



SIKA AT WORK

(P&G) PROCTER & GAMBLE COMPANY

BUILDING TRUST



P&G PROCTER & GAMBLE COMPANY

COMPANY

Founded in 1837 by the British, William Procter and the Irish American James Gamble, the Procter & Gamble Company (P&G) is an American multinational consumer goods Corporation headquartered in downtown Cincinnati, Ohio.

The organizational structure is comprised of Global Business Units (GBU), Selling and Market Operations, Global Business and Services (GBS) and Corporate Functions. The Corporation combines benefits on global scale with a local focus on consumers and retail customers in each country where P&G products are sold.

The company specializes in consumer health, operating with a wide range of products that belong to more than 380 brands. This large portfolio is organized into 10 category-based Global Business

Units (GBU) that include Baby Care, Feminine Care, Family Care, Fabric Care, Home Care, Hair Care, Skin Care, Grooming, Oral Care and Personal Health Care. The GBUs are responsible for developing overall brand strategy, new product upgrades and innovations, and marketing plans.

The Global Business Services (GBS) operates and supports the infrastructure, operations, systems, and shared services that run P&G. The GBS also discovers, develops, and implements Technologies to accelerate and advance the work of P&G brands.

Today the corporation is recognized worldwide as a leading global company with numerous awards and recognitions in the areas of innovation, career and social responsibility.



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IDENTIFIED PROBLEMS

The P&G unit located at Fracisco Pereira Dutra Street, 2405 - Estiva, Louveira - SP, presented infiltration problems in the roofing concrete slab.

The company ECOM Reparo, Reforço e Proteção, specialized in the treatment of structural pathological manifestations, conducted an evaluation and identified adhesion failure and deterioration of the old waterproofing.

PROJECT REQUIREMENTS

Procter & Gamble chose to apply a new waterproofing system on the slab structure to remedy the infiltration problems. In order to reduce the need for future maintenance and achieve the best performance for its coverage, the customer requested a high resistance and durability solution.

PROJECT DESCRIPTION

The work comprised the waterproofing of a 700 square meters slab on which pipes were located in concrete bases.

The PVC waterproofing membrane system was applied over the old waterproofing system, made with an Asphalt Blanket, avoiding unnecessary material disposal.

Before membrane application, all the pipe fixing bases were repaired to allow the proper installation of the PVC membrane constructive details. Then, the entire area was cleaned and the geotextile (300g/m²) was applied as a separating layer between the asphalt blanket and the PVC membrane.

The PVC membrane was applied taking all the necessary precautions to ensure a good attachment of the system to the substrate and a good finishing of the welds between the rolls of the membrane.



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SIKA'S SOLUTION

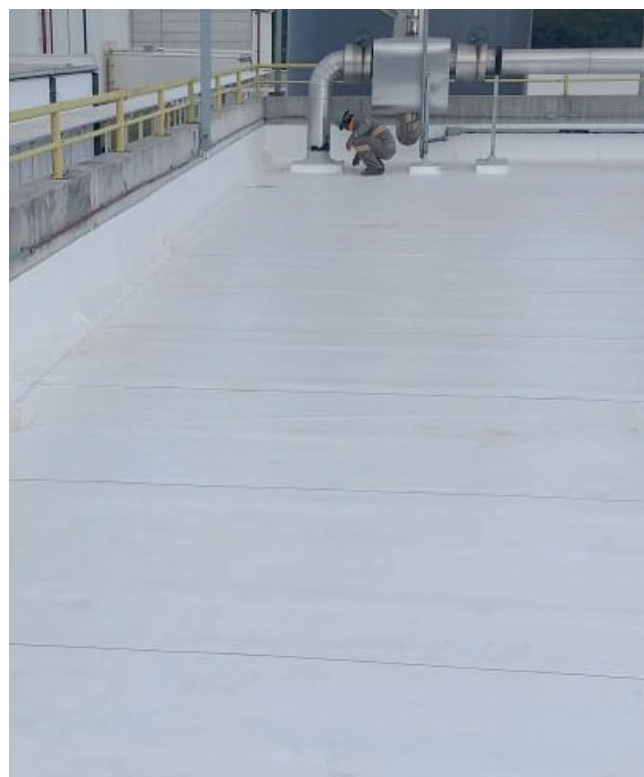
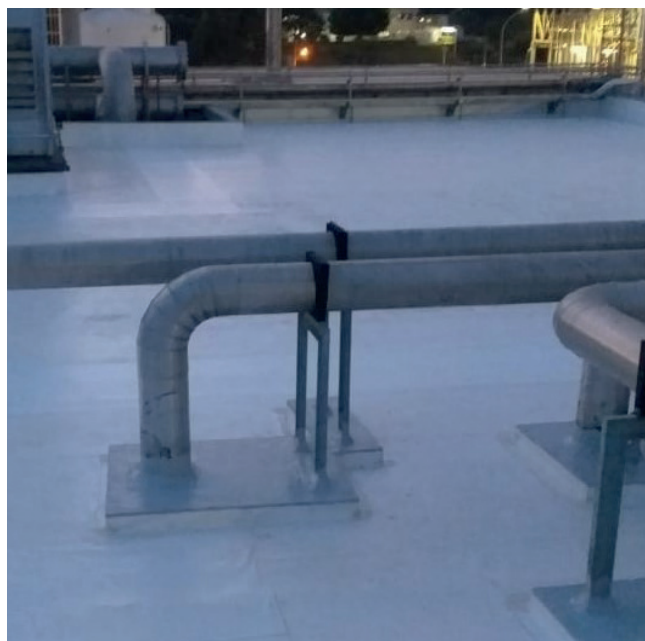
In order to achieve a great durability for the roofing, Sika and ECOM recommended the use of a synthetic membrane waterproofing system based on thermoplastic polyvinyl chloride with an integral polyester reinforcement.

The specified product was the white PVC membrane **Sikaplan®Fastened-45 EnergySmart** that has high weather resistance, high reflectivity and excellent durability.

For the edge finish were used metal plates laminated with PVC membrane, Sika Trocal Metal Sheet, fastened to the structure edges using the epoxy adhesive **Sikadur®-31 SBA 02**.

These plates allow the membrane welding process, sealing the system on the edges. The sealant **Sikaflex®-1A Plus** was applied between the metal face and the substrate to prevent water from entering behind the waterproofing.

On the concrete bases where it was difficult to install the PVC membrane, it was used the **Sikalastic®-612** polyurethane liquid based membrane for waterproofing.



SIKA'S PRODUCTS

- **Sikaplan®Fastened-45 mils EnergySmart** - 12 Rolls (810 m²);
- **Sika® Trocal Metal Sheet** - 5 Plates (10 m²);
- **Sikaflex®-1A Plus** - 24 Cartridges (7,2 L);
- **Sikadur®-31 SBA 02** - 2 Sets (15,2 Kg);
- **Sikalastic®-612** - 4 Buckets (102 Kg);

CLIENT: Procter & Gamble Co.

SPECIALIZED CONTRACTOR: ECOM Reparo, Reforço e Proteção Ltda.

FIELD ENGINEER: Engenheira Laísa Moura (ECOM)

SIKA REP. AGENT: Marcos Melo - Consultor Técnico, TM Roofing



App. Mundo Sika



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