

## INNOVATION STORY : ENVIRONMENTAL

## WORRY-PROOF WATERPROOFING



## INNOVATION: HYDROSHIELD QUALITY ASSURANCE PROGRAM

**BACKGROUND:** Quality construction is obtained through a combination of quality materials, detailed design, and coordinated execution. Still, with a tight deadline looming, these essential elements can often be neglected. Construction flaws result and legal battles ensue, leaving owners with a huge headache and a result far from what they initially set out to achieve—a quality, finished project.

CETCO witnessed this pattern of construction misfortune repeating itself over and over again on building and tunnel waterproofing projects around the world. Recognizing the industry's need for an organized process to iron out construction kinks, CETCO set out to find a way to fool-proof the task of waterproofing.

Starting off with a preventative approach, CETCO found the best installers and trained them well. While this helped, it wasn't a magical solution. Problems continued to arise following the waterproofing installation, particularly where completed work was being inadvertently damaged by other tradesmen.

The next step came in the form of offering site-specific support for the designers to address the most challenging of design situations. Though quality and performance improved once again, the problem of tradesmen-related damage persisted.

Not satisfied with only a partial solution, CETCO sought answers outside the realm of building waterproofing. The moment of clarity struck when they observed that other industries used certified inspectors both during and after installation to ensure that materials were installed correctly and not damaged in later phases of construction. As a result, CETCO adapted the strategy to their business and incorporated inspection along with the first two steps into an all-encompassing, quality assurance program.

**RESULT:**

After years of development, CETCO launched the HydroShield Quality Assurance Program in 2006. Featuring licensed applicators, certified inspectors, and designer support from CETCO, this step-by-step process has set a new standard as the best way to assure a finished, waterproof structure, regardless of the schedule. Warranties don't prevent water from entering a building, but the HydroShield Quality Assurance Program from CETCO does! Providing sanity-saving solutions from start to finish is one more way that AMCOL innovation helps improve not only the businesses of our customers but also their way of life with a healthy, dry structure.



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