

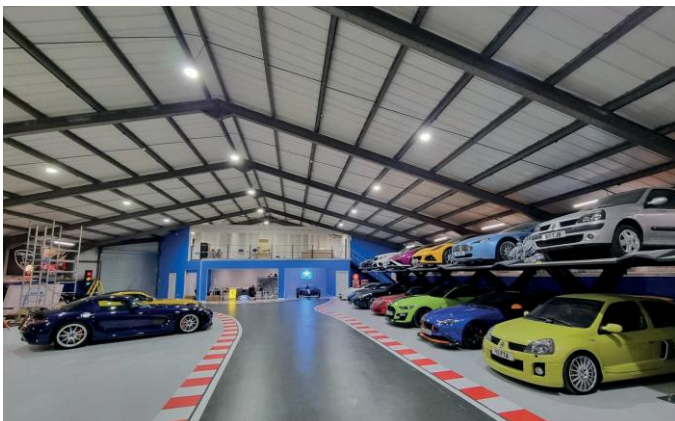
Case Study

The Shmuseum



Project: The Shmuseum

WestWood Liquid Technologies has successfully completed a unique installation of a high-end car showroom for British car vlogger and YouTuber, Tim Burton - also known as 'Shmee150'.



An introduction

Key Statistics

Specialist Roofing Contractor: Cure Roofing

Project size: 1,000 sq. m

WestWood products: Wecryl 176, Wecryl 488

The Starting Line

Tim Burton, the popular British YouTube sensation, chose WestWood Liquid Technologies to deliver a unique

installation of a **high-end car showroom** – The Shmuseum.

Specialist contractors, Cure Roofing Ltd. from Sheffield, installed a race track design using WestWood products inside his 1,000 sq. m car garage. The building, which was a former milking parlour on a farm outside of London, has undergone refurbishment to house Shmee's 'Shmeemobiles'. Calling it his "...dream garage...", Shmee has documented the progress of the refurb on his popular YouTube channel, which includes interviews with contractors and installation footage.

A Race Track Design

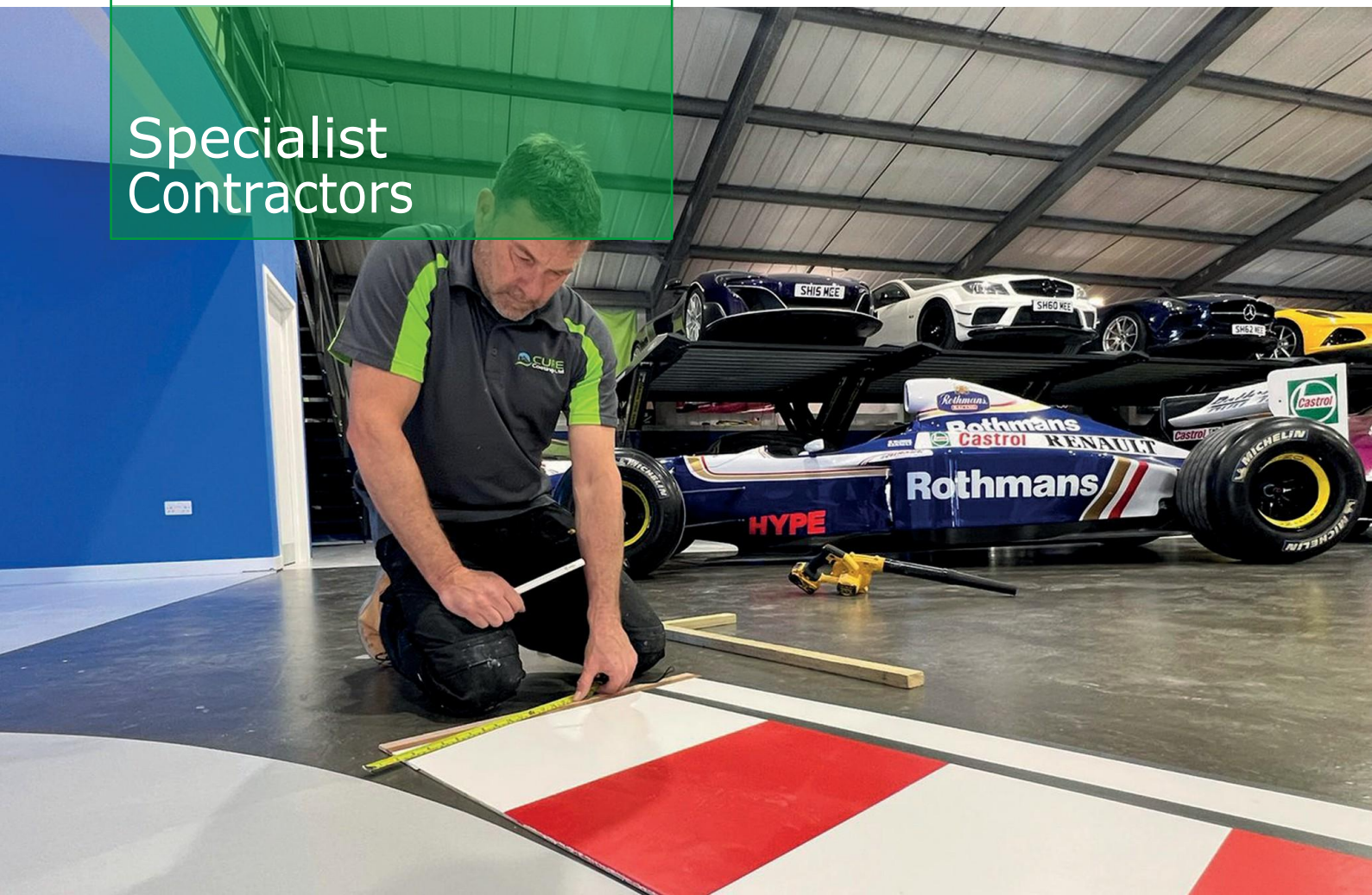
Before installing WestWood's PMMA solution, the original concrete was repaired and prepared using Wecryl 176

