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THE MAGAZINE OF THE AMERICAN INSTITUTE OF ARCHITECTS

WELCOME COATING SOLUTIONS FOR THE HOSPITALITY INDUSTRY



Even though the economy is improving, hoteliers still need smart solutions to maximize occupancy and make the best use of maintenance budgets. Photo Courtesy of Sherwin-Williams

By Cathy Brugett in collaboration with Joe Kujawski

By most accounts, the hotel industry in the United States is enjoying a growth spurt that it hasn't seen since the 1970s. In fact, Smith Travel Research reports that hotel occupancy rates in the United States are at an all time high, and new construction projects at the beginning of 2014 were up 16% over the preceding year. That trend is expected to continue well into 2016. While much of that new construction has been focused on small, boutique hotels and large convention centers in urban areas, the hotel sector leading new construction projects for U.S. chains is the so-called 'select service' segment. These properties don't offer ballrooms or fine dining, but they typically include fitness rooms, business centers, pools, laundry rooms and modest food service—making them an economical choice for modern travelers without eliminating popular amenities.

The industry's growth is being driven by a number of factors. The 2015 Dodge Construction Outlook® points to bank lending standards being eased for commercial loans, making it easier for investors to secure financing for new construction and remodeling projects. Citing strong escalation in business and leisure travel, combined with rising occupancy and room rates, the report projects a 14% increase in square footage and a 17% increase in hotel industry revenues in 2015. Improving employment figures also puts more disposable income in the pockets of individual travelers, and a growing senior population with the time and money to travel have all contributed to sustained momentum in the lodging market.

But with growth in demand comes growth in competition, and that's driving hotel-to-hotel

LEARNING OBJECTIVES

After reading this article you will be able to:

1. Explain how a sealed resinous flooring system is advantageous for hotel kitchens and food prep areas.
2. Describe what features are important for coatings specified on pool decks.
3. Explain how an exterior coating system can help to reduce energy use and increase occupant comfort.
4. Explain the purpose of intumescent coatings and why they are specified in some hospitality settings.
5. Know how certain advanced coatings can help to improve the quality of indoor air.
6. Identify a type of exterior coating that can reduce heat transfer and help lower energy costs.

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CONTINUING EDUCATION



CREDIT: 1 LU

COURSE NUMBER: ARfeb2015.2

Use the learning objectives above to focus your study as you read this article.

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renovations and upgrades designed to attract a larger share of travelers' dollars.

"Last year was a record breaker for hotel renovations in the U.S.," says Bjorn Hanson of the prestigious Preston Robert Tisch Center for Hospitality at New York University, "with one out of five existing properties getting an upgrade."

Regardless of whether it involves new construction or a major upgrade, the coming year presents an opportunity for hotel companies to capitalize on this fresh momentum in the travel industry by improving their image with customers. From the moment they walk into the lobby, guests begin to form an impression. As they check into their room, dine in the hotel restaurant, or take a dip in the pool, first impressions give way to decisions about whether

to return to the same property in the future, or book a room elsewhere on their next trip.

Experts agree that, despite the bright forecast for increasing demand for hotel rooms, one of the greatest changes influencing the hospitality industry stems from the internet. Long gone are the days when a person had to actually call a hotel to make a reservation. Today guests have instant access to room availability, transparent room rates, and extensive reviews posted online by fellow travelers. The impact of a single bad impression will be magnified by on-line word of mouth, while positive postings can dramatically enhance demand. With so much at stake, it's more critical than ever that architects and designers allocate their client's construction and remodeling budget wisely to maximize value and satisfy the evolving demands of modern travelers. *"Clients today want more for less," says Bill DuBois, Northeast Region specifications leader for Gensler. "They have smaller budgets and less time, so that puts a lot of pressure on us to get the job done fast, but still find ways to create innovative designs that are also cost effective."*

State of the art coating systems contribute to these goals by offering more flexibility than ever—providing attractive coating options throughout the property, fast dry times to reduce downtime during renovations and repaints, and significant savings in ongoing maintenance and energy costs. There are high performance coating systems engineered for virtually every space in your client's property—from floors and walls, to advanced roofing systems.



