TEAMWORK

A young and successful subsidiary

Brazil is a young nation featuring strong economic development, constant demographic increase and the resources and ambition to become a superpower. This is the reason why Mapei founded Mapei Brasil Materiais de Construção, which was officially introduced to the Brazilian construction industry public during the 2014 edition of Revestir trade fair in March.

From 2011 to 2013, Nathaniel Woodhead, Mapei Brasil’s General Manager, established relationships with key manu-

The 20th edition of the FIFA World Cup held in Brazil from 12th June to 13th July will be remembered for a long time for lots of different reasons. Unfortunately for the Brazilian people, it will be hard to forget the 7-1 defeat against Germany, which was the biggest footballing disaster in the nation’s entire sporting history and was watched by 3 billion people on television. Although European football could celebrate Germany’s victory in the final, this important event brought lots of teams’ hopes crashing down to earth. Among them Italy, which, after failing to qualify from their group, witnessed a technical and managerial revolution in the team structure just a few hours later. There were winners and losers: and these are the tough but fair rules of sport.

It is equally self-evident that the economy of the country organising any major sports event will receive a boost. New buildings and facilities are constructed, there is a boom in tourism and also positive repercussions on the nation’s overall image.

One thing for certain is that wherever sport is happening - particularly international-scale events - Mapei is always involved. Either directly as a sponsor of the events or, as has been the case ever since the Montréal Olympics in 1976, with its ranges of products used for constructing the sports facilities and infrastructures involved in the event.

The 2014 World Cup in Brazil was no exception and - as can be seen over the following
Manufacturers and distributors in the local market. In December 2013 a commercial office was opened in downtown São Paulo and a distribution center in Embu Das Artes, not far from São Paulo, to serve customers throughout Brazil. Mapei Brasil currently has 9 employees which should increase to 14 in 2015.

In its first year of activity Mapei Brasil has established itself as a major player in the resilient flooring sector and as a supplier of waterproofing solutions and products for wooden floors. The company is currently the only manufacturer in Brazil to offer a full line of high-quality and high-tech solutions for wood and resilient flooring in one brand.

Mapei Brasil was involved in the building works of several hospitals such as the Sirio Libanês Hospital in São Paulo and contributed to the construction and renovation of facilities related to the 2014 FIFA World Cup, which are briefly described in the followings pages.

A NEWCOMER AT THE TRADE FAIR

LEFT. Mapei Brasil Materiais de Construção, the Brazilian subsidiary of the Group, has its main offices in São Paulo.

ABOVE. Mapei Brasil was officially introduced to the local construction industry public during the 2014 edition of Revestir trade fair.
Castelão Stadium

Over 16,000 m² rubber floorings were laid in the renovated “Gigante da Boa Vista” stadium in Fortaleza

The Estádio Governador Plácido Castelo stadium in Fortaleza was chosen as one of the 12 host stadiums for the FIFA 2014 World Cup and the 2013 Confederations Cup. The facility, also known as “Castelão” or “Gigante da Boa Vista”, was officially inaugurated in 1973 and can host 67,037 people. In order to prepare for the World Cup events, the stadium underwent a relevant renovation intervention.

The works lasted from 31 March, 2011 till December 2012, when the facility was again opened to the public.

The reconstruction project involved the addition of a larger roof, the construction of an underground car park with 4,200 parking spaces, and a new lower tier. On over 16,000 m² of floorings in several areas (changing rooms and service areas) Mapei products were used to repair and levelling the substrates, as well as for bonding new rubber floorings by Nora. ECO PRIM T solvent-free acrylic primer with a very low emission level of volatile organic compounds (VOC) was used to treat the substrates, which were then levelled with ULTRAPLAN ECO self-leveling, ultra quick-hardening smoothing compound, with a very low emission level of VOC. The Nora rubber covering was bonded with ULTRABOND ECO V4 SP FIBER multi-purpose, acrylic adhesive in water dispersion with extended open time, improved by adding fibres, particularly suitable for laying rubber and PVC floorings. MAPECONTACT reinforced adhesive strip was used for laying profiles, baseboards, covings and resilient and textile coatings on steps and on all the areas where bonding had to be immediate. Thanks to Mapei’s fast installation system, the flooring contractor was able to complete this large project ahead of schedule and, consequently, this was one of the first stadiums to be ready for the Confederations Cup in 2013.

