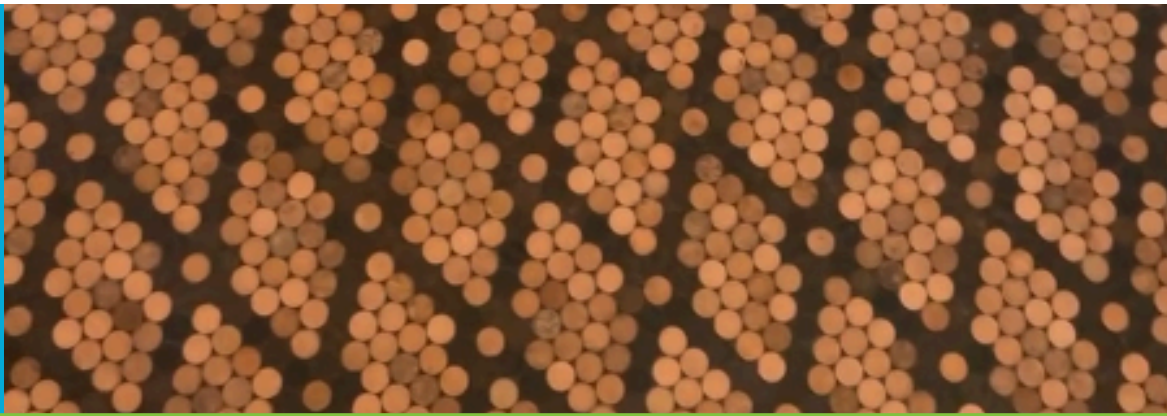


CASE STUDY

65,000 PENNIES, ONE STUNNING FLOOR



AT A GLANCE

Challenges

- Durability
- Yellowing from the sun
- Hard to clean

Solution

- MC Epoxy
- Ultra HTS Urethane



OVERVIEW

Sara and Justin Ilse, of Ilse Interior Finishings, had a vision for a truly unique entryway. They wanted a penny floor with a bold and beautiful diamond pattern. When it came to creating a penny floor sealed with epoxy, they knew there would be questions. "The durability of the floor was a big concern for people," Sara shared. "I think because epoxy in the past was known to scratch or yellow from the sun." Their goals were clear: they wanted a floor that was not only visually appealing but also highly durable.

SOLUTION

It took the Ilses over a year to collect, sort, and clean the 65,000 pennies needed. In 2024, the intricate diamond layout was placed over six weeks of evenings and weekends. Once all the pennies were meticulously glued in place, they sealed the floor with MC Epoxy. To ensure UV and scratch resistance, they followed up with a topcoat of Ultra HTS Urethane.

OUTCOME

The floor turned out amazing! It's been a year since they installed it and it looks just as good as the day they applied it. Sara stated, "As far as the epoxy, we couldn't be happier with the outcome. It's gorgeous, extremely durable and so easy to clean. We would use UDT's products again in a heartbeat!" To see the process of putting together the penny floor, check out Sara and Justin's Instagram and TikTok account @ilse.interior.finishings



Photos courtesy of
[@ilse.interior.finishing](#)



"As far as the epoxy, we couldn't be happier with the outcome. It's gorgeous, extremely durable and so easy to clean!"

Sara Ilse
Ilse Interior Finishings



[norbergpaints.com](#)
605.533.5545



ULTRA DURABLE
TECHNOLOGIES
Manufacturing Innovative Coatings

PROTECT • RESTORE • BEAUTIFY