COMMUNITY HEALTH OUTREACH
Project Spotlight

CUSTOMER: Community Health Outreach
Jacksonville, FL

APPLICATOR: Greg Michael, CTI
Michael's Custom Tile, Inc.

GENERAL CONTRACTOR: Haskell
Jacksonville, FL

DISTRIBUTOR: Tile Market of San Marco
Jacksonville, FL
Community Health Outreach is a Jacksonville Florida-based ministry that provides hunger assistance, primary medical care, emergency dental treatment, counseling, and baby clothing. These services are provided free of charge to those in need including the underserved, the uninsured and the food insecure.

Demand for the organization’s services has grown significantly in recent years. For example, in 2012 the organization served 20,437 individuals. By 2013 this number had grown 50%, to 30,524.

Community Health Outreach knew they needed additional facilities to meet this growing demand. In 2014, the organization decided to construct a new 30,000 square foot (2787 square meters) facility dedicated to medical and dental care.

Greg Michael of Michael’s Custom Tile, Inc. learned of the project’s needs when Jeannie Blaylock, co-anchor of Jacksonville’s First Coast News, reported on Community Health Outreach’s plans.

Mr. Michael offered to help install 1,400 square feet (130 square meters) of tiles throughout the facility’s lobby and bathrooms.

Situation

Mr. Michael knew Community Health Outreach needed to overcome two challenges, staining and the access to high-quality materials.

Staining—The new facility is expected to serve thousands of high-need patients and will be a very busy place. Community Health Outreach needed a stain-resistant grout that could keep up with the large volume of patients visiting the Community Health Outreach’s lobby and bathrooms.

Access to high-quality materials

Community Health Outreach relies heavily on donations. The building was donated. Mr. Michael donated the tile and grout installation labor. But, supplies were in short supply.

“PERMACOLOR® Select was the perfect grout for this job. It was very easy to use. It set fast. And, I could have traffic on the floor after just four hours. I definitely plan to use PERMACOLOR Select it in the future.”

~ Greg Michael, CTI
Michael’s Custom Tile, Inc.

Challenge
A LATICRETE Solution

With a donation of tiles in hand from Tile Market of San Marco, Mr. Michael reached out LATICRETE to see if the company would also assist Community Health Outreach. He found that the company was very interested.

LATICRETE donated materials to help Mr. Michael install 12” x 28” (300 mm x 700 mm) tiles throughout the facility’s bathroom floors, 12” x 12” (300 mm x 300 mm) ceramic tiles on the bathroom walls and 18” x 18” (450 mm x 450 mm) porcelain tiles throughout the facility’s lobby.

LATICRETE 4-XLT was used to affix the tiles to the floor and walls. 4-XLT is a multi-use, polymer fortified adhesive mortar that offers tremendous utility including non-sag capability for wall installations, non-slump characteristics when installing large and heavy tiles on floors medium bed with buildup capability of up to ½” (12 mm) thickness.

PERMACOLOR® Select was used to grout the tiles.

Mr. Michael was the first to use this innovative product in the field.

Outcome

Everyone is happy with the outcome. Community Health Outreach has a beautiful new facility.

Mr. Michael is happy to have been the first contractor to use PERMACOLOR Select in the field.

PERMACOLOR Select is the industry’s first dispersible pigment grout solution with the largest, most consistent color range on the market. The product comes in two parts: a Color Kit and the highly-engineered PERMACOLOR Select Base powder. The process of preparing the grout begins with the Color Kit’s dispersible pigment packets. When added to water, these packets dissolve like laundry or dishwasher packets. When the neutrally-colored PERMACOLOR Select Base is added to the pigment-water mix, a color-consistent grout is formed that does not require sealing.

PERMACOLOR Select Color Kits come in the widest color selection on the market, including all 40 existing LATICRETE grout color options as well as the top selling competitor colors. The base powder comes in 12.5 lb and 25 lb (5.7kg and 11 kg) options.

LATICRETE is proud to have contributed to such a worthwhile project.