

According to Michael Baldasare, Oldcastle APG vice president of sales and Belgard spokesperson, OPT (which Belgard brands as COLORTECH™) gives end users the benefits of stain resistance and color-hold integrity that add to long-term performance. Baldasare said pavers with COLORTECH are manufactured in the same way as its standard pavers, but before they enter the kiln, they are treated with OPT.

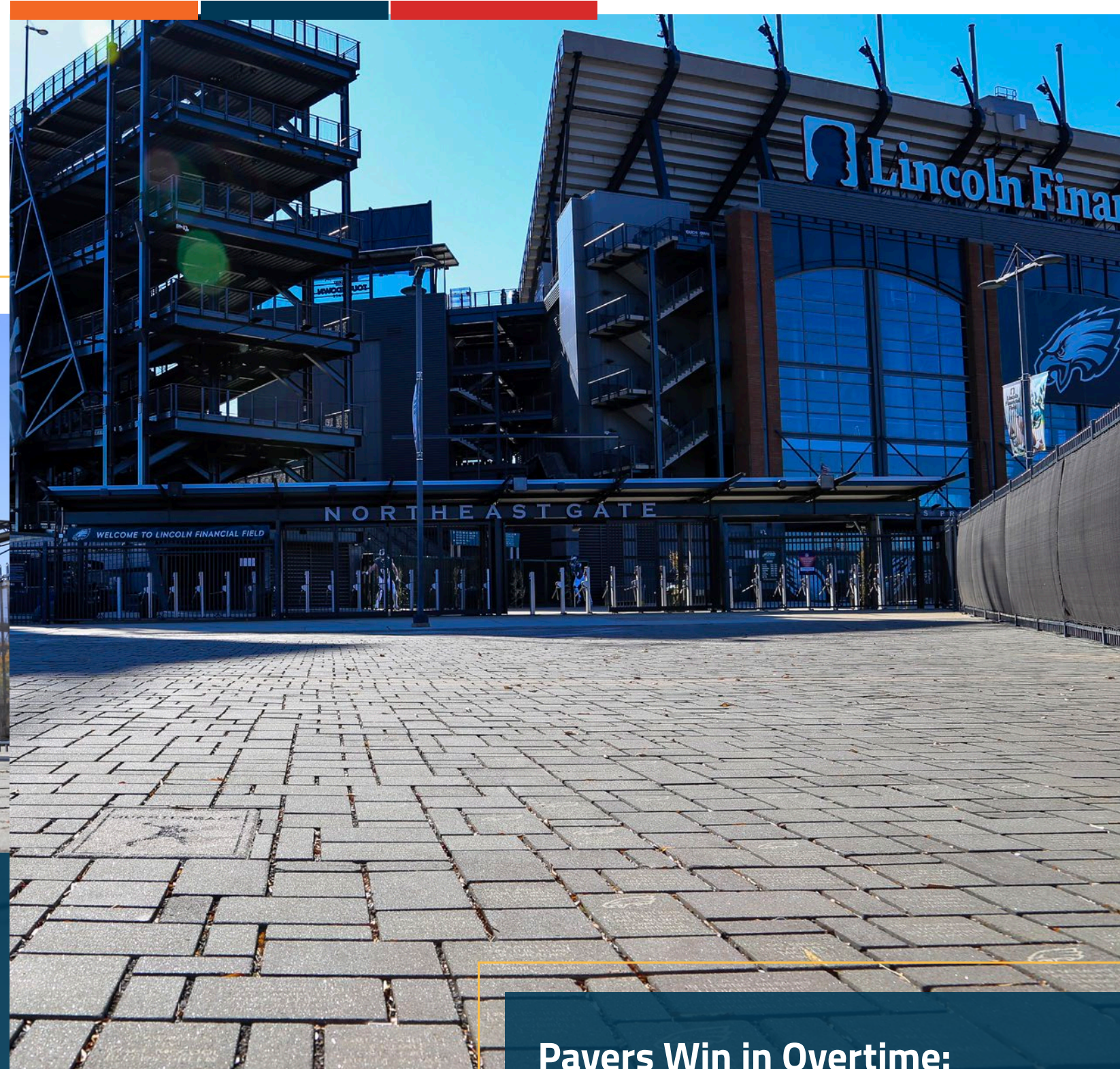
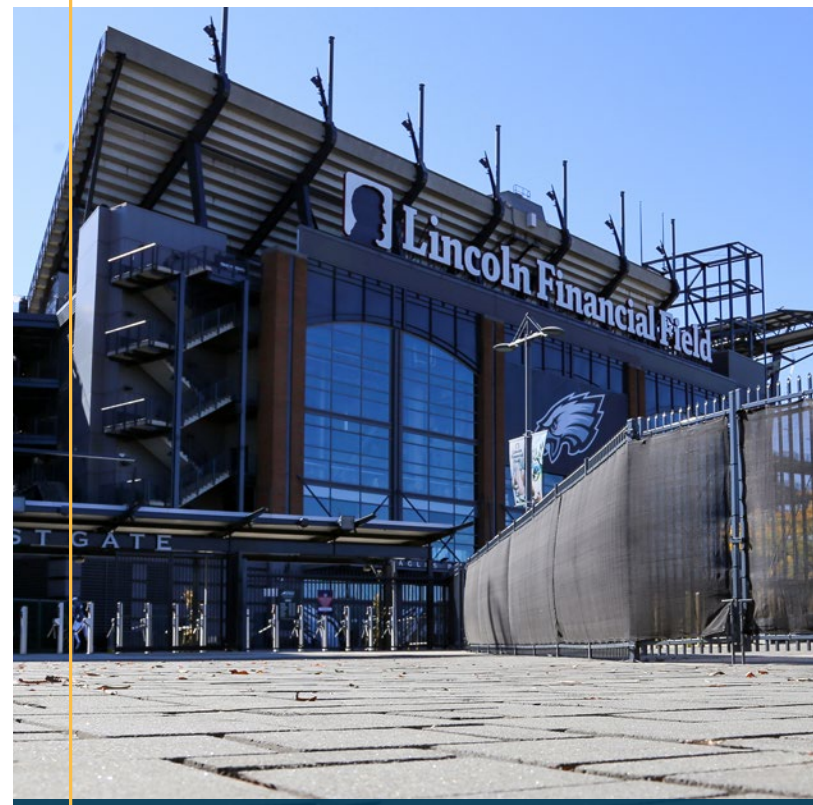
Continuing to Score

