

scion



Karndean
Designflooring

Commercial



University View
University of Maryland

Education

Background and Challenges

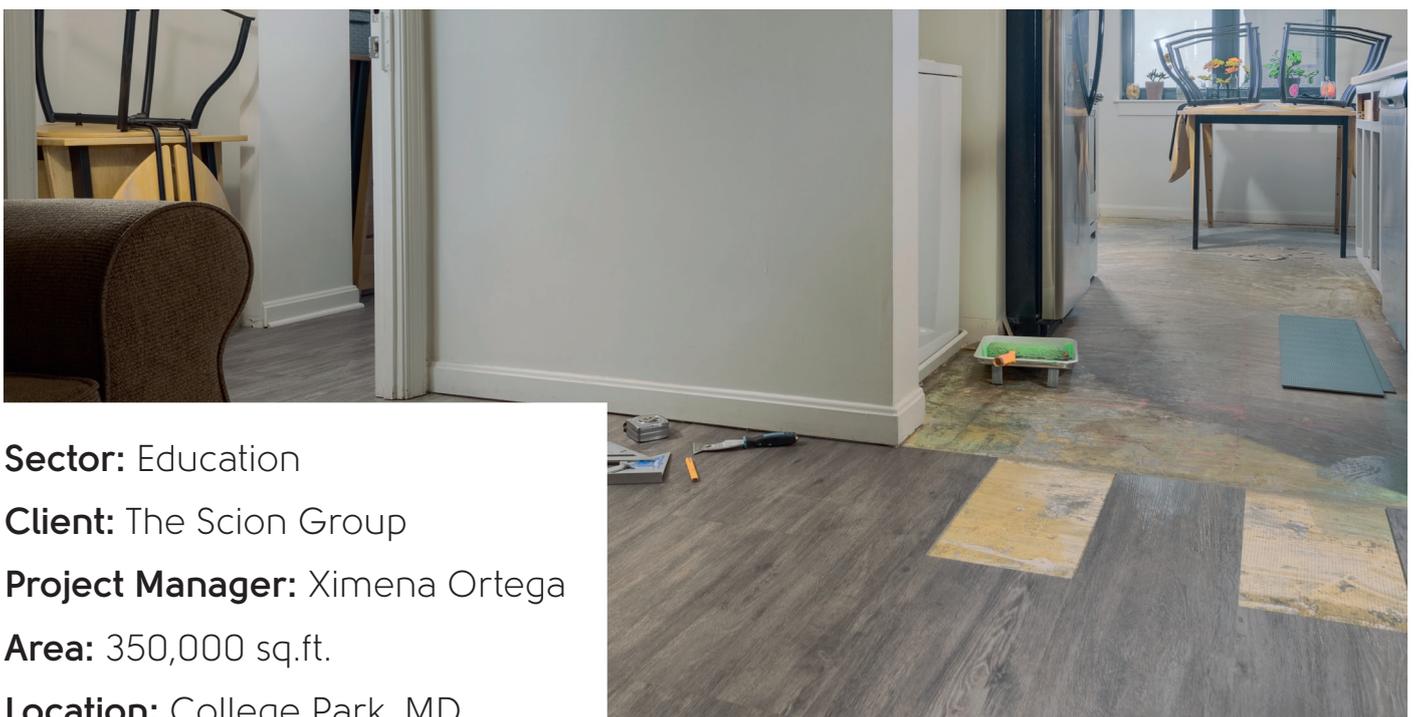
Since 1999, The Scion Group has been focused on redefining the student residential experience both on and off campus. Based in Chicago, The Scion Group is one of North America's leading owners, operators, advisors and investors, with a passion for fostering wellness, sustainability and innovation.

"We are an experience-conscious company," Capital Project Manager Ximena Ortega said. 'From our residents to installers, suppliers to owners, we aim to elevate the living or working experience for all parties we work with."

