



Building with conscience.

# Conrad Orlando/ Evermore Orlando Resort

The property ownership group sought to value engineer the decorative metal panels separating unit balconies and saved \$1M with StoLit® Milano.

## Facades



StoLit® Milano in Ultra-Smooth with StoColor® Acryl Plus replicating a metal panel look, significantly reducing the project cost.



<b>Sto Products</b>	StoTherm® ci, StoLit® Milano, StoColor® Acryl Plus, Sto Clear Coat Sealer
<b>Applicator</b>	The Stowell Company
<b>Construction</b>	Wilmot Construction
<b>Distributor</b>	FBM Orlando
<b>Media Contact</b>	Schoeny Jones: <a href="mailto:sjones@stocorp.com">sjones@stocorp.com</a> Julie Chalpan: <a href="mailto:julie@focusunlimitedpr.com">julie@focusunlimitedpr.com</a>



The Conrad Orlando hotel is part of the luxurious Evermore Orlando Resort, a new kind of vacation destination that spans 1,100 acres and includes a 20-acre tropical paradise featuring eight acres of crystal-clear waters and white sand beaches. While the hotel was still in the planning stages, the ownership group prioritized reducing costs without compromising quality or guest satisfaction.

### Luxury, Top to Bottom

While the Evermore Orlando Resort offers a new kind of vacation destination uniquely designed for large families and gatherings, the Conrad Orlando provides a more traditional yet equally luxurious hotel experience. That being said, the quality of the hotel had to match that of the resort. The architect pulled out all the stops to make the Conrad a one-of-a-kind experience.

**FBM Orlando turned to Sto Corp. for innovative solutions. Sto representatives Clark Larson and Justin Webb knew this project was perfect for StoLit Milano. StoLit Milano is a versatile, acrylic-based decorative and protective finish for exterior or interior walls, applied as a lightly textured or smooth finish.**

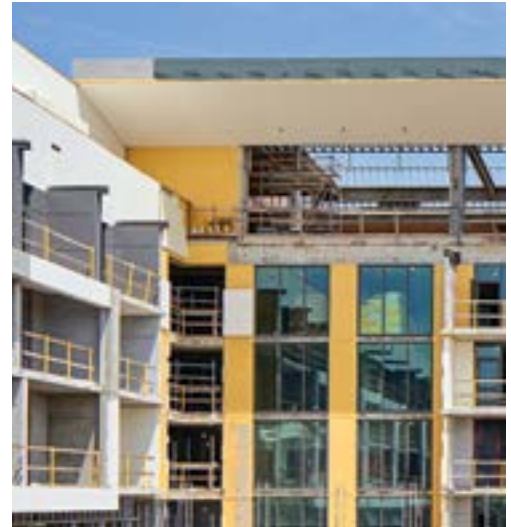
The renderings were beautiful. It was the perfect design, and there was no question that it would leave guests in awe. But the price tag to bring that design to life was enormous. Something had to be done and the general contractor was confident they could identify areas to save money.

### Value Engineering Leads to Sto

Faced with the high cost of the original design, the general contractor collaborated with FBM Orlando, the distributor on the project, to identify opportunities for value engineering. They quickly identified one costly component of the design: the metal panels between unit balconies.

Approximately 280 of these dark gray metal panels were specified, and they were among the most expensive line items in the budget. They were determined to find a cost-effective alternative.

FBM Orlando turned to Sto Corp. for innovative solutions. Sto representatives Clark Larson and Justin Webb knew this project was perfect for StoLit Milano. StoLit Milano is a versatile, acrylic-based decorative and protective finish for exterior or interior walls, applied as a lightly textured or smooth finish. In this case, it would have to produce a super-smooth finish to mimic the look of a metal panel convincingly.





## From Mockup to \$1 Million Saved

Larson and Webb developed a proposal, ordered samples, and created a mockup for the architect and ownership group. The results were exceptional. The panel look not only met aesthetic expectations but also delivered a \$1 million cost savings. The client approved the proposal, paving the way for Sto's involvement in the project.

To complement the 40,000 square feet of metal panel look, 360,000 square feet of StoTherm® ci, a high-performance, energy-efficient wall cladding system that integrates StoGuard® air and water-resistive barrier (AWRB), EPS insulation, and drainage, was utilized throughout the resort. Webb immediately reviewed the plans to identify any potential areas of concern for either the StoTherm or the Stolit Milano. He then reviewed the plans in detail with the general contractor and The Stowell Company, the applicator. Knowing this would require highly skilled labor, Stowell contracted Dennis Wilmot of Wilmot Construction to handle the project.

**“The support from Sto was tremendous! It helped the project go smoothly,” especially for buildings in the upper Midwest.**

**Fred Van Houten | The Stowell Company**

## Smooth Project, Smoother Panels

Achieving a convincing metal panel look is no small task. The finish must be perfectly smooth without dips, valleys, or brush marks, and the corners must be perfectly square. Wilmot was chosen for his renowned expertise and skilled craftsmanship.

To mimic a smooth metal panel, the process involved:

1. Applying two sandable basecoat layers to create a perfectly smooth, level-five finish, typically seen on interior walls.
2. Sanding under critical light to eliminate imperfections.
3. Tinting and applying StoColor Acryl Plus coating to achieve the desired dark gray finish.
4. Sealing with Sto Clear Coat Sealer in gloss for durability and refinement.

Thanks to Webb's thorough construction document and his technical support throughout, the project progressed smoothly from start to finish. The finish on the panels was also smooth. While it took eighteen months to complete two hundred eighty panels, the result is convincing, and the finish is smooth enough to fool even the trained eye.

“The support from Sto was tremendous! It helped the project go smoothly,” commented Fred Van Houten, The Stowell Company.







## Finish the Story

The Evermore Orlando Resort and the Conrad Orlando opened in January 2024. The ownership group is thrilled with the look of the StoLit Milano and the savings achieved with the product. The project's success has led to further collaboration among the ownership group, general contractor, distributor and applicator –continuing their partnership on new ventures. Sto Corp. is proud to have been a part of this landmark project and looks forward to continuing its legacy of innovation and excellence.





## The Tools to Make Your Vision a Reality.

Inspiration favors the open mind. With Sto, your creative exploration can take you anywhere. Our proven products give you unmatched freedom and the ability to achieve your vision in any color, any form, any texture, any material.

StoLit Milano is a truly versatile finish that gives you the design freedom to make your vision a reality. An acrylic-based decorative and protective finish for exterior and interior walls, StoLit Milano can be applied to create a beautifully textured finish or a super fine finish for a modern aesthetic. Additionally, with Sto, you have a company that stands behind its products and will stand with you and your team through project completion.

To learn more about this innovative new system, visit [stocorp.com](http://stocorp.com) or call 1-800-221-2397 for a consultation.

Creativity Begins. **Sto Finishes.**®



### Sto Americas

#### Sto Corp.

3800 Camp Creek Pkwy  
Building 1400, Suite 120  
Atlanta, GA 30331  
USA

Phone 1-800-221-2397  
[www.stocorp.com](http://www.stocorp.com)