

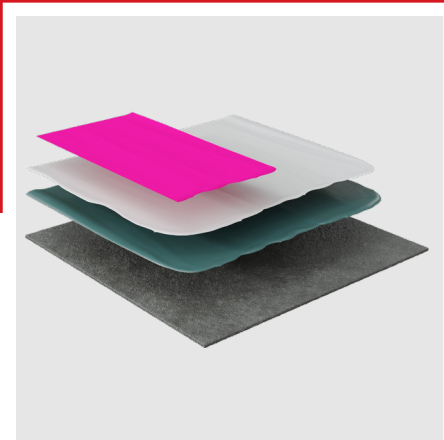
GAF Project Profile

Restoring the Spectacle: Revitalizing the Iconic Circus Circus in Las Vegas

About Circus Circus

A fixture on the Las Vegas Strip since 1968, Circus Circus Hotel & Casino is home to the largest permanent circus in the world, complete with an indoor amusement park. Its distinctive pink and white tent roof is an architectural and cultural icon, instantly recognizable among the city's neon-lit skyline.

To maintain its legendary status, Circus Circus sought to restore its faded exterior and revitalize its vibrant colors, ensuring the roof's iconic design remained a Las Vegas landmark for years to come. Given the tent-shaped structure, the project required an innovative solution that balanced safety, durability, and aesthetics—all while minimizing disruption to the bustling casino and entertainment operations.



Project Summary

- Roofing System: GAF Kymax Coatings in custom colors, including Exuberant Pink
- Surface Prep & Repair: GAF BarrierGuard®, GAF UniBase Primer, and GAF High Tensile Acrylic Top Coat
- Key Features: Extreme fade resistance, heat durability, and seamless integration with the steep tent structure
- Scale: 43,500 square feet of roofing, including 41,300 sq. ft. on the tent and 2,200 sq. ft. on the flat

Job Details

- Location: Las Vegas, NV
- Roof Size: 435 Squares
- Completion Date: June 2023
- System Type: Coating
- Building Type: Big Venue

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Circus Circus

Challenges

Restoring the steep, sloping, tent-shaped roof of Circus Circus introduced multiple technical and logistical challenges:

- **Complex Geometry & Slope** – The 12/12 pitch in a 90-degree angle required specialized installation techniques, with workers rappelling down the roof while managing equipment.
- **Faded Signature Colors** – Years of intense desert sun exposure had dulled the pink and white tent, necessitating custom color-matching for historical accuracy.
- **Weather Conditions & Safety** – High winds and extreme heat created hazardous working conditions, requiring strict safety protocols and frequent breaks to ensure worker endurance.
- **Minimizing Disruption** – The project had to be executed without interfering with daily casino and hotel operations.

Given these challenges, the restoration demanded a coating system engineered for durability, color retention, and heat resistance, while accommodating the roof's extreme angles and scale.

Solution:

Commercial Roofers, Inc., a women-owned, MBE/WBE-certified company and the largest commercial roofing contractor in the Las Vegas Valley, led the project. With extensive experience on similar high-profile structures, the team partnered with GAF to develop a custom coating solution that would meet both performance and aesthetic requirements.

"We used GAF's products because we've used them on other projects, and they still look great, so we can ensure the high performance of their products to our clients," said Matt Lott, Project Manager at Commercial Roofers.

The process involved:

- **Surface Preparation & Repairs** – The team scraped off decayed paint, repaired the substrate, and prepped the surface.
- **Base Application** – GAF BarrierGuard®, GAF Unibase Primer, and GAF High Tensile Acrylic Top Coat were applied to create a long-lasting, durable, foundation.
- **Final Coating** – GAF Kymax Coatings in custom-matched Exuberant Pink and white were applied to restore Circus Circus' signature colors while providing extreme fade resistance and durability against Las Vegas' harsh sun, wind, and weather conditions.

"We were working against major wind and rain issues and working around normal hours to ensure there was no disruption to their business. Thankfully, our crew was already accustomed to the technically challenging slope of the roof and were trained in the endurance required to withstand the steep slope due to experience on prior projects. We still had to take multiple breaks to ensure all workers were safe and followed our safety plans in place to ensure we could apply the coatings without risk," notes Matt Lott, Project Manager at Commercial Roofers.

"GAF provided us amazing support through not only their robust, high quality products, but also their technical support to get the custom coloring that we needed."

Matt Lott

Project Manager at Commercial Roofers

A Roof That Steals the Spotlight:

Through expert craftsmanship, premium materials, and precise execution, the Circus Circus tent roof was successfully restored to its vibrant, iconic appearance, reinforcing its place as a Las Vegas landmark.

About the Contractor:

Commercial Roofers, Inc. — Las Vegas, Nevada

With over 50 years of experience, Commercial Roofers, Inc., a GAF GoldElite™ and CoatingsPro+™ Contractor, is a premier women-owned, MBE/WBE-certified roofing company, licensed in Nevada, California, Arizona, and Utah. Specializing in large-scale commercial projects, their team is known for technical expertise, superior craftsmanship, and an unwavering commitment to quality.



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