A cost-effective roof coating system can save thousands of dollars in energy and long term maintenance costs. Photo Courtesy of Sherwin-Williams

SMART INVESTMENTS START AT THE TOP

A leaking roof can cause costly damage and premature deterioration of the building envelope. Yet tearing off and replacing a roof can punch a deep hole in a hotel's operating budget and dramatically undermine guest

satisfaction due to the noise, dirt, and the general disruption of such a large renovation project. Nevertheless, hotels can rarely afford to shut down while work is completed. Fortunately, a fluid applied roofing system can extend the life of the existing roof system by as much as ten years, while virtually eliminating disturbance to guests and staff. Formulated for application over existing metal, single-ply, concrete, polyurethane foam and asphalt roofing materials, a high quality fluid applied roof system is engineered to create a water tight membrane. Available in both elastomeric and fabric-reinforced formulas, fluid applied roofing systems eliminate the need to tear off the old roof and allow hotels to carry on 'business as usual' throughout the process.

While these advanced roofing systems are easy on guests and workers, they provide hard working defense against wind driven rain, blistering, chalking or flaking, and can be installed at a fraction of the cost of a new roof installation. With none of the hot kettles or flames required for asphalt roof applications, fluid applied systems are safer, and offer significant environmental benefits. The highly reflective white color of a fluid applied system reflects 85% of the sun's radiant heat, and according to EnergyStar.gov, a white reflective roof can reduce surface temperatures by up to 100% over a conventional black roof. This decreases the amount of heat transferred into the building and reduces energy consumption by lowering cooling costs.



New coating technologies give owners of hotel properties in hot, sunny climates a new way to beat the heat. Photo Courtesy of Sherwin-Williams

BEAT THE HEAT, CUT COSTS WITH SOLAR REFLECTIVE COATINGS

Another innovative way to help clients beat the high cost of maintaining a comfortably cool interior is by specifying an exterior coating that

reflects solar rays back into the atmosphere. This revolutionary type of coating is engineered with advanced infrared technology, so buildings painted with an IR reflective coating deflect, rather than absorb, heat. Because the building's surface remains cooler, less heat is transferred through the building envelope, helping to reduce the energy required to keep interior temperatures cool. Solar reflective coatings are typically offered in a palette of colors that have been selected to maximize the heat-reflecting qualities of the formula. For maximum performance in climates where heat and moisture combine to pose a double threat to masonry substrates, the solar reflective masonry coating you specify should also be formulated to resist moisture penetration. This will resist the premature chalking or blistering that are common to standard masonry coatings exposed to intense sun, salt air, and wind driven rain.



First impressions say a lot about a property's commitment to comfort, quality, and cleanliness. Photo Courtesy of Sherwin-Williams

MAKING FIRST IMPRESSIONS COUNT

Appearances can make or break a guest's favorable opinion of an individual hotel. *"First impressions are lasting impressions," says Timothy Sefchok. As senior director, interior design, of Global Design Americas, Mr. Sefchok is employed by Marriott International. "The hotel guests today are design savvy and expect a higher level of quality finishes. Guests walk in and immediately form an opinion about the property." Furnishings, décor, and color schemes must appeal to a broad spectrum of clients, and wall finishes play an important role in supporting the overall ambiance. "We've been seeing a big trend toward painting the entire guest room, even the bathrooms, rather than using wallcoverings", says Patricia Richey, Hospitality Interiors Principal at tvsdesign. "Paint has a fresher appeal, and it can feel more residential, which is something guests want these days".*

Thanks to their versatility, latex paints are frequently specified in hospitality settings. Available in a wide range of shades and sheens, latex paints typically have less odor and lower VOCs than solvent-based coatings, but their formulas differ widely in terms of performance. *"Cleanliness is extremely important, so we always have to think about the operational aspect of a coating," adds Mr. Sefchok. "How will the coating be cleaned? How will our engineers or housekeepers be able to maintain it? When we specify a coating, we always think about the product's longevity, and whether it will last through our renovation cycle."* Consequently, a key attribute to consider when specifying a coating for a commercial property is the coating's ratio of volume solids to liquids. Premium latex paints with a greater ratio of high quality solids to liquid require fewer coats to deliver excellent hide and longer lasting durability, although it's noteworthy that inferior 'filler solid' such as clay, will not enhance hide or produce lasting performance. For this reason, it pays to specify coatings from an established and reputable paint manufacturer.