IN THESE PAGES. Mapei products (ECO PRIM T, ULTRAPLAN ECO, MAPECONTACT and ULTRABOND ECO V4 SP) were used to prepare the substrates and lay rubber floorings in the stadium.

IN THE SPOTLIGHT
ULTRAPLAN ECO
It is a grey powder consisting of special cements with fast setting and hydration together with graded silica sand, resins and special admixtures. Mixed with water, ULTRAPLAN ECO becomes a highly fluid and easily workable mortar, perfectly self-leveling with high adhesion to the substrate that dries ultra-quickly. It is used for levelling and removing differences in thickness from 1 to 10 mm on new or existing substrates in interiors, preparing them to receive any kind of flooring where an excellent resistance to loads and traffic is needed. ULTRAPLAN ECO is particularly suitable for areas subject to wheeled chairs. It can contribute up to 4 points to obtain the LEED certification.
Technical Data
Castelão Stadium, Fortaleza (Brazil)
Year of Construction: 1973
Period of the Intervention: March 2011-December 2012
Intervention by Mapei: supplying products for treating the substrates and laying rubber floorings
Project Design: Héctor Vigliecca
Contractor: Consórcio Arena Multiuso Castelão (Galvão Engenharia S.A.; Serveng Civilsan S.A.; BWA Tecnologia LTDA.)

Laid Materials: rubber floors by Nora Laying Company: Baueco Mapei Co-ordinator: Nathaniel Woodhead, Mapei Brasil

Mapei Products
Preparing the substrates: Eco Prim T, Ultraplan Eco Laying rubber floorings: Ultrabond Eco V4 SP Fiber, Mapecontact

For further information see www.mapei.com and www.mapei.br
TEAMWORK

Pelé Museum

Fast and reliable installation systems for vinyl floorings in the museum dedicated to the greatest footballer ever

The Pelé museum is located in Santos, the city where Edson Arantes do Nascimento (known as “Pelé”) grew up. Considered by many to be the greatest footballer ever, Pelé rose to stardom at Santos FC, where he played between 1956 and 1974. During that period he also led Brazil to three World Cup titles. Santos is also a very important harbor city, less than 100 km far from São Paulo. The museum is hosted in an old colonial mansion located inside the city’s old town, just two blocks from the Santos harbor. The 4,000 m² complex cost about 22 million US dollars and houses more than 2,500 items related to his career, including trophies, jerseys and images of him with world leaders and celebrities.

Hundreds of local dignitaries were on hand in Santos to toast the 73-year-old Pelé at the official opening of the museum. Pelé rode into the ceremony on a tram and was greeted by wild applause. The museum is the cornerstone of the new tourist district in the region of Santos and thus the municipality wanted to have it inaugurated for the 2014 World Cup.

Mapei supplied products for preparing the substrates and laying special tailor-made vinyl floorings by Forbo. Over 1,200 m² floor screeds were first treated with ECO PRIM GRIP ready-to-use bonding promoter and primer with a very low emission level of volatile organic compounds (VOC).

PLANISEAL VS FAST, a fast-curing, alkali-resistant, two-component, epoxy coating was used to effectively stop moisture-related problems. This product is distributed on the Brazilian market by Mapei Brasil.

ULTRAPLAN ECO self-levelling, ultra quick-hardening smoothing compound was then applied to level the surfaces before laying the vinyl flooring which was bonded with MAPECRYL ECO acrylic adhesive in water dispersion for vinyl and textile floors with very low emission level of VOC.

Thanks to the efficiency of the Mapei system the museum could be inaugurated the second week of June and received thousands of visitors during the 2014 World Cup.

BELOW. The Pelé museum in Santos houses more than 2,500 items related to Pelé, including trophies, jerseys and images of him with world leaders and celebrities. It is hosted in an old colonial mansion located inside the city’s old town, which was lately renovated in time to receive thousands of visitors during the 2014 World Cup.

