it was a very intense application because of the extensive reveal pattern and multiple colors required." His firm was pleased with the results. "We have confidence that the system provides all the attributes of a good EIF system while giving us a metal panel finish at a cost effective option."







White agrees. "It's catching on here because there are more projects out there with it for people to see." Since TGIF, Phillips has secured two Reflectit jobs in St. Louis and Illinois.

Cervetto, of CB&E, who says Reflectit is showing its best face these days, adds that CB&E had experience with the product prior to TGI Fridays. The contractor applied it to a hotel in Phoenix and four years ago, they installed Reflectit on its own office building – a repurposed government building in St. Louis. (see picture below) "We wanted the look of metal panel without paying the big cost of metal panel. A few times a week architects stop by to look at the finish. It is a great product."

For EIFS contractors with no experience with the Reflectit coating, White advises them to send their best applicators to a training course provided by Dryvit. "It's a place to start, but it is like anything – the work gets a little easier the more jobs you do."

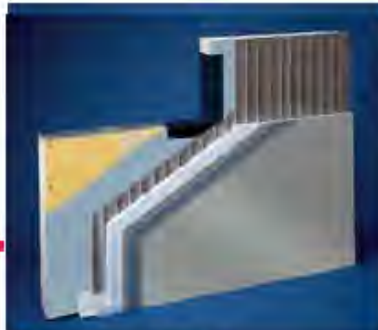
He suggests the reason that Reflectit has been gaining a bigger market share in the past two or so years, is based in economics. "It is catching on because it gives a building the look of being clad in aluminum panels but at less cost."

The more potential clients and architects see the product being used on actual buildings in their area – rather than in glossy brochures of projects in other states – the more it will snowball, adds Welch. "I think actual jobs here help push acceptance of this product because they show it can be done here."



CB & E Office Building  
Chesterfield, MO

# Compare Dryvit Outsulation Systems to Metal Panels



VS

	DRYVIT OUTSULATION SYSTEMS	METAL PANELS
<b>ATTRIBUTES</b>		
Construction Method	Field Applied or Pre-Fabricated	Pre-Fabricated
Product Lead Times	Short	Long
Construction Coordination	Simple	Challenging
Single Source Wall Assembly Warranty	Yes	No
Shop Drawings	Pre-Fabricated Only	Yes
Wall Attachment	Adhered - No Penetrations	Mechanical - Framing System with Fastener Penetrations
Repairability	Easily Coordinated	Challenging
Life Expectancy	Design Life of the Building	Design Life of the Building
Weight - lbs /sq ft	1.0 - 2.0 lbs / sq ft	1.0 - 2.0 lbs / sq ft
Wall Height Limitation	No	Yes - Product / System / Construction Type Specific
<b>ENERGY CODE COMPLIANCE</b>		
Integrated Continuous Insulation (CI)	Yes	No
Integrated Air Barrier*	Yes	No
Material Air Leakage*	Yes	Yes
Assembly Air Leakage*	Yes	No
Thermal Bridging	No Thermal Breaks	Thermal Bridging at Joints / Edges and Attachments
R-value Contribution	Yes	Yes - Insulated - Does Not Meet Intent of Energy Code for CI
<b>ARCHITECTURAL DIVERSITY</b>		
Freedom for Architectural Style	Yes	No
Various Texture Options	Yes	Limited
Custom Color Program	Yes	Yes
High Performance Colorant Technology	Yes	Yes
<b>PERFORMANCE TESTED</b>		
Weatherability	Yes	Yes
Drainage Efficiency Tested	Yes	No
Water Penetration	Yes	Yes
<b>DURABILITY TESTED</b>		
Impact Resistance	Standard to Ultra-High	Low to High
<b>STRUCTURAL TESTED</b>		
Florida NOA Hurricane Listed	Yes	Yes
Transverse Wind Load	Yes	Yes
<b>FIRE TESTED**</b>		
NFPA 285 "Material" Tested	Yes	Yes - Certain Types / Verify Compliance
NFPA 285 "Wall Assembly" Tested	Yes	Yes - Certain Types / Verify Compliance

\*For Dryvit systems with secondary air/weather barriers \*\*Applicable where continuous insulation is used

For complete system information and testing, call Dryvit's Technical Services at 1-800-556-7752 ext. 9, or visit us on the web at [www.dryvit.com](http://www.dryvit.com).