

adore® multi-family

Arming Arsenal 201 With Premium Flooring

A mere six months after the launch of Regent Solid Rigid Core (SRC), Adore Floors' latest MLF lines of "Waterproof, Lifeproof, Foolproof" rigid core flooring, a multifamily complex in the increasingly popular Pittsburgh suburb of Lawrenceville, PA, was installing a "premium flooring" option that was advertised, along with great views of the city and the latest technological luxuries for residences, to attract interest.

Arsenal 201, the luxury apartment complex at the center of the Lawrenceville waterfront renaissance, was the first major new construction project to utilize Monarch, the light commercial offering from the Regent lines. Rob Dower of Strada Architecture LLC, the design partners for Milhaus Ventures' Arsenal 201 project, discussed his company expanding into the national markets and noted linking with Milhaus offered a great opportunity to expand and to put this new Adore product into effect. According to Dower, "Milhaus had previously used - or at least planned to use - this type of flooring in some of their other market-rate, multi-family developments, so it was a natural choice to specify and the end-user could be relatively assured of the appearance, quality, and ease of care."

Strada Architecture chose two popular selections of the ten visuals available in the Monarch collection of Adore Regent SRC. Adore manufactures these ten colors in all three Regent collections: Monarch, Monarch X and Sovereign. Jason Bates of Franjo Construction, the general contractor, stated a year later they have had good luck with the product.

The commercial contractor, Pecora Flooring, is also making an effort to use more click products. Mike Caralli, Vice President of Pecora, commented on the product as "being faster to install" and "requiring less floor preparation". Speed of installation is important on every project, but especially important on projects of this size, at nearly 96,000 ft². Speed is also important to the overall scheduling of a project where so many finishes have to come together.

As Arsenal 201 has secured more and more tenants, Monarch has not disappointed. The moving process can be a difficult time for flooring products. However, developer Trevor Kirby of Milhaus Ventures noted the flooring has withstood all the traffic and there have been no issues so far.



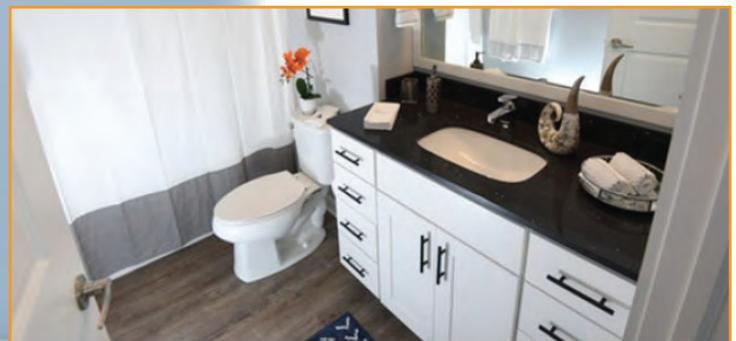
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- Rob Dower, Strada Architecture



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- Mike Caralli, Pecora Flooring



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Milhaus Ventures
460 Virginia Avenue
Indianapolis, IN 46203

Certified Carpet
231 Haskell Lane
Verona, PA 15147

Franjo Construction
325 E. 7th Avenue
Homestead, PA 15120

Strada Architecture
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Pecora Flooring
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