IN THE SPOTLIGHT

MAPECRYL ECO

It is an easy-to-spread, acrylic polymer-based adhesive in water dispersion, in the form of a beige-coloured paste. MAPECRYL ECO is used for bonding on all types of internal, absorbent substrates used in the building industry, and which are stable in the presence of humidity. It has a quick, tough initial bond. Upon drying (after approximately 24 hours), it forms a tough, flexible film. Therefore, it may be used in environments subject to heavy traffic as it is resistant to the passage of wheelchairs. It can contribute up to 4 points to obtain the LEED certification.
ABOVE, ON THE LEFT. The floor substrates were treated with PLANISEAL VS FAST epoxy coating (distributed on the Brazilian market by Mapei Brasil) to stop moisture-related problems.

LEFT AND ABOVE. ULTRAPLAN ECO self-leveling, ultra quick-hardening smoothing compound was used to level the substrates before laying vinyl floorings. The screeds had been treated with ECO PRIM GRIP ready-to-use bonding promoter and primer with a very low emission level of volatile organic compounds.

Technical Data
Pelé Museum, Santos (Brazil)
Period of the Intervention: 2013-2014
Intervention by Mapei: supplying products to prepare the substrates and lay vinyl floorings
Client: Ama Brasil
Designer: Ney Caldatto
Contractor: MSC Engenharia
Laying Companies: Base Pave, RD Pisos
Works Direction: Cesar Levy
Laid Materials: vinyl floorings by Forbo
Laying Companies: RD Pisos, Base Pave
Mapei Co-ordinator: Nathaniel Woodhead, Mapei Brasil
Photos: Rodrigo Kassab, Charlene Rover

Mapei Products
Preparing the substrates: Eco Prim T, Planiseal VS Fast, Ultraplan Eco
Laying vinyl floorings: Mapecryl Eco

For further information see www.mapei.com and www.mapei.br
Itaipava Arena Pernambuco
Rubber floorings were rebuilt in record times thanks to Mapei products

The Itaipava Arena Pernambuco is a new stadium built in Recife, in the Northeastern Brazil. The facility was delivered and inaugurated for the 2013 Confederations Cup. It is mostly used for football matches and hosted several matches during the 2014 FIFA World Cup. The stadium has a capacity of 46,160 people. Construction of the new stadium was carried out by Odebrecht Infraestrutura on a design project by Studio Fernandes Architects & Associates.

The floors in the stadium’s locker rooms were originally finished using a polyurethane resin flooring system, which, a month before the opening of the stadium was rejected by the FIFA inspectors, because there were moisture bubbles in the finished flooring.

Mapei offered the solution to this tricky situation; the existing polyurethane flooring was removed before treating the screeds with ECO PRIM T solvent-free acrylic primer with a very low emission level of volatile organic compounds (VOC). PLANISEAL VS FAST, a fast-curing, alkali-resistant, two-component, epoxy coating, was then applied to solve the problem of high moisture content in the screed. This product is distributed on the Brazilian market by Mapei Brasil.

Once the surfaces were cured, ULTRAPLAN ECO was applied to provide a flat and smooth surface before bonding the rubber flooring with ULTRABOND ECO V4 SP FIBER multi-purpose, acrylic adhesive in water dispersion with extended open time.

Technical Data
Itaipava Arena Pernambuco, Recife (Brazil)
Year of Construction: 2013
Year of the Intervention: 2014
Intervention by Mapei: supplying products for treating the substrates and laying rubber floorings
Contractor: Odebrecht
Designer: Daniel Fernandes, Studio Fernandes Architects & Associates
Laying Company: Baueco
Laid Materials: rubber floorings by Nora
Mapei Co-ordinator: Nathaniel Woodhead, Mapei Brasil

Mapei Products
Preparing the substrates: Eco Prim T, Planiseal VS, Ultraplan Eco
Laying rubber floorings: Ultrabond Eco V4 SP Fiber
For further information see www.mapei.com and www.mapei.br

IN THE SPOTLIGHT
ULTRABOND ECO V4 SP FIBER
It is a solvent-free, simple-buttering, synthetic polymer adhesive paste in water dispersion, improved by adding fibres, formulated in a ready-to-use light beige paste. The addition of fibres makes the adhesive suitable for resilient coatings where improved dimensional stability is required. It is ideal for the internal bonding of all types of vinyl, semi-flexible vinyl, rubber, polyolefines, needlepunch and carpet flooring. It can contribute up to 4 points to obtain the LEED certification.