While most of the players involved in the initial stages of the FanWalk project have come and gone since 2016, one still remains: the FanWalk itself. Despite nearly a decade of use, spilled food and drinks, and Philly's four-season weather, the FanWalk continues to be a spectacle to behold and a special place for Eagles' fans. And for everyone who took part, that's a touchdown.

"To add OPT to our process requires very little change on the wet side," explained Baldasare. "It is applied without delay while the paver is in line. There is no significant disruption to the larger process and no extra dry time in the kiln to produce a premium product."

At the start of the project, the engraving was performed by Fund Raisers Ltd., which has since merged with Bricks R Us based in Miami, FL. Because the in line treatment penetrates and bonds with the concrete to become part of the paver (as opposed to sealers and coatings that lie on the surface), the engraving process doesn't compromise the protection, nor does the protection require any changes or special handling for the engraver.

"The OPT treatment really helped us 'seal the deal' with Lincoln Financial Field and win the FanWalk project," said Baldasare. "Belgard continues to sell pavers featuring COLORTECH to its high-end residential and heavy-traffic commercial customers who appreciate the premium look of the pavers as well as the color protection and durability. OPT has proven to be a simple way for us to create an upscale product and win larger, more lucrative projects in high-end spaces."



ABOUT ACM CHEMISTRIES

ACM Chemistries is known throughout North America as a dependable partner in the manufacture of admixture and paver surface treatments for manufactured concrete products, including Optimized Paver Technologies (OPT). ACM is based in Atlanta, GA, with satellite operations on the West Coast and Canada.

