



Cowboys Stadium, Arlington, Texas

Flooring contractor: Techniquex LLC

For the \$1.2 billion Dallas Cowboys Stadium, the largest domed football stadium in the world, everything — including the floors — had to be a standout feature.

Cowboys owner and general manager Jerry Jones and his wife, Gene, were looking for extremely durable

floors with at least a 10-year lifespan, says Baron Adelmann, president of Techniquex LLC, a flooring contractor in Tempe, Ariz., who landed the job of installing about 800,000 square feet of resinous flooring.

Adelmann, who has been in the business some 25 years, is no stranger to stadium work. Besides the Cowboys Stadium, he has installed floors in the Reliant Stadium in Houston, the

Superdome in New Orleans and Chase Field in Phoenix.

The Cowboys concourse treatment, he says, needed to be waterproof, aesthetically unique and not used before in any other stadium.

The Joneses chose all LEED-accredited DiamondStone products: DiamondCrete RT, a urethane cement product, for the food prep areas; DiamondCast, an epoxy broadcast flooring, for the concessions and restrooms; and Diamond-Metallic, a polymer resin system blended with metallic particles, for the concourses.

It was this metallic system that made the project shine. Diamond-Metallic is a six-coat system consisting of a primer, two waterproof coats, two metallic coats and a topcoat, in this case a “green” urethane called Eco-Top. “The metallic coats are squeegeed on and then back-rolled,” Adelmann says. While the second coat is still wet, the crew sprays a chemical on the floor, causing the particles to diffuse and create a design.

“If you spray enough, the floor would look like the cratered face of the moon when it dried. Even though the surface is smooth, it appears to have a deep look, almost three-dimensional,” he says. And, he adds, different lighting changes its appearance.

Over a course of time, Adelmann overnighted HKS Architects hundreds of Diamond-Metallic samples to present to the Joneses, who finally agreed on a custom-blended color called Mega-Grieger. “It’s a tan and bronze color,” Adelmann says.

After the color was nailed, the next challenge was installing the system in a compressed schedule. Although work on the restrooms and concessions flooring began in April 2008, the bulk of the square footage — Adelmann estimates more than 650,000 square feet of concourse and ramps — was installed in 2009 from the end of March through May. The stadium’s first event was June 6.

In addition to the compressed schedule, his seven crews also encountered another challenge when installing the concourse floors. “We had never installed (Diamond-Metallic) in that wide of an expanse without an established stopping and starting



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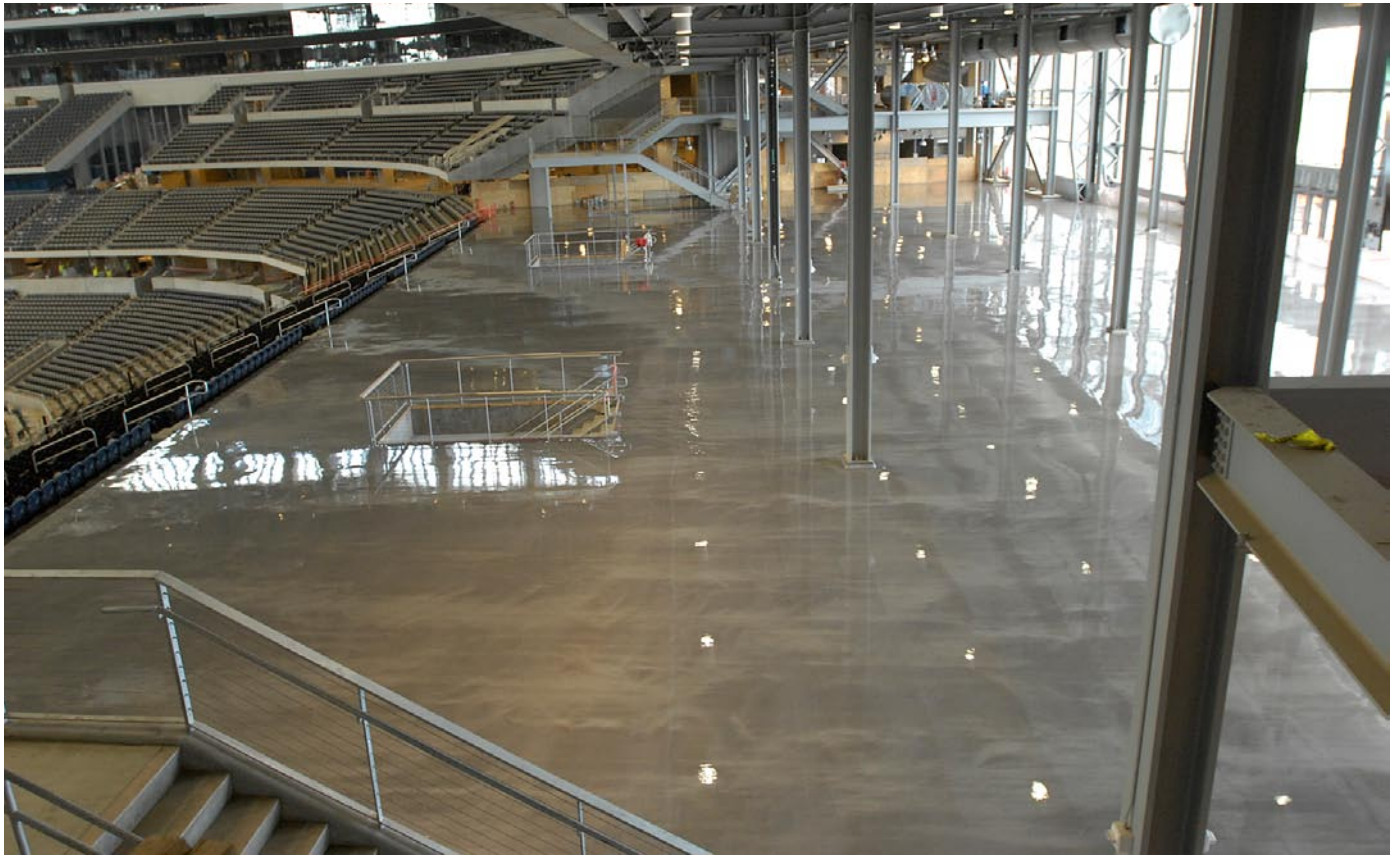
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Diamond-Metallic, a six-coat system from DiamondStone, gave the floors of Cowboys Stadium the pizzazz team owner Jerry Jones was seeking. The flooring, which appears to have 3-D qualities, changes in appearance when exposed to different kinds of lighting.

point, that being a joint,” Adelman says. “Stopping can cause heavy roller marks. In normal concrete jobs, there’s usually a joint every 15 to 20 feet. But in a stadium, you can have 80-foot widths without a joint.”

After some trial and tribulation, “my guys in the field came up with a proprietary process of treating the floor so it wouldn’t roller-mark,” he says.

Cowboys Stadium was designed by HKS Architects, who Adelman says think outside the box. “Through their pursuit of perfection, Loretta Fulvio and Mark Timm have driven Techniquex to create design characteristics in the Diamond-Metallic flooring that weren’t before possible.”

The stadium was built by Manhattan Construction, and Adelman has praise for them too: “arguably the most organized and well-run general contractor in the country.” The Cowboys Stadium encompasses 3 million square feet and seats 80,000 spectators, but can comfortably accommodate 100,000 thanks to standing-room space on the facility’s 10 levels. 📱

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