

Magnum Products

Phoenix hospital demands perfect drywall. Contractor opts for unique polymer based primer to achieve results.



When Phoenix's St. Joseph Hospital decided that it wanted walls with no drywall joint flashing in its new addition, it became one of the world's largest contracts to be completed with a new spray-on polymer-based primer. With 690,000 square feet of gypsum board requiring a Level 5 finish, the amount of labor and time involved in hand trowelling the skim coat would have been immense.

"There weren't enough people in Phoenix to complete a traditional Level 5 finish within the time constraints of the project," said Anthony Ferraioli, of Performance Contracting Inc., who eventually won the drywall contract. An alternative to hand trowelling had to be found in order to bring the job in on time and within budget.

"There's no way we could have met the budget by hand trowelling," said Arthur Korupczynski of PCI.

Then Arthur remembered seeing something about a new

spray-on polymer product from Magnum Products that promised an affordable alternative with a Level 5 finish. He contacted his local Magnum rep, Chris Beard, who told him about **LEVELCOAT™**, a low cost, spray-on primer-replacement that was capable of meeting his requirements at a fraction of the cost that he had originally estimated.

PCI hired Elvin Troutman, of Troutman Drywall and a specialist in **LEVELCOAT** application, to do the entire project.

Once the application began, the general contractor was impressed with the speed with which the Level 5 finish was achieved. One man was able to apply up to 30,000 square feet per day while pumping the product 6 floors vertically and 350 feet horizontally. The application went so quickly that frequently the painters were able to apply the finish paint the next day!

"The painters have been very happy with the finish also," said Ferraioli,



"**LEVELCOAT** made their work look great! It was like hitting a homerun, for us--the walls look like they were plastered."

"My father was a plasterer," said Troutman, "and could finish a wall so smoothly that it looked like a mirror. He raised me to be a perfectionist. For years I struggled to achieve a finish like his on drywall. That was prior to using **LEVELCOAT**. Now I have confidence that I can meet my own expectations and exceed my customer's expectations."

"Spray-on primer-replacements are the future of the painting and drywall industry; all other traditional paint primers will soon be a thing of the past," said Magnum Products President Rick Rew. "Particularly for applications where there are long hallways and critical side lighting, every joint will show thru the finish paint unless a Level 5 primer-replacement is applied." "We feel that **LEVELCOAT** is the easiest and most cost-effective product of its type in the marketplace and we're proud that it was chosen for the St. Joseph Hospital project."

For a free dvd of this amazing product, contact **LEVELCOAT** at (800) 255-6678 or visit WWW.LEVELCOAT.COM

The logo for LEVELCOAT, featuring a stylized 'm' icon above the brand name in a bold, sans-serif font.