

# concrete DECOR®

THE JOURNAL  
OF DECORATIVE  
CONCRETE

[concretedecor.net](http://concretedecor.net)

Consistent Color from Your  
Ready-Mix Supplier pg. 68

Prepping for Stains pg. 83

Maintaining Stamped  
Surfaces pg. 91

Vol. 12 No. 1 January 2012

## Creating Las Vegas

Cutting-edge decorative  
concrete on the Strip



Don't replace... Restore

Reduce renovation costs

Quick turnaround time on any surface

Come visit us at:



# Choose Concrete Solutions

**Commercial • Residential • Retail**

Renovating and protecting surfaces for over 25 years, Concrete Solutions™ products increase chemical resistance, safety and long term durability. Choose a solution that is right for your project today.

- Trowel Top System
- 1/4" Stamping System
- Spray Texture System
- Spray-Top® System
- Highway/Road Repair System
- Epoxy and Polyaspartic Flooring
- Acid and Soy Based Stains
- Broom Finish System
- Dye System

## Decorative Concrete Training Workshop

"Hands-On" 3-DAY SEMINAR  
in Las Vegas, Nevada

Training covers a variety of decorative and practical applications to expand your concrete coatings knowledge and techniques.

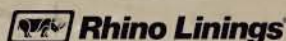
- Resurfacing
- 1/4" Stamping
- Spray-Top
- Acid Stains & Dyes
- Tools & Equipment
- Texturing
- Color Flake
- Color Coating
- Floor Designs
- Seal Coating



**For more information on  
products or our training  
schedule call**

**1-800-957-1533**

[www.RhinoConcreteSolutions.com](http://www.RhinoConcreteSolutions.com)



Rhino businesses are independently owned and operated. Photos depicted in this advertisement are shown for illustration purposes only and are not intended to represent particular applications or methods. ©2012 Rhino Linings Corporation. All rights reserved. CD 6285





- **Edge Grinder**
- **Surface Preparation**
- **Grinding / Polishing**

## Concrete Genie™ Package With Vacuum & Supplies



**866-812-9319**



# publisher's LETTER

## Dear Readers,

This January edition represents the magazine's 72nd issue. This year also marks *Concrete Decor* magazine's 11th year in circulation. *Concrete Decor* is shipped to locations throughout the United States and to more than 110 countries around the world. With each new issue produced, we gain an increasing sense of this industry's potential along with its ability to compete.

Like you, all of us at *Concrete Decor* believe strongly in our abilities because we are guided by a mission statement that gives direction and purpose to our work each day. Our mission statement says that the magazine's purpose is "to cultivate enthusiasm for a lifetime of learning and a passion for achievement through quality workmanship."

This mission statement has guided our company for the past 11 years, and we believe it will help us serve our readers and advertisers well into the future, as *Concrete Decor* continues to strive to be recognized as the foremost magazine in the industry. It is many similarly oriented mission statements that keep the vast majority of us pursuing a path of excellence. That is what keeps this industry of decorative concrete growing and attracting new customers.

Readers of *Concrete Decor* are our top priority, and they may notice some refinements to the ensuing pages that make it even more informative and inspiring to read. Aside from our annual Buyers' Guide and Training Guide, special editions throughout 2012 will expand our view of the industry and our capacity to compete. Online at [ConcreteDecor.net](http://ConcreteDecor.net), changes are currently being implemented that make the website a more powerful resource for new and veteran industry pros.

If you haven't made your travel plans for the 2012 Concrete Decor Show yet, get started. The Show will be held February 20-24 in San Antonio, Texas, and includes exhibits and demonstrations by the industry's top manufacturers in addition to more than 60 educational offerings, including hands-on workshops.

At the event, we will announce an exciting new partnership with the American Institute of Building Design (AIBD). This relationship creates a strategic alliance for the decorative concrete industry and improves our visibility in the building industry. It's a great way to get your quality work recognized by one of the country's top organizers for building design competitions. Also at the event, the new Green Matters Conference will offer information you need to keep your company competitive as our nation embraces environmentally friendly building practices. These opportunities and many others will help to position your company for growth in the year ahead.

Your success is our top priority. If you have ideas for ways we can better support your company in the pages of *Concrete Decor* please let us know. Enjoy this issue.

