

# ProjectProfile

## Goodwill Industries

Milwaukee, Wisconsin

### Project statistics

**Project:** Goodwill Industries of Southeastern Wisconsin

**Nature of business:** Retail

**Facilities Director:** Doug Nass

**VP Retail Services:** Vicki Holshuh

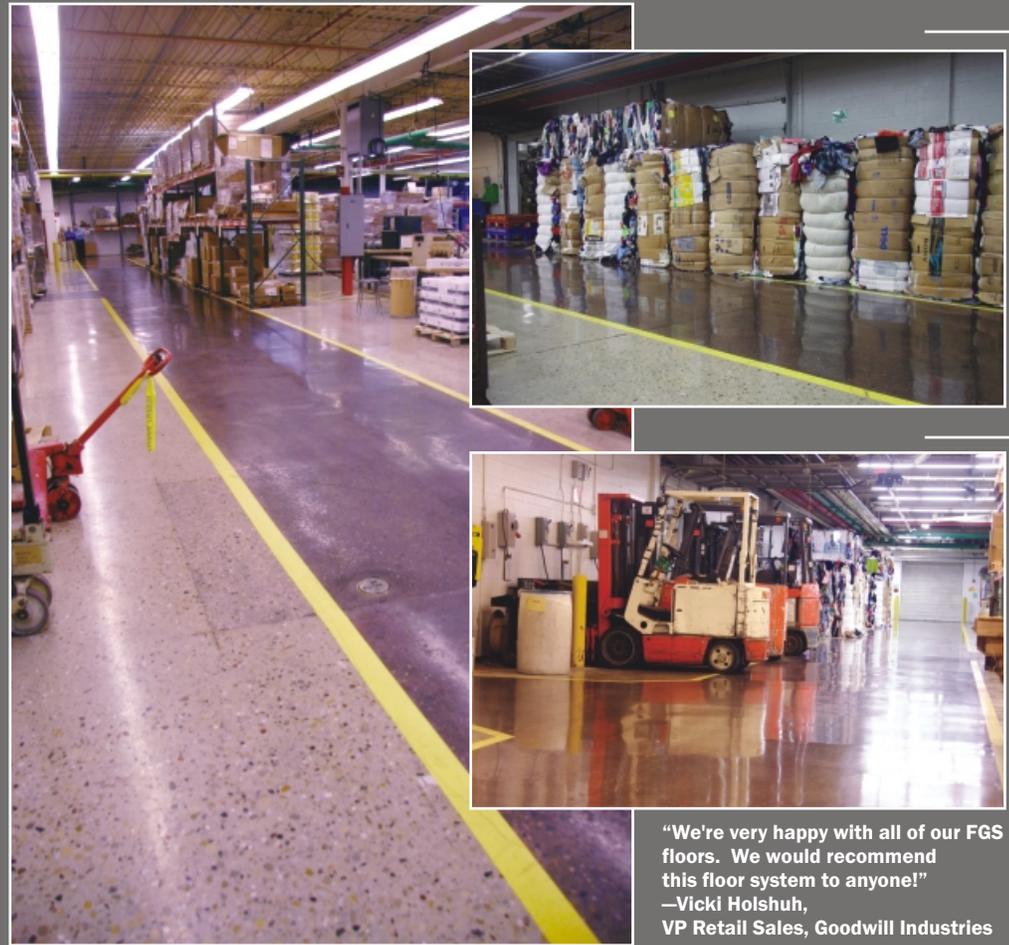
**Location:** Milwaukee, WI

**Areas Rehabbed:** Retail/Work Services

**Approx. sq. ft.:** 30,000 total

**FGS Installer:** L&A Crystal, a K&B Flooring Company, Milwaukee, WI

**Installer Contact:**  
Bob Nelson, Dmitry Brodsky  
262-242-5757 [www.lacrystal.com](http://www.lacrystal.com)



**"We're very happy with all of our FGS floors. We would recommend this floor system to anyone!"**  
—Vicki Holshuh,  
VP Retail Sales, Goodwill Industries



L&M's FGS/PermaShine system is a licensed, patented, dry concrete floor polishing and rejuvenation system. It is available exclusively through L&M Construction Chemicals, Inc. and its selected network of applicators.

For more information on the FGS/PermaShine concrete floor rejuvenation system, contact L&M Construction Chemicals at 800-362-3331 or visit their website at [www.lmcc.com](http://www.lmcc.com)

Our floor specialists can explain the unique features and benefits of this exciting option, which makes your new or old concrete floors look better than new.

Back in 2005, Goodwill Industries Facilities Director Doug Nass was looking for a cost effective way to rehab the 40-year-old, epoxy-coated industrial floors in the converted building that houses the Goodwill Industries of Southeast Wisconsin. He knew it wasn't going to be a slam-dunk job. Four decades of abuse and a dozen or so layers of yellowed and damaged epoxy coatings had left the old floor in pretty bad shape.

He had heard about the features and benefits of the new FGS PermaShine floor system from a friend and decided to call Bob Nelson at L&A Crystal, a certified FGS installer located in the Milwaukee area. Nelson explained the long term cost savings to Nass and did a sample area for Nass to examine.

Nass was excited that the FGS diamond grinding and polishing system could actually remove the layers of old epoxy and, at the same time, prep the floor for the hardener-sealer in a non-invasive, clean method. Nass was also impressed that the FGS system was a "dry" grinding system with no messy cement slurry to dispose.

Soon L&A Crystal was on the job in the Retail Services Area of the facility, installing the patented FGS PermaShine floor. L&A Services also had to repair numerous damaged control joints and a very worn 40-year-old floor with L&M's self-leveling repair mortar, LEVELEX. Nass said, "L&M's marvelous LEVELEX was used extensively before they performed the grinding and polishing. The product brought our old floor back to its original service standards. L&A Crystal also stained the traffic lanes which really left a professional look to the floor!"

After that area was completed in 2005, Nass and Vicki Holshuh, Goodwill's VP of Retail Services, decided to extend the FGS floor system into the Work Services Area of the building. Nass commented, "L&A Crystal finished the Work Services area in 2006, and we're very happy with all of our FGS floors. I'm happy with the overall look and serviceability of our new floor. We would recommend this floor system to anyone!"