

Casino Hits the Jackpot with Thin-Brick Panel System and **STYROFOAM** Brand Insulation

In 1996, Michigan voters approved three casinos for Detroit. One is Greektown Casino, a \$150-million, Mediterranean-theme casino, complete with 2,400 slots, 90 table games, 75,000 square feet of gaming space and murals of the Greek Isles on the interior walls.



The \$150-million Greektown Casino will feature 2,400 slots, 90 table games and 75,000 square feet of gaming space.

Construction of Greektown Casino began in February 1999. It will serve as a temporary casino, operating for four years until the permanent, \$519-million Greektown Casino opens along the Detroit River. The temporary casino will thrive in its prime location. "The temporary casino is located in the heart of an ethnic neighborhood known as Greektown," said Roger Martin, spokesperson for Greektown Casino. "Greektown is the top social and entertainment center in downtown Detroit, complete with restaurants, shops, pubs and nightclubs. Greektown Casino will transport guests to a Greek island paradise."

Paul Steelman Companies, a Las Vegas-based firm that specializes in casino architecture, was selected to design the gaming paradise. To accelerate the building construction, Paul Steelman Companies selected the Insulock[†] thin-brick system.

Manufactured by American Brick Company (AMBRICO) in Detroit, a division of Williams Panel Brick, Inc., the Insulock panels consist of 4- by 8-foot sheets of 2-inch STYROFOAM^{*} brand Tongue & Groove insulation that are mechanically fastened to the structural walls. Thin 1/2-inch-thick bricks are field-applied to the foam insulation with adhesive. Mortar then is applied in the joints between the bricks to create a bond between the bricks and the mechanical fastening system.

"The thin-brick exterior cladding system offered the ability to expedite closure of the building façade through the use of prefabricated brick masonry panel sections, complete with masonry veneer over Dow insulation," said Hank Skonieczny, project architect of Paul Steelman Companies.

STYROFOAM brand Tongue & Groove insulation, made by The Dow Chemical Company, provides the system with an R-value of 5 per inch and a compressive strength of 25 psi.

"STYROFOAM brand insulation is used in this system because it is lightweight, provides a high insulation R-value, doesn't absorb water and has 50 years of superior market performance," said Greg Francis, partner and field operations manager of AMBRICO, which also served as the project's brick contractor.

A crew of 12 installed 50,000 square feet of Insulock panels in a 16-week period, demonstrating the system's fast rate of installation. "The speed of installation is very fast," said Francis. "Other features worth noting are the panel's

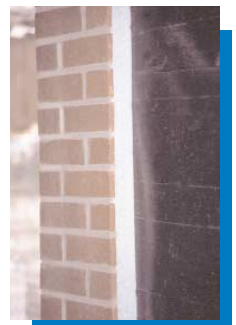


The Insulock thin-brick system, which uses STYROFOAM brand Tongue & Groove insulation, was installed on 50,000 square feet of surface area.

weight – only 7 pounds per square foot – and versatility, with the ability to be installed in areas where conventional brick work can't be done." The system has been used on stadiums, shopping plazas, banks, hospitals, schools and restaurants in the United States, Canada, Europe and Asia.

Greektown Casino is scheduled to open in the summer of 2000. And with the winning combination of the Insulock thin-brick system and STYROFOAM brand insulation, the casino's Greek island paradise will be protected from the outside Michigan weather.

For more information on Insulock and other engineered thin-brick wall systems that use STYROFOAM brand insulation, contact AMBRICO at 1-800-248-8280. For more information on STYROFOAM brand insulation, contact your local Dow representative or The Dow Chemical Company, Customer Information Group, P.O. Box 1206, Midland, MI 48674; or call 1-800-441-4369 and request Form No. 179-4298. Visit Dow and STYROFOAM brand insulation on the World Wide Web at www.styrofoam.com.



Thin 1/2-inch-thick bricks are field-applied to the foam insulation with adhesive, then mortar is applied in the joints between the bricks.

[†]Trademark of AMBRICO

^{*}Trademark of The Dow Chemical Company

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