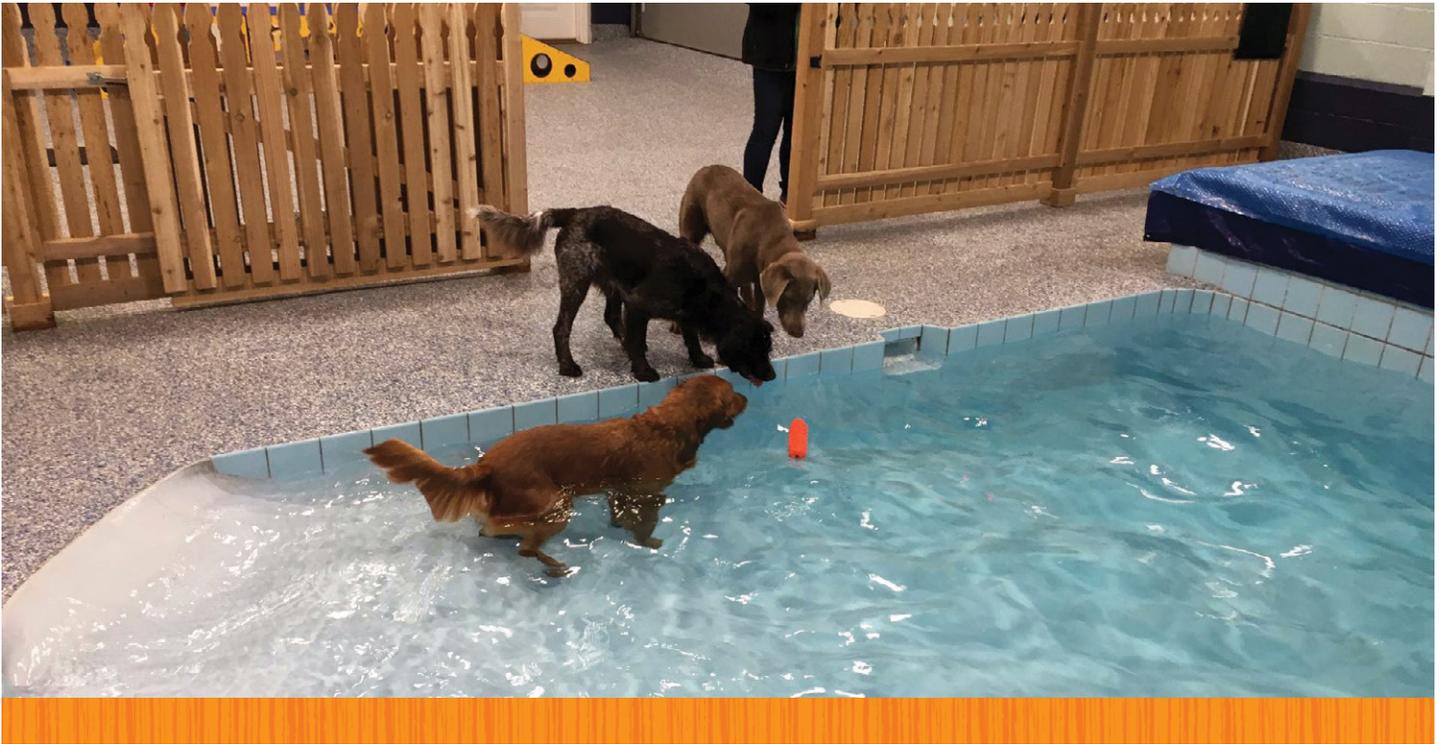


# PROJECT PROFILE

## Dick's Doghouse



### Extended Pawsibilities for Synthetic Flooring at Dick's Doghouse

When co-owners Kellie Bagwell and Dick Sedlak of Dick's Doghouse started planning out their list of requirements for their new doggy daycare facility in Minocqua, Wisconsin, they knew it would take some time and research to find suppliers and equipment that met their expectations.

Dick's Doghouse is a doggy daycare facility offering daycare, boarding, agility, behavior training and more. The facility opened in October 2017 and so far, business has been extremely successful. While searching for a location, co-owners Bagwell and Sedlak discovered a perfect building for their new business: the old town garage.

"Years ago, the building used to be the old town garage," explains Bagwell. "It's a cement and brick block building. Since it was an old garage, there are two big overhead doors, which is really nice because the two outdoor areas can open up when needed to the main indoor play area and boarding space."

The doggy daycare project needed a bit of renovation work, including the addition of an indoor swimming pool and hot tub for the dogs to play in and recover and new flooring throughout the facility.

### Considerations, Requirements and Research

Before Bagwell and Sedlak kicked off their renovation project for the new doggy daycare, they did a significant amount of research.

"We toured a lot of facilities before we started this project, some in Florida, Chicago and lower Wisconsin," said Bagwell.

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Action Floors was so easy to work with. Anytime I emailed them, they'd get right back to me.

- Kellie Bagwell,  
Co-Owner, Dick's Doghouse

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**FEATURED SYSTEM:**  
Action Herculan IG Synthetic Flooring

## PROJECT PROFILE: Dick's Doghouse



Quite a few of the facilities had cement floors and they couldn't get rid of the strong urine smell due to the non-porous surface. In addition to cement, tile was also frequently used in doggy daycares. Though tile was reasonably priced, it wasn't worth the additional hassle and work. Sedlak and Bagwell knew they needed an alternative flooring option.

### Success with Synthetic

Action Herculon IG synthetic floors addressed all the owners' concerns and requirements: durable, slip resistant, scratch and stain proof and non-porous.

"The floor is performing really well. We love it," says Bagwell. "The dogs do really well with the floor and it isn't scratching or staining with their nails or due to accidents."

Since the floor is completely seamless, dirt, grime and the dogs' nails don't get caught. This is important for the long-term performance and durability of the floor, and the cleanliness of the facility overall. Bagwell also adds that the speckled, multi-colored floor is not only easy to clean, but also maintains a professional-looking appearance.

"We've done several doggy daycares," says Action Floors' Project Manager Cory Corullo. "Owners of these facilities like it mostly for the cleanability, but it also looks a lot nicer than concrete does. They want to cater to the owners of the pets who come in and see a really nice place, so they know their dog will be well taken care of."

### Happy Paws, Dogs and Customers

Since their grand opening in October, hundreds of furry paws have enjoyed the daycare facility. Even with the pups' toenails and horseplay, the floor has completely maintained its original appearance and the owners have nothing but positive things to say.

"Action Floors was so easy to work with. Anytime I emailed them, they'd get right back to me," Bagwell shares. "Cory even helped me quite a bit with picking the colors. He was very patient."

Action Herculon IG synthetic flooring is engineered for commercial and industrial applications. While it works extremely well for facilities like Dick's Doghouse, it also lends itself well to retail spaces, schools, hospitals and laboratories that require clean, germ-free and wear-resistant flooring. The seamless and nonporous epoxy floor system provides flexibility with a variety of colors and sheen to complement any facility.

To learn more about Action Herculon IG systems, check out our website. Shoot us a message today to start the conversation and see how you can take advantage of synthetic flooring's benefits like our friends at Dick's Doghouse.

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