



FROM CANDY COMPANY TO RETAIL AND RESIDENCES: THE BRIX TRANSFORMATION

THE BRIX
MILWAUKEE
WISCONSIN

USG PROJECT PROFILE

The history of the Ziegler Candy Company spans many decades. Founded in 1861 in Milwaukee, Wisconsin by George Ziegler and his brothers-in-law, the company became famous for its five-cent Ziegler Giant Bar and various American and French confections. Additionally, the company was known for its innovative processes related to candy making, packaging and marketing. Just as these developments were crucial for the success of the Ziegler Candy Company, USG Levelrock® Brand products proved to be essential in the remodeling of this historic building.

In the summer of 2015, the Ziegler Candy Company building was transformed into a loft-style mixed use building, known as The Brix. In this project, USG Levelrock® Brand 2500 Floor Underlayment and USG Levelrock® Brand D20 Plus™ Low Profile Sound Mat were critical components in the restoration of this industrial factory. The

products worked together seamlessly to transform the bare, industrial space with limited sound control, into one fit for families and singletons where noise would no longer be an issue.

150 years after its founding, the Ziegler Candy Company building transitioned into one of Milwaukee's most desired residential spaces with 98 unique spaces in 22 distinctive floor plans. Located in the Walker's Point neighborhood, the building attracts potential residents from all across Milwaukee and the surrounding suburbs.

USG has expertise in multi-unit residential building, both in new construction and renovation, which made USG a great fit for the project. With a team of product experts available as an additional resource during the project, the Brix team was confident that no matter the problem, USG had a solution.

“Given the building’s rich history, we wanted to keep with the distinctive style of the space. USG products enabled us to add technological benefits without changing the building’s character,”

RICH MULLER

Director, Business Development —
ALCORP Marketing, distribution
partner of USG Levelrock® Brand
products

KEY PRODUCTS

USG Levelrock® Brand 2500 Floor Underlayment provides low-thickness applications over plywood subflooring in single-family, multi-family and hotel/motel construction where it helps maximize sound isolation between floors/units.

USG Levelrock® Brand D20 Plus™ Low Profile Sound Mat improves the Impact Insulation Class ratings of concrete subfloors — ideal for residential units.

USG Sheetrock® Brand UltraLight Panels Firecode® X 5/8" are formulated to achieve the strength and performance characteristics of traditional panels but with a significantly reduced weight.

USG Sheetrock® Brand Mold® Tough Panels 5/8" are UL Classified as to fire resistance, surface-burning characteristics and noncombustibility.

USG Sheetrock® Brand Gypsum Liner Panels are high performance panels for use in fire-resistant USG Sheetrock® Brand Shaft Wall Systems and USG Sheetrock® Brand Area Separation Wall Systems.

THE BRIX FEATURES

- High ceilings
- Lake and city views
- Resident clubroom
- Green roof
- Water saving fixtures
- Oversized windows

PRODUCT HIGHLIGHT

The fast application and fast-setting time of **USG Levelrock® Brand 2500 Floor Underlayment** allows for the return of light trade traffic within hours and has a smooth, crack-resistant surface. It is the industry's most economical and highest compressive strength in class.



ZIEGLER GIANT CANDY BAR

Created in the early 1950s this chocolate-peanut bar was originally priced at five-cents and is still being made today.



7 stories
98 loft-style units
22 unique floor plans

SQAURE FEET OF USG PRODUCT USED IN THE BRIX PROJECT:

344,000

USG Sheetrock® Brand UltraLight Panels Firecode® X 5/8" Type X Gypsum Board

27,000

USG Sheetrock® Brand Mold Tough® Panels 5/8"

5,000

USG Sheetrock® Brand Gypsum Liner Panels

“When it comes to residential construction, sound is a key consideration during the project. I have been in the underlayment business for a long time and the products used in this project are phenomenal. USG Levelrock® Brand 2500 Floor Underlayment and USG Levelrock® Brand D20 Plus™ Low Profile Sound Mat effectively alleviated the noise issue and created a space suitable for residential living.”

MIKE BECKER
PCS Floor Solutions

GREATEST CHALLENGE

The greatest challenge in transforming the Ziegler Candy Factory into apartment units was sound blocking. Residential construction has codes that apply to this situation. The codes require preventing sounds from the unit above from being heard below. Two USG products — USG Levelrock® Brand 2500 Floor Underlayment and USG Levelrock® Brand D20 Plus™ Low Profile Sound Mat — played a pivotal role in ensuring sound was contained appropriately.