

Project Profile

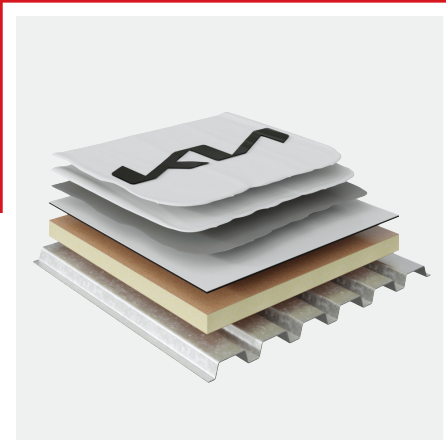
Meeting the Deadline: A High-Performance Roof Coating Solution for Kia Forum

About Kia Forum

Located in Inglewood, California, the Kia Forum is the only arena-sized venue in the U.S. dedicated to music and entertainment. The iconic venue hosts a diverse range of premier events, including:

- Concerts featuring the biggest names in music
- Award shows
- Mixed martial arts and boxing events

As a high-profile entertainment destination, Kia Forum operates under strict scheduling demands. In early 2022, the venue needed to remove and replace its rooftop logo—a project that required a fast, efficient roofing solution to meet a solid deadline.



Project Summary

- Roofing System: GAF Unisil Primer, GAF High Tensile Acrylic Top Coat, and GAF Kymax Coating
- Key Features: Fast application, weather resistance, and long-lasting color protection
- Scale: 135,000 square feet
- Completion Deadline: Spring 2022

Job Details

- Location: Inglewood, CA
- Roof Size: 1,350 Squares
- Completion Date: May 2022
- System Type: Liquid Applied Roofing
- Building Type: Big Venue

GAF Project Profile

Kia Forum

Challenges

The project faced multiple obstacles, including:

- **Strict Deadline** – The existing rooftop logo had to be removed and replaced within a short timeframe.
- **Material Shortages** – The roofing industry was experiencing severe supply chain disruptions, making a full PVC reroof impractical within the given timeframe.
- **Weather Conditions** – The project took place during April and May, a season known for high moisture levels, creating less than ideal conditions for roof coatings.

To stay on schedule and meet Kia Forum's obligations, the project required a creative, high-quality solution that could be executed efficiently despite supply and weather challenges.

Solution:

CentiMark Corporation, a nationwide leader in commercial roofing and flooring, stepped in with an alternative plan utilizing GAF's coating products—allowing the existing logo to be covered and a new logo applied without a full roof replacement.

"We were working against a tight deadline, and Kia Forum was obligated to change the roof logo within a short period of time. Operating at the height of the material shortage, no other contractor or manufacturer was able to provide a viable solution to remove the existing rooftop logo," notes Philip Edwards, Senior Project Manager, CentiMark.

The process included:

- **Surface Preparation** – The existing PVC roof was first power washed to remove dirt and debris.
- **Base Application** – GAF Unisil Primer was applied over the PVC system to ensure proper adhesion.

- **Top Coat & Logo Application** – The GAF High-Tensile Acrylic Top Coat was applied in white, completely covering the previous logo and providing a clean, uniform surface.
- **Final Branding** – GAF Kymax Coating was used to apply the new Kia Forum logo, ensuring long-lasting, fade-resistant branding.

Maximizing Work Time in Less-Than-Ideal Conditions:

With moisture-heavy weather creating challenges for coating application, CentiMark adapted to the conditions by adjusting work schedules:

- Taking advantage of clear weather windows
- Maximizing workdays during optimal conditions
- Implementing longer shifts to stay on schedule

Thanks to CentiMark's strategic planning and GAF's broad range of high-quality coating products, the project was successfully completed on time, providing Kia Forum with a refreshed, durable rooftop logo.

About the Contractor:

CentiMark Corporation — Corona, California

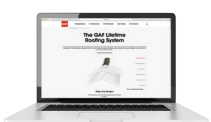
With over 50 years of experience, CentiMark is a nationwide commercial roofing company with locations across the U.S. The Corona, CA office serves Southern California, including the Los Angeles metropolitan area, San Diego, and beyond—as well as areas of Nevada, including Las Vegas.



"CentiMark was a great fit for this project. We specialize in reroofing commercial, industrial, and public buildings and have over 50 years industry experience. As GAF PlatinumElite™ Commercial Contractors, no job is too big or too small, whether it's a single owner or a large corporation. We know that we can provide solutions to any customer because we work with superior vendors like GAF."

Phillip Edwards

Senior Project Manager, CentiMark



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