The Scion Group operates over 58,000 beds of student-focused residences at 56 campuses, specializing in upscale properties with a commitment to positive residence life. While many campus housing bodies opt to renovate apartments during the summer months, Scion retrofits apartments year-round, completing construction during the day while students attend classes, so at no point during the renovations do students need to relocate. Upgrades to the apartments include fresh paint, new flooring, furniture, countertops, lighting and cabinets.

Embodying The Scion Group spirit of determination and innovation, Ortega sought to restructure the way project budgets were built and partnerships were established by taking a more thoughtful and streamlined approach, with an end goal of understanding both the financial and environmental impacts of the materials specified.

With flooring as the foundation of each property, Ortega focused her efforts on the flooring industry first. As planning for University View apartments in College Park, Maryland were underway in November 2019, with construction scheduled to begin in January 2020, Ortega received an email from a colleague sent by Karndean Designflooring. Eager to find out if Karndean luxury vinyl could help Scion turn apartments faster, meet sustainability goals and match the color of a competitor's product, Ortega reached out to Karndean.



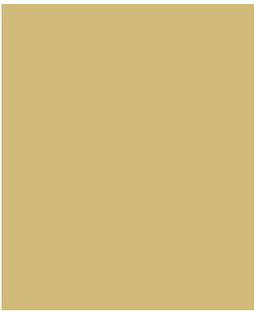
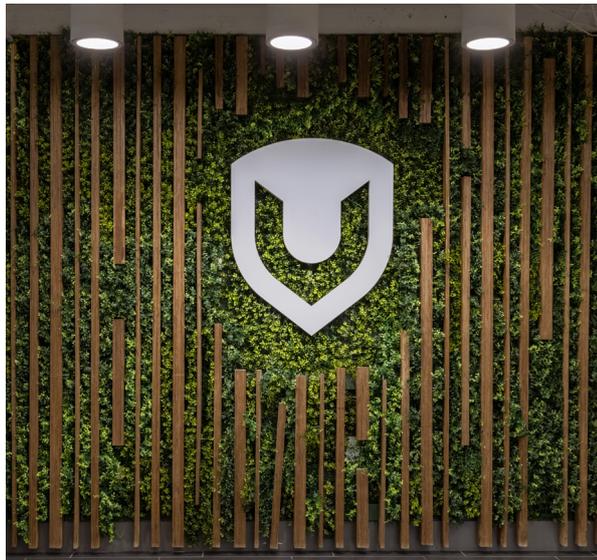
Sector: Education

Client: The Scion Group

Project Manager: Ximena Ortega

Area: 350,000 sq.ft.

Location: College Park, MD



Forging New Partnerships

"We weren't looking at Karndean to be simply a supplier. We approached this as an opportunity to break out of a transactional mindset, work directly with a supplier and develop a mutually beneficial, long-term partnership. Previously, our biggest challenge was time," Ortega said.

"Outside of the 12-week lead time, it was the installation time. The installation method was dictated to you and we couldn't have multiple people installing."

One way in which Karndean worked together with Scion to evolve from a supplier to a partner was by bringing the concept of a product warranty to life by working one-on-one with Karndean technical services members.

"By having Karndean as a participant in the install process, they are able to strengthen the warranty opportunity. We brought the idea of a warranty from a concept into the present by having representatives there to witness the installation."

"I no longer feel that we are in the shadows, we have the accessibility and the knowledge that the product we select will be in stock. It gives us that confidence in the product selection."

In addition, Ortega was impressed by Karndean's transparency about the materials in its luxury vinyl and its third-party environmental certifications, which include meeting the ISO 14001 environmental standard and ISO 9001 quality standards at the factory level. The products' wear layers are composed of 100% virgin PVC and nearly 100% of production and post-production waste is recycled. Karndean luxury vinyl products carry a FloorScore® Indoor Air Quality Certification and help projects earn LEED v4 points.





The Solution

Karndean and Scion worked together to determine the specification that best fit The Scion Group's requirements, a product from the K-Trade Loose Lay range. Due to the product's friction grip backing, planks are held in place using a combination of weight and friction and require only a perimeter or grid adhesive in smaller applications. In addition, this product would allow multiple members of the construction crew to work in one apartment simultaneously and decrease install time.

"Simply by being educated about what K-Trade Loose Lay could do, we were willing to take on a higher product cost," Ortega said. "It (the product) was something that had never been presented to us before simply because our suppliers wanted to keep us at a particular price point. From our perspective, we want to be given the opportunity to make that decision for ourselves."

In need of a color to match another product in the University View's Tower 1, which had already been updated, Ortega chose the K-Trade Loose Lay color Linosa to become the foundation of the University View tower under construction. Linosa's dark, ashy gray tones are highlighted by lighter neutrals, which make for a versatile floor that complements many interior styles.

The Results

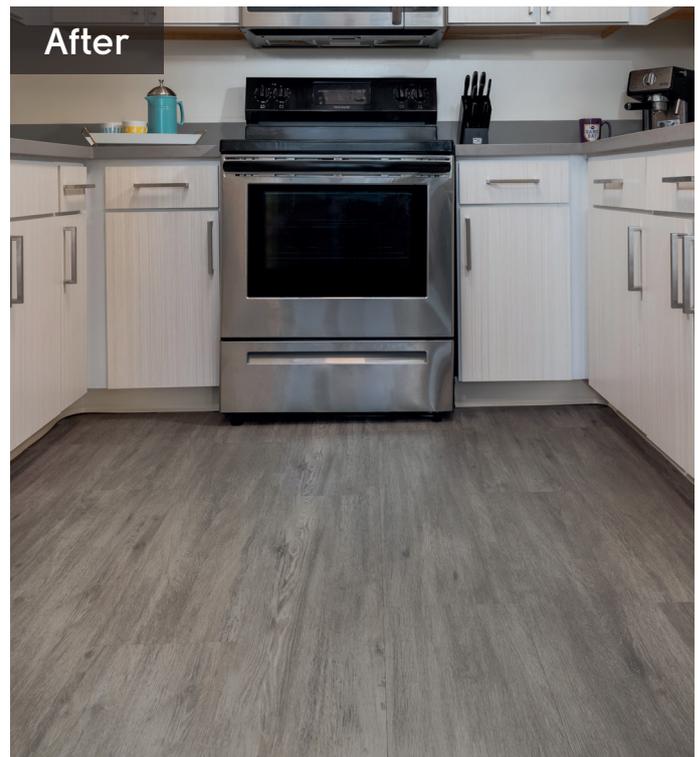
By switching to K-Trade Loose Lay:

- Apartment turn time has been cut nearly in half, dropping from 7-10 days to 4-5 days.
- Waste was as high as 10% in the past, but the additional of a standardized palette allows Scion to cut back on waste even further by transferring leftover product from one property to the next.
- Residents have a more hygienic, easy to clean flooring option than the carpet that was previously in the apartments.
- By re-purposing annual funds for carpet replacement, Scion could spend 33% less over 10 years by eliminating carpet all together in favor of Karndean LVT, a future goal of Scion's.

“We were purchasing blindly before. Now we're in a position where we can negotiate labor costs, which allows us to justify paying a higher cost on products upfront. All we have to do is call Karndean and say we need 'x' amount of square footage. Because Karndean develops and owns their designs and keeps unparalleled stock levels across 3 regional distribution centers, we will always have access to them. It's a win-win.”

“We can improve both the quality of living and air quality for our residents by repurposing the annual carpet replacement budget for Karndean LVT.”

Product used: K-Trade Loose Lay, Linosa **LLP148**





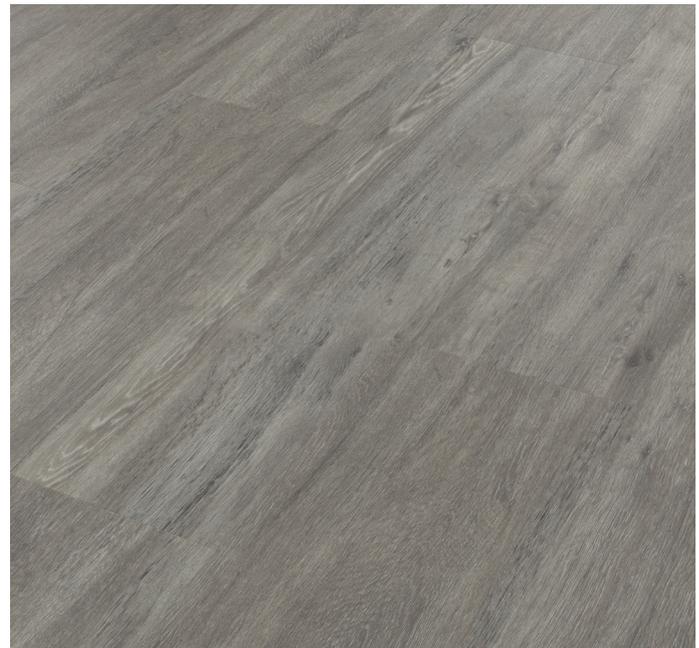
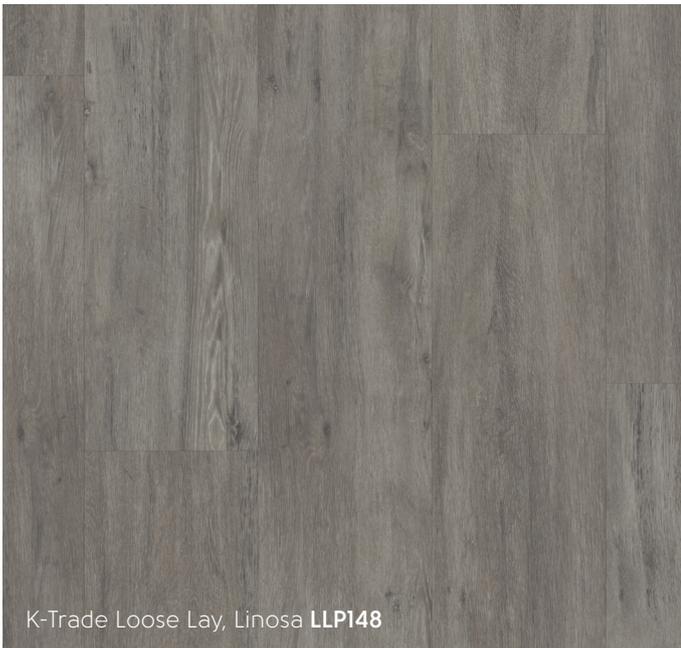
Products Specified:

K-Trade Loose Lay

	Standard	Result
 Size	ASTM F2421	41.34" x 9.84" (1050,0 mm x 250,0 mm)
 Thickness	ASTM F386	4.5 mm
 Wear layer	ASTM F410	20 mil (0.50 mm)
Warranty*	Commercial Residential	15 years Lifetime
 Beveled edge		None
 Slip resistance**	ASTM D2047	Pass (Dry 0.92)
 Acoustic impact noise reduction	ASTM E2179-09 ASTM E492-09	Δ IIC = 16 dB IIC = 56 dB (6" slab w/drop ceiling) IIC = 71 dB (6" slab w/drop ceiling + QuietChoice)

* Subject to terms.

** Slip resistance is measured on freestanding ex-factory product. Slip resistance can be affected by many factors including but not limited to: product installation and underlayment, surface contamination, use, wear and how the product is maintained. Textural variation along the surface of the product can affect nominal values.



To view the full technical specification,
contact a Karndean Commercial
Business Manager.



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