Premium latex coatings are also engineered to withstand the routine scuffs, abrasion, and burnish marks that are inevitable in any hospitality setting. In food service areas such as breakfast rooms, look for latex coatings that are formulated with cross-linking technology. This advanced chemistry forms a highly resilient film surface that resists stains and water spotting, making it easier for maintenance crews to keep surfaces clean and fresh looking. This is a crucial consideration, considering that in at least one study, 76% of hotel guests rank 'dirty or untidy rooms' as the thing they "hate most", and every year, Tripadvisor publishes an annual list of the dirtiest hotels! Clearly, coatings that can be washed repeatedly and still retain their fresh appearance are a major asset to a well-maintained property.

Another way for discriminating hoteliers to distinguish their properties from the competition is with a distinctive textured wall finish. The rustic look of a Tuscan villa, the warmth of Southwestern stucco, or distinctive 'splatter' or 'orange peel' effects are appealing to guests, and offer advantages over typical vinyl wallcoverings. *"We often do knockdown finishes on walls that used to be vinyl because owners were finding that the vinyls were tearing, and once they were damaged they were difficult to repair," explains Marc Mussachio, Partner, Mussachio Architects, "but*

labor cost is definitely an issue with knockdown finishes, and it can be difficult to get a consistent look throughout the room."

One cost effective alternative to the additional labor and potential inconsistency of traditional knockdown finishes is a high build, texture coating that is optimized for high pressure spray application. By adjusting the spray tip, various effects can be achieved in a fraction of the time required using conventional techniques. Some high-build texture coatings are tintable as well, so the additional steps of priming and topcoating are also eliminated. That's important, says Mr. Mussachio, because applying two or three layers of paint over a traditional knockdown surface affects the look of the finish, making it look smoother than desired. *"A tintable product would be an asset,"* he adds. Also, because the color is infused in the coating, bumps and scrapes are far less likely to mar the look of the finish. In new construction, a premium high build texture coating can take a Level 4 drywall finish to a Level 5 basecoat, and is a cost effective solution for hiding surface flaws in gypsum board.

While many latex coatings are sufficiently durable for diverse areas in your client's property, they can fall short in high profile, high traffic areas where walls take a lot of abuse from the constant flow of people, luggage trolleys, and wheeled suitcases.

Standard architectural coatings found in MasterFormat® section 099123 for interior paint may quickly show signs of wear when they're subjected to abrasion and frequent cleaning, forcing hotel owners to repaint more frequently. The heavy duty 'industrial' coatings found in MasterFormat section 099600 are formulated for harsh industrial environments, so although they're very durable, they typically have limited colors and sheens options, making them aesthetically unacceptable for lobbies, guest rooms, corridors, and other public spaces. Fortunately, a new generation of high performance coatings eliminates the need to compromise between a coating that looks beautiful but wears tough.

These technologically advanced acrylic coatings are formulated with greater durability than traditional architectural coatings, require no special equipment to apply, are typically fast drying, and available in a broad selection of sheens and colors to suit any aesthetic requirement. Because they are water based, these coatings usually have less odor and lower

VOC levels than most solvent based or epoxy coatings, and some are GREENGUARD® Certified for low chemical emissions into indoor air during product usage. That makes it easier to meet the criteria established by the Leadership in Energy and Environmental Design (LEED®) and to comply with the Green Globes® Certification established by the Green Building Initiatives®.

Any place where moisture, heat, abrasion, and harsh cleaning agents can quickly ruin the finish of an architectural coating, such as hotel spas, kitchens, restrooms, or workout rooms, is a perfect place for a high performance, water based acrylic coating system. The most demanding environments, such as indoor pool areas, require the specification of water based catalyzed epoxies to withstand the constant humidity and pool chemicals common to these applications.



Being able to breathe freely in a quiet, healthy environment earns high marks from guests and helps to build a loyal clientele. Photo Courtesy of Sherwin-Williams

The Right Coating May Help Improve Guest Comfort

One of the many challenges every hotel or resort manager confronts is ensuring that the air that guests breathe is fresh and smells clean. *"Anytime we specify paint," says Ms. Richey, "we always look for products with low VOCs because most properties conduct renovations while other areas of the hotel are still operational, so our biggest concern is to avoid guest complaints due to paint odors."* Taking paint chemistry a step beyond less odor and low

VOC formulas, technologically advanced latex coatings have recently been introduced that help to improve indoor air quality by reducing airborne concentrations of formaldehydes and other aldehydes. Because this unique technology helps reduce the levels of these volatile organic compounds (VOCs) from potential sources like insulation, carpet, fabrics, and other building materials, this type of product is especially useful for new construction and renovation projects.

