



**Wetwall**<sup>™</sup>  
— A WILSONART COMPANY —

WETWALL CASE STUDY

## Waterside Center | Rockford, IL

Wetwall™ Waterproof Wall Panel System Revamps  
Historic Restrooms Without the Costly Demo



**W**hen the  
restrooms at  
the landmark  
Waterside

Center in downtown  
Rockford, IL, needed  
to undergo renovation,  
Michaela Ramsey of  
Midwest Stone Source +  
Design Studio knew she  
needed a solution with a  
little “wow” factor.

In came Aetna Building Solutions salesperson John Schwarz, who introduced Ramsey to the Wetwall™ Waterproof Wall Panel System. With easy installation that could go directly over the old tile without damaging it, Schwarz and Ramsey knew this was the most stylish, cost-efficient option available on the market.

“Because this was a historic building, we didn’t want to disrupt existing structures and materials if we didn’t have to,” notes Ramsey, “because that can often mean permit requirements and lead to other costly surprises in a building of this age.”

## WETWALL LEAVES TILE AND GROUT IN THE DUST

To keep the \$150,000 project budget in check for the 10-foot by 11-foot, two-stall restrooms, the patented waterproof panel system provided quick installation and long-lasting performance that would stay in budget. The Wetwall panels were installed on top of the existing tile without damaging anything underneath, which was a top concern for Midwest Stone. This eliminated the need for a costly demo and subsequent debris removal that would have come with tearing out the old tile in each restroom.

## HISTORIC RESTROOM REVAMP

### PROJECT TYPE

Business Center Restrooms

### LOCATION

Waterside Center  
124 North Water Street  
Rockford, IL

### DESIGNER

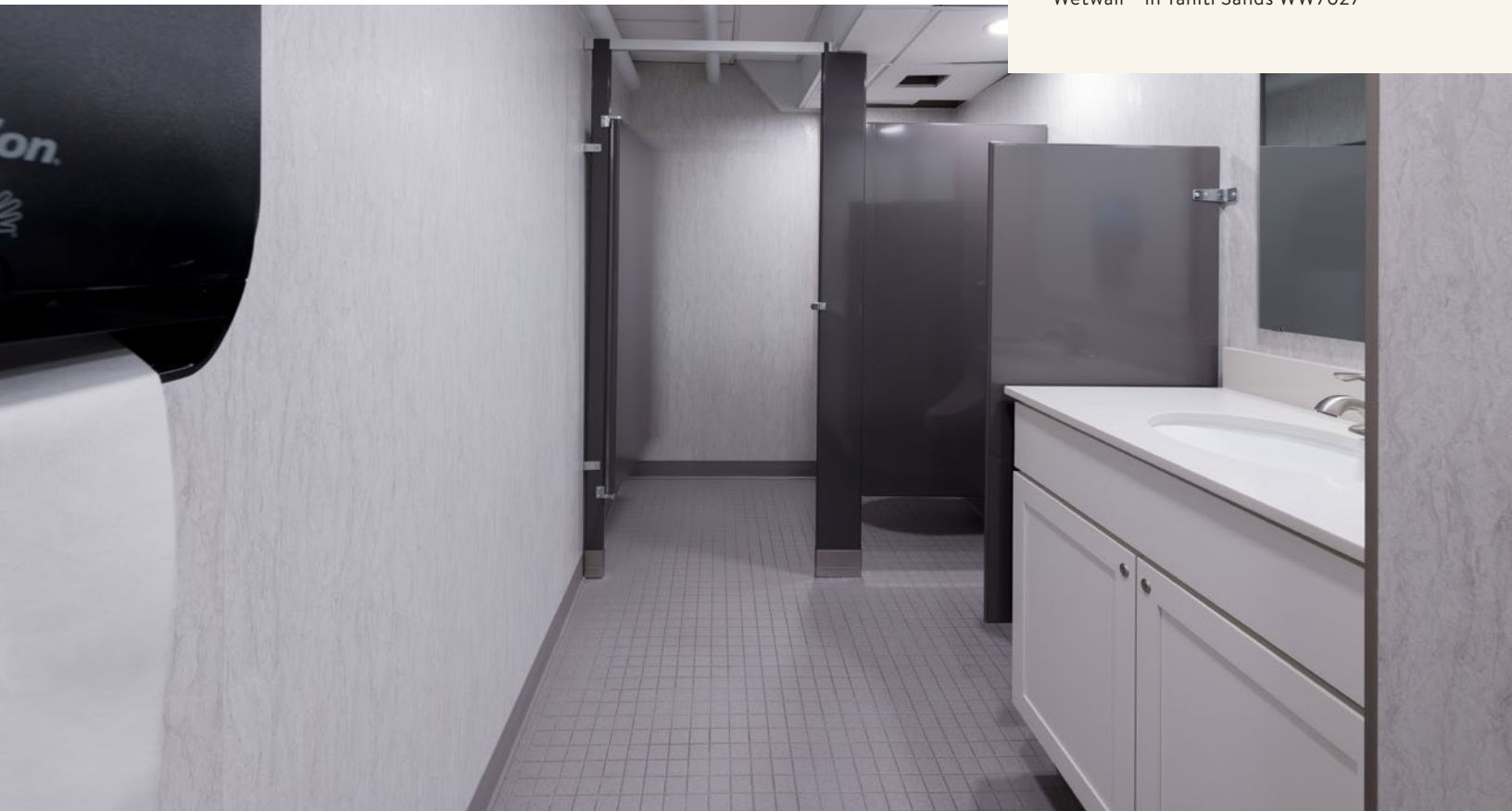
Midwest Stone Source + Design Studio  
Rockford, IL  
<https://midweststonesource.com/>