– a fast reacting primer used as a barrier on absorbent substrates such as concrete. WestWood's Wecryl 176 is a two-component primer which is easy to apply and extremely fast to cure, with excellent adhesion qualities on porous substrates.

Specialist installers from Cure Group then applied WestWood's Wecryl 488 **pigmented finish** for the **different colours of the race track**. This PMMA solution is a high-grade, **mechanically durable** finish that can be supplied in a wide range of RAL colours to create patterns and lines - ideal for the race track design specification.

The rapid curing properties of WestWood's PMMA solution allowed work to continue on other areas of the refurbishment without long waits. It is also solvent free, improving health and safety risks with the application being delivered indoors.

Specialist Contractors



Speaking of the project, Paul Davies, managing director of Cure Group, said: "We have specified and installed WestWood's PMMA systems for many years and we know we can trust the product.

"The client wanted to do something creative with the design, so we worked closely with WestWood to deliver something which would fit the brief. Not only is WestWood's PMMA solution extremely robust for heavily trafficked areas and aesthetically versatile, it is also very reliable.

"At Cure Group, we are WestWood Premier card holders which is the highest level of specialist installer, based on skill and experience. This project was a fantastic opportunity for us to deliver a truly unique job, in a way only a PMMA system could deliver.

"WestWood was the perfect choice for this project as its systems are **fast curing, solvent free** – and the specialist technical team provided support throughout the entire project. Because of this, we were able to **replicate the exact design**, and achieve the desired outcome for the client who has a passion for motorsports and vehicles."

WestWood: The Shmuseum

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WestWood Wins the Race



Gary Hemmings, managing director at WestWood, added: "We feel privileged to be part of such a prestigious project for a high-profile vlogger and motor enthusiast such as Shmee. This project perfectly showcases how **versatile PMMA systems** are, as we were able to create bespoke colours and finishes to achieve the desired racetrack effect for the warehouse. As WestWood approved installers, the team at Cure Group did a superb job, and we are extremely proud to be involved and deliver both on durability and aesthetics."

For more information about the project, and to watch the transformation of the Shmuseum, visit

<https://www.youtube.com/@Shmee1>

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www.westwood-uk.com