The most advanced coatings combine formaldehyde reducing properties with odor eliminating technology and mildew resistance. This can be particularly useful in hotel spas or workout rooms where odors tend to accumulate. The length of time these types of products actively reduce odors and formaldehyde depends on the concentration, the frequency of exposure, and the amount of painted surface area.



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More than 3900 stores and 2200 sales representatives make Sherwin-Williams North America's largest single source supplier of high quality paints, stains, masonry coatings, and brand name wall and floor coverings. To learn more, visit www.swspecs.com or e-mail specifications@sherwin.com

QUIZ

- A fluid applied roofing system can save money and help to reduce energy costs, thanks to what attributes?
 - It is less expensive than traditional asphalt roofing systems and absorbs solar energy, helping to maintain comfortable interior temperatures
 - It can extend the life of the existing roof, and the reflective white surface decreases heat transfer to the building interior
 - Because fluid applied roofing systems are far thicker than traditional roofing materials, they prevent heat transfer through the building envelope
 - A fluid applied roofing system meets EnergyStar standards, so clients qualify for tax credits
- In a premium latex coating, why is the ratio of volume solids to liquids important?
 - A higher volume of solids relative to liquids results in truer color rendering
 - Typically, exterior coatings have a greater ratio of solids to liquid.
 - A greater ratio of high quality solids to liquid contributes to better hide and longer lasting durability
 - A larger ratio of volume solids to liquids leads to faster dry times for improved productivity
- In addition to offering enhanced sound control at lower cost than conventional wall panels, some high density glass textile acoustical wall surfacing systems offer what additional advantages?
 - They are only 1/4" thick, and resist mold and mildew.
 - They are fire resistant and cleanable.
 - They're available in a wide range of textures and patterns, and can be topcoated in virtually any color
 - All of the above
- Generally speaking, a urethane slurry floor coating system is particularly suitable for what area in a hotel property?
 - In the kitchen, thanks to its seamless, non-slip surface that is highly impervious to grease, heat, moisture, and abrasion
 - In the lobby, due to its polished sheen and attractive color options
 - As an underlayment to carpeting, helping to deaden sound between floors
 - On an exterior pool deck, because it has high resistance to UV rays
- Under what circumstances would you be most likely to specify a thin film intumescent coating?
 - Any place where it is required to comply with the PFP requirements of Underwriters Laboratories.
 - Where exposed steel beams or girders must meet a higher level of aesthetic standards.
 - On any project where time and money are top priority
 - In back-of-the-house applications where aesthetics are less critical
- Writing a Coating Maintenance Manual into your specifications is advantageous to you and your client. Why?
 - A Coating Maintenance Manual is an excellent blueprint for painting contractors, insuring that what you specify is precisely what is applied.
 - A Coating Maintenance Manual will stipulate the types of cleaning agents that are acceptable for use on each distinct coating
 - A Coating Maintenance Manual protects your client by transferring responsibility for coating maintenance to the painting contractor
 - A Coating Maintenance Manual makes it easy for owners to know exactly what coating products were used in each area of their property, so future touch ups or repaints are facilitated
- How do you determine the life cycle cost of a coating system?
 - Divide the initial cost of the material by its expected lifecycle to get a per-year analysis of your client's total investment
 - Add the initial cost of the labor and material and divide that total by the expected lifecycle of the coating
 - Subtract the cost of the coating from the cost of the labor and divide that by the expected lifecycle of the coating
 - Multiply the number of years in the coating's expected lifecycle and divide that by the initial cost of labor and materials
- Of the following options, which is the best way to improve the indoor air quality of a hotel?
 - Recommend a high-tech coating that is not just lower odor and low VOC, but also reduces existing airborne concentrations of formaldehydes and aldehydes
 - Complete all painting projects when the hotel is closed for renovation
 - Recommend wallpaper whenever possible
 - Only specify latex coatings
- Pool decks pose special challenges for property owners. Which of these types of coatings can provide an attractive, slip resistant finish with the durability to resist moisture and UV rays?
 - A flexible concrete waterproofing coating
 - A high build, elastomeric coating system
 - A decorative concrete finish that can bridge minor cracks
 - An IR reflective coating that deflects solar rays
- One way to contribute to reduced energy costs in warm climates is to specify which of the following?
 - Specify exterior colors with cool gray undertones
 - Specify solar panels on roof tops
 - Specify a solar reflective exterior coating that deflects, rather than absorbs heat
 - Specify an exterior coating that has zero VOCs