### DISTRIBUTOR

Aetna Building Solutions  
Rockford, IL  
<https://www.aetnaplywood.com/>

### PRODUCT

Wetwall™ in Tahiti Sands WW7027



“When you compare a Wetwall install to a typical tile and grout job where you have to gut and pull the old tile out, the tile work probably costs about three to four times more in labor and materials,” said Schwarz.

Additionally, the Wetwall panels were easy for installers to carry, cut and fit into place using standard woodworking tools. Simple installation without the grout drying time needed for tile provided labor cost savings to keep the project within budget.

## DESIGNED FOR LONG-LASTING GOOD LOOKS

To stand up to the daily wear and tear of an environment like a community restroom, Ramsey chose Wetwall panels for their revolutionary construction, durable top, and bottom sheet bonded to a solid waterproof core. The panels also featured Scratch and Scuff-resistant AEON Performance Technology™ for maximum durability.

Seamless installation afforded by a tongue-and-groove design and a color-matched sealant prevents long-term water infiltration from toilet, sink, and other product splash-back. Easy maintenance and a lifetime warranty are offered when installed by a Platinum Installer or a 10-year limited warranty when installed by a non-certified installer.



## INSTALLATION IN 4 EASY STEPS

### ① PREP

Prepare existing wall surfaces and remove rough plumbing and fitting.

### ② DRY FIT

Perform a rough dry fit for each panel, mark seam locations and mark drill plumbing locations.

### ③ ADHERE

Apply adhesive to the panel and work from back wall panels to wing panels to finishing and trim if needed.

### ④ SEAL

Apply the color-matched sealant to all corners, seams between panels, and gaps between top and bottom panels.

**For more detailed instructions, see our Wetwall Installation Guidelines.**



# Wetwall® Features & Benefits



## FAST INSTALLATION

A Wetwall panel system for a standard tub/shower enclosure can be installed according to instructions in approximately 2½ hours by one person.



## LOW COST

Designs closely mimic the look of marble, stone or wood and cost a fraction of the price. Fast installation without grouting also cuts costs.



## EASY MAINTENANCE

Antimicrobial protection inhibits the growth of bacteria, mold and mildew, and easily cleans up with soap and water.



## LOOKS GREAT

Panels are available in 10 different designs, and color-matching sealants provide a seamless appearance from panel to panel.

Wetwall in Tahiti Sands provided the building owners with the modern flair and elevated neutral color tones they yearned for in this project across all four restroom walls, which they complemented with charcoal partitions and Wilsonart® countertops in Marrara Quartz.

**“It is a great solution that worked exactly the way we needed it to, and our client just loves it. It’s a beautiful product.”**



Learn how Wetwall can transform your commercial project at [www.wetwall.com/wetwallnew-resources](http://www.wetwall.com/wetwallnew-resources)

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