For more information on OPT, please visit www.OPTpavers.com.

Pavers Win in Overtime:

Optimized Paver Technology (OPT) Helps Eagles FanWalk Endure as Symbol of Fan Pride



Back in the Summer of 2016, Philadelphia Eagles fans experienced a unique opportunity to step into, or in this case onto, history with their favorite team when Lincoln Financial Field announced plans for its new Eagles FanWalk. Now an iconic fixture at The Linc, the FanWalk stands out as a source of pride at the Northeast entrance, and it has been lovingly dubbed “The Road to Victory.”

When the FanWalk was introduced, enthusiasts were invited to purchase concrete pavers that would comprise the overall design and have them engraved with personal messages. The pavers were then installed in the walkway, forever commemorating each fan’s love for the team.



THE PLAYERS

Project Location:
Lincoln Financial Field, North Entrance
www.lincolffinancialfield.com

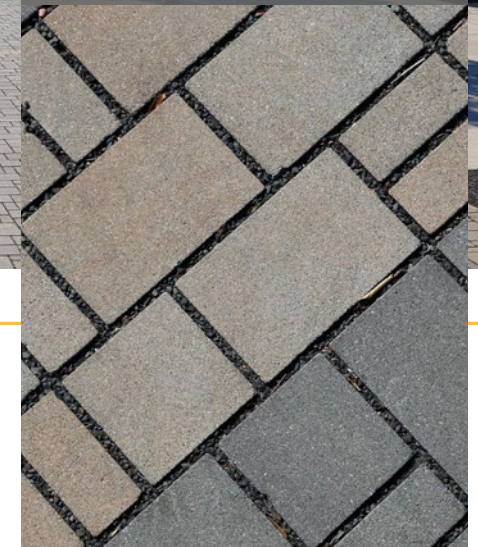
Project Owner:
Philadelphia Eagles
www.philadelphiaeagles.com

Paver Manufacturer:
Belgard®
www.belgard.com



THE PAVER PALETTE

Belgard Eco Dublin (discontinued)
3-piece Paver Pattern with COLORTECH™ Color Enhancement
Color: Brookstone
Quantity: Approx. 20,000



Flash forward to the FanWalk today. Looking at its virtually unblemished appearance, it’s hard to imagine the beating the pathway has taken over the last eight seasons. Fan-sponsored engraved pavers installed over the years still bear the crisp white eagle head and sharp-lettered inscriptions. Paver colors, including a subtle nod to home-team green, are still distinguishable. And, most importantly, the bold Eagles’ name in all caps and intense eagle head logo are still standout features that fans love to gather over for photos.

Belgard® was selected to produce the paver colors and shapes needed to complete the design of this high-profile installation, which required approximately 20,000 pieces. Part of Oldcastle APG, Belgard offers a range of durable concrete pavers for driveways, walkways, patios, and related outdoor spaces.

While Belgard was accustomed to delivering highly durable walkway pavers, this particular project demanded a little more engineering to ensure it would last. Every paver had to be tough enough to take the high-traffic stomping from fans as well as the regular blitz of outdoor elements. To ensure its pavers would last season after season, especially those that were purchased by fans and engraved, Belgard needed to call an audible.

A New Play in the Playbook

In 2023, the Philadelphia Eagles recorded an average home game attendance of 69,878 spectators. Take that number and multiply it by eight home games, and you get more than half a million people — and that’s without including the thousands of other attendees to the Linc for

concerts, soccer matches, and other events. It’s no surprise that Belgard wanted to take extra steps to protect its pavers for the FanWalk project.

To tackle the trodding of hundreds of thousands of fans, plus strollers, wheelchairs, carts, dollies, and other walkway traffic, Belgard partnered with ACM Chemistries to enhance these special pavers. Using ACM’s specially formulated color- and performance-enhancing Optimizing Paver Technology (OPT) and a simple piece of drop-in application equipment on its manufacturing line, Belgard produced super durable pavers that were completely protected and ready for engraving and installation.