Sincerely,



Bent Mikkelsen  
Publisher



## concrete DECOR®

THE JOURNAL  
OF DECORATIVE  
CONCRETE

January 2012  
Volume 12 • Issue No. 1

**Publisher:** Bent O. Mikkelsen  
**Co-Publisher:** Ernst H. Mikkelsen  
**Editor:** John Strieder  
**Assistant Editor:** Emily Dixon  
**Creative Director:** Bill Simpson  
**Web Design:** Brian Hollett  
**Writers:** John Anderson  
Mike Archambault  
David Blasdel  
Keith Boudart  
Doug Carlton  
Natasha Chilingirian  
Stacey Enesey Klemenc  
Jason Geiser  
Chris Mayo  
Jim Nielsen  
Kelly O'Brien  
Eric Pisor  
Cathye Rankin  
David Stephenson  
Chris Sullivan  
Jacob Webb  
**Business Manager:** Sheri Mikkelsen  
**Circulation:** Meg Kilduff  
**Editorial:** (877) 935-8906  
[news@protradepub.com](mailto:news@protradepub.com)  
**Advertiser Services:** (877) 935-8906  
[info@protradepub.com](mailto:info@protradepub.com)  
Fax: (541) 341-6443  
**Eastern U.S. Sales:** Donna Flood  
[donna@protradepub.com](mailto:donna@protradepub.com)  
(770) 967-3373  
**Western U.S. Sales:** Troy Ahmann  
[troy@protradepub.com](mailto:troy@protradepub.com)  
(702) 869-4342  
**Subscriptions:** USA (one year): \$22.95  
Canada (one year): \$32.95  
Other countries: \$64.00  
All prices in U.S. dollars  
**Subscriber Services:** (877) 935-8906  
[circulation@protradepub.com](mailto:circulation@protradepub.com)  
Fax: (541) 341-6443  
**U.S. Postal Service** Professional Trade Publications Inc.  
**Mailing Address:** P.O. Box 25210  
Eugene, OR 97402  
**Other Shipping:** Professional Trade Publications Inc.  
228 Grimes St.  
Eugene, OR 97402

*Concrete Decor*™ The Journal of Decorative Concrete is published eight times a year by Professional Trade Publications Inc. Bulk rate postage paid at Lebanon Junction, Ky., and additional mailing offices.

ISSN 1542-1597

© 2012 Professional Trade Publications Inc. All rights reserved. No part of this publication or its website may be reproduced without written permission of Professional Trade Publications Inc.



decorative  
Concrete Council  
A Specialty Council of the International Society of Concrete Contractors



American Concrete Institute®

Read and search articles online at [ConcreteDecor.net](http://ConcreteDecor.net)





A comprehensive line for all your decorative concrete needs



Visit us at WOC!  
Indoor Booth #S11029  
Outdoor Booth #O40745

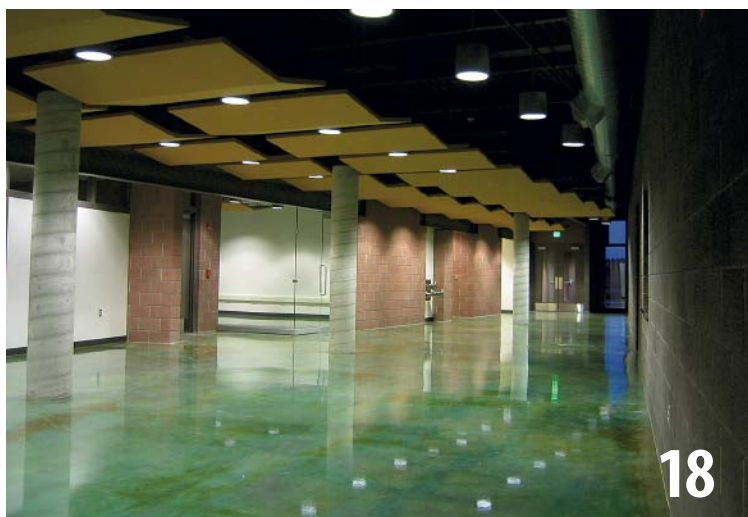
Solid Color Stains & Sealers  
Decorative Stains & Dyes  
Concrete Resurfacers & Overlays  
Hardeners & Densifiers  
Clear Sealers



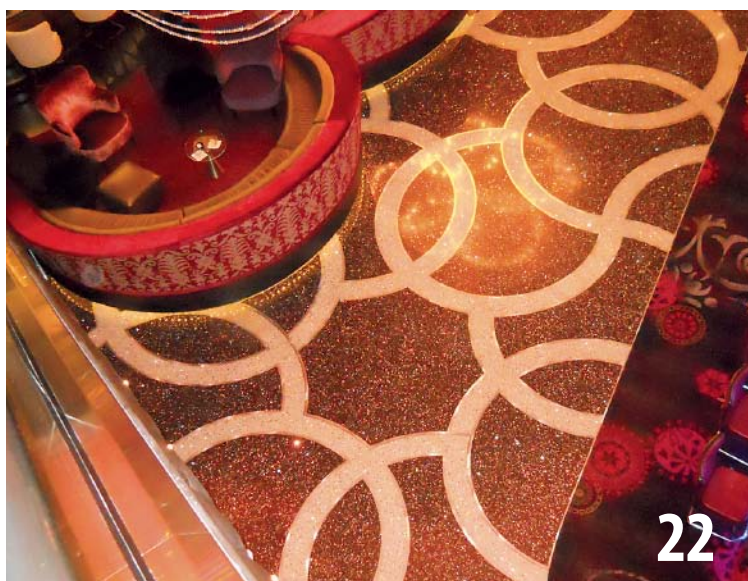
Available at your local  
Sherwin-Williams store.

For more product information, visit [www.hcconcrete.com](http://www.hcconcrete.com) or call 1-800-867-8246





18



22



32

## FEATURES

### 18 Artisan in Concrete

Gaye Goodman, Faux Real LLC, Albuquerque, N.M.

by *Natasha Chillingierian*

### 22 Stars of the Strip

Cutting-edge decorative concrete takes center stage at the newest resort complexes in Las Vegas.

by *Kelly O'Brien*

### 32 Decorative Concrete Around the World

Seasoned globetrotters tell how to survive and thrive when doing decorative concrete overseas.

by *John Anderson, Mike Archambault and Cathye Rankin*



## BUSINESS & INDUSTRY

### 10 Industry News

### 16 Fundamentals of Business

Build Your Business on a Foundation of Innovation

by *Jacob Webb*

**On the cover:** The Cosmopolitan of Las Vegas sports nearly 100,000 square feet of architectural finishes, including cement-based terrazzo, epoxy terrazzo and stamped concrete. To learn more, see page 24.

Photo courtesy of ArCon Flooring



# ECOGUARD

ECOGUARD is a **GREEN**, sustainable floor finishing system, with a low cost, long term maintenance program, offering a maximum of LEED credits.

## Green Concrete Polishing System

### EASY 4 STEP SYSTEM

1



#### Pre-Grind

A unique organic solution which breaks up surface tension and loosens contaminants, while saving up to 30% on labor and diamond abrasive wear.

2



#### Color Infusion

A uniquely formulated water soluble dye concentrate with better color depth and retention than solvent based dyes and none of the related hazards. Once dry, COLOR INFUSION is completely water insoluble and will not fade under wet grinding conditions from water application or from the application of water based silicate hardeners.

3



#### Densifier & Hardener

A proprietary micro-cellular colloidal silicate with unsurpassed penetration and resistance to acids & oil intrusion, while significantly increasing abrasion resistance.

4



#### Surface Protector

A color and gloss enhancer which promotes excellent water, oil and organic acid stain protection while improving slip resistance.



## DEPARTMENTS

---

### 41 construction SERVICES

#### CARLTON'S CORNER:

Getting the Most Out of Educational Opportunities

by Doug Carlton

#### PRODUCT FOCUS:

Deco-Con Wizard, from Depiction Software

### 46 CONCRETE coatings

#### PROJECT PROFILES:

Faux Ice and Water, Calgary, Alberta, Canada,  
and four cities, Florida

by Natasha Chilingirian

#### PROJECT FOCUS:

ALX and MACoat, from Westcoat Specialty Coating Systems

### 56 countertops & precast CONCRETE

#### PROJECT PROFILES:

Three Bar Tops, New England

by Stacey Enesey Klemenc

### 64 fresh CONCRETE

#### PROJECT PROFILE:

Southern Ute Cultural Center & Museum, Ignacio, Colo.

by Natasha Chilingirian

Working with Your Ready-Mix Supplier to Maintain  
Color Consistency in Large Decorative Pours

by Keith Boudart and Jim Nielsen



### 79 overlays & toppings

The Four Types of Overlays and How to Choose One

by David Blasdel

### 83 staining & coloring CONCRETE

How To Prep for a Staining Job

by Kelly O'Brien, featuring Greg Hyde Hryniewicz

#### TROWEL & ERROR:

Coloring Concrete in Winter Weather

by Chris Sullivan



### 70 grinding & polishing

#### PROJECT PROFILE:

National History Museum of Los Angeles County, Los Angeles

by Erik Pisor

How Reading the Specifications Can Help Your Wallet

by David Stephenson



### 91 stamping & texturing CONCRETE

How Stamping Contractors Should Handle Maintenance

by Jason Geiser

### 94 walls & hardscapes

#### PROJECT PROFILE:

Silicon Valley Sculpted Hillside, Saratoga, Calif.

by Chris Mayo



**GranQuartz®**

# Vortex Flexible Diamond Polishing Systems

Economical grinding, polishing and maintenance floor system for use on burnishers, autoscrubbers, planetary machines and swing machines

## Benefits

- Economical
- Eliminate the high investment of specialty equipment and chemicals
- Ease of use
- High performance and productivity
- Versatile system used for stone and concrete surfaces
- Utilize for prep, honing and polishing
- Environmentally friendly GREEN solution- NO chemicals needed

## Three floor uses

- Restoration
- Polishing
- Maintenance



Visit our booth at the World Of Concrete, Jan. 24 – 27 at the Las Vegas Convention Center, Las Vegas, NV 89109

*Why should you attend:*

- Dedicated to the concrete and masonry construction industries since 1975
- 4 days of Educational Seminars, advanced and beginner levels
- Equipment demonstrations & competitions
- Network with your peers in the industry



**GranQuartz**  
Stone & Concrete Systems

GranQuartz  
PO Box 2206  
Phone: 866-639-0960  
Fax: 770-399-3997  
[GranQuartz.com](http://GranQuartz.com)

## Superstore Locations

Atlanta • Anaheim • Boston • Chicago • Denver • Houston  
Minneapolis • Los Angeles • Pompano Beach • San Jose






# DYNAMIC DIAMOND TOOLING

Specializing in...






## Concrete Polishing and Surface Preparation Tooling

### TOOLING DESIGNED BY CONTRACTORS FOR CONTRACTORS

Full service Grinding and Polishing expertise and support

-  Concrete Polishing Tooