MISSOURI'S NATIONAL VETERANS MEMORIAL
Project Spotlight

BUILDING OWNER:
Missouri's National Veterans Memorial
(nonprofit 501(c)(3) organization)
Perryville, MO

GENERAL CONTRACTOR:
Robinson Construction
Perryville, MO

CONTRACTOR:
Richardet Floor Covering
Perryville, MO

DISTRIBUTOR:
Trends in Tile
Bridgeton, MO
A Tribute to America

The Situation

In 1968, veteran Jim Eddleman promised himself that if he survived the Vietnam War he would one day honor his comrades and those who’ve also bravely served the United States. This year, his dream has finally come true with the opening of Missouri’s National Veterans Memorial in Perryville.

With the hopes of creating a safe place for veterans, civilians and those currently serving to reflect on the sacrifices made daily by American soldiers, Eddleman and his wife Charlene contributed a staggering $2.5 million, as well as donated 47 acres of land that had been in his family for three generations. In addition to several onsite educational facilities, such as a museum and welcome center, Missouri’s National Veterans Memorial main feature is a full-size replica of the original Vietnam Veterans Memorial in Washington, D.C.

After gaining the necessary approvals from government officials to move forward with the project and the support of Robinson Construction, the project officially kicked off in March 2017.

“When I first heard of this project, I asked how they planned to clean, seal and maintain the wall. When I came to the realization that they had not planned on this, I went to LATICRETE and knew that they would want to be involved,” said Joel Tully, founder of Trends in Tile.

Everyday Use: Missouri’s National Veterans Memorial bridges the gap between veterans and civilians by providing a common space to learn about and honor heroes of the past. Because of the heavy crowds that will visit daily, stain prevention tools would be vital in maintaining the original look of the finished wall.

The Challenge

Proper Care: Trends in Tile and Richardet Floor Covering have dealt with many customers facing issues with their natural stone throughout their years of business. Often times these errors, such as scratches or improper polishing, are a result of incorrect cleaning methods using unsuitable products which cost a lot to repair. It was imperative that they be able to protect the wall from damage for the foreseeable future using quality products and proper installation techniques.

A LATICRETE Solution

As recommended by LATICRETE National Sales Manager Marcella Prado, Trends in Tile and Richardet Floor Covering volunteered their time to clean and seal the wall and train the memorial personnel on how to maintain the engraved panels which contain more than 58,000 names of the brave soldiers who were killed or declared missing in action in Vietnam.

“This wall is a great addition to our community. Our family has worked with Eddleman and the board of directors in charge of Missouri’s National Veterans Memorial to raise more than $50,000 in the past three years through a sponsored barbecue. We could not have been more thrilled to get our hands dirty and do our part on the jobsite the best way we know how,” said Richardet Floor Covering Founder L.T. Richardet.
memorial staff on how to maintain the granite panels with STONETECH® Revitalizer Cleaner and Protector. This product is a pH balanced, all-in-one cleaner that tackles everyday messes while reinforcing protection, thanks to its built-in sealer. STONETECH Revitalizer Cleaner and Protector has also earned a Health Product Declaration (HPD) for being environmentally friendly in both of its citrus and cucumber scents for added freshness.

Outcome

“Whenever help was needed, Marcella was there to interject her STONETECH expertise. She was deeply involved in the project and due to inclement weather at the time of application, made fast decisions to move the project forward,” added Tully. “We are extremely pleased with the outcome of our work and take great pride in our contribution to this piece of American history.”

Aside from the Vietnam memorial wall, other features of Missouri’s National Veterans Memorial include a welcome center for visitors to learn about the history of the American military and an event hall. An interfaith chapel, a scattering oak grove where loved ones can spread the remains of their veterans and a cemetery will be added to complete the campus in the coming years.

“This is not just a project for us. This is a project for everyone who cares about this country, who cares about the military and who appreciates the sacrifices that have been made. It’s up to us to make sure that courage and selflessness like that is not forgotten,” said NFL Hall of Famer and proud supporter Jackie Smith.

An all-day grand opening celebration attended by Eddleman and hundreds of Veterans took place in May of 2019.

“I have been a distributor now for more than 21 years, so LATICRETE® products were an obvious choice. I knew I’d be able to trust that they could protect and maintain the memorial in all of its glory”

— Joel Tully, Founder of Trends in Tile