

Applied Industrial Flooring Ltd.

Making the Workplace Safer, One Floor at a Time

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Applied Industrial Flooring Ltd. (AIF) has been providing turnkey flooring solutions to keep businesses operating safely since the company was founded in the 1970s. “We are in the business of developing and installing flooring solutions where conventional flooring fails, asserts Mark McLeod, president of AIF since 2002. “These are facilities where the floors are continuously exposed to aggressive chemicals or solvents where there is a high risk to both the structure and the employees working in that space. We do a lot of work for clients in the manufacturing industry, as well as the food and beverage industry, to try and minimize the risk inherent to the production conditions.”

Today, AIF works for industrial/commercial clients throughout southwestern Ontario from its head office in Mississauga with a second branch located in Cambridge. The company specializes in resinous flooring systems developed for slip resistance, chemical exposure, brownfield remediation, food safety and static control. All of these offerings are guided by a singular vision and that is “To be regarded as the industrial flooring applicator of choice by providing tailored and dependable floors for a safe, cleaner, more productive workplace.” The company performs Applied Floor Audits to assure customers receive the right product, application, equipment and process to meet requirements.

At the Cutting Edge

One of the firm’s recently developed strengths is an anti-microbial flooring system that

penetrates deep into concrete substrates to reduce microbe born risk in the food and healthcare industries.. “We offer a flooring system that has been developed to inhibit the growth and spread of harmful bacteria and fungus ... and the products are designed for easier cleaning as well,” says McLeod.

As food safety regulations become increasingly strict, investing in an anti-microbial flooring system can make a world of difference to a client of any size. “Last year one of the largest food producers in Canada had a serious outbreak of listeria at one of their plants and the business was hit hard with massive recalls and fatalities,” says McLeod. “Especially these days, the production plants are so large and produce such enormous quantities of product in one day that any period of downtime is expensive.”



The team at **Applied Industrial Flooring [Applied Floors]** creates exceptional flooring, and Mark Rossi is proud that they are using tools produced by Nufinish Corporation, the company he founded, to craft them. "One of the biggest things that we like about working with Applied Floors is the way that they use us as a partner. We supply them with concrete grinding and polishing tools and we feel as though we're their in-house diamond tool division. They're good at tapping into our expertise and core competencies."

Nufinish exclusively produces surface preparation and concrete polishing tools for use in the industrial floor grinding and polishing market. The company designs, manufactures and sells high-performance diamond tools that are used for coating removal, grinding and polishing.

Mark McLeod, owner of Applied Floors, describes his relationship with Nufinish: "We spend a couple hundred thousand dollars a year with Nufinish. The longevity of the diamonds, the finish, and their technical support in the field are top-notch ... the best that we've been able to find. They've been willing to come out to job sites where we're having problems and help us out. They've let us beta test new tools for next to nothing. The relationship we have with Nufinish is mutually beneficial for both companies."

Nufinish tools aren't available at the lowest prices on the market, but history has proven time and again that in order to get the job done right the first time, quality wins out every time. "We are a premium-grade option. If people want the most out of their equipment, they turn to us. Our No. 1 priority for every customer that we have is their production and efficiency," says Rossi.

Nufinish Corporation celebrates its relationship with Applied Industrial Flooring, is proud to have provided tools to help strengthen the company's reputation for finishing on time and under budget, and celebrates the recognition of Applied Floors Industrial as a company that provides superior services.



To reduce causing plant downtime, AIF has rigorous systems in place to ensure it can perform an installation that meets the customer's strict timelines. "Essentially, these plants will bring us in to install new flooring systems on the weekend when the plants are not operational to ensure that Monday morning, when 1,000 workers arrive at work, that the floors will be ready for them," explains McLeod. "These are facilities in which the flooring is actually essential to the plant's operations. If the flooring is damaged or not working properly, it can be exceedingly difficult for the employees to do their job."



Not only is AIF helping to protect consumers from food borne illness but the company also plays an integral part in preventing explosions at industrial facilities that carry high combustibility risks. AIF offers a line of anti-static and spark-proof flooring systems for structures where there is combustible particulate matter in the air as well as on the floor.

"You know that trick kids play where they drag their feet across a carpet and then touch another person who receives a zap? Although those light shocks were funny as children, this tribocharged energy can generate catastrophic effects in high-risk environments. That's exactly what we're trying to avoid with these flooring systems," reveals McLeod.

"These static controlling floors are installed in plants that manufacture munitions or very sensitive electrical equipment, even hospitals – places where the possibility of a static charge is a huge liability. So these floors eliminate the generation of damaging electricity, and prevent combustion generated by a spark from the discharge of static. It's

one thing to shock a kid, and quite another to have it happen in a plant where they manufacture alcohol or explosives."

Another challenge facing older industrial sites that are unusable, uninsurable and uninhabitable is the fact that they are contaminated with toxic manufacturing byproducts. The



porosity of the concrete can generate harmful vapours in the building or can allow hazardous agents into the surrounding soil and ground water. AIF has been able to treat these slabs with a proprietary system that reduces porosity and restricts the movement of dangerous chemicals. The company recently completed 300,000 feet for a light bulb manufacturer in Oakville in order to reduce the risk of mercury contamination in surrounding areas.

Sensible and Beautiful

Though the company has become a leading expert in the installation of specialized flooring solutions for clients with high risk and occasionally volatile facilities, the firm does not forget to make sure its products are aesthetically pleasing. “We do have a line of decorative flooring epoxies that we will install for a high-end look,” says McLeod. “Right now we’re actually working with a national retailer on the flooring for a high-end restaurant chain they will be introducing to their department stores. The partnership of companies is really centered around attracting high-end customers to the department store with the addition of a five-star restaurant in the way that Harrod’s of London or other high-end department stores do.”

McLeod takes enormous pride in having helped grow this small business, expanding it in less than a decade to the level of respectability of larger, more established firms. “The

difference is between being approached by a salesperson with a catalogue of products and our highly experienced salespeople who only deal with a select group of proven products that can get the job done,” explains McLeod. “What we have done is take a very small slice of that industry and focused all of our efforts on becoming experts on that small slice. We have superior technology with even better customer support, which we are able to do specifically because we are a niche company.”

In the coming years, AIF will be working hard with its suppliers to market its strategically developed flooring solutions even more proactively and grow the business outwards from Ontario. “As a company, we have kind of reached the point where we need to embark on a more aggressive marketing campaign to get the word out about these new technologies,” says McLeod. “We really wanted to wait until we had accumulated enough experience with the products so that we can firmly stand behind them and we have definitely reached that point.”

With a strong portfolio of creating more productive workplaces and an enthusiasm for providing increasingly technical flooring solutions, Applied Industrial Flooring Ltd. holds the components that are key to garnering further long-term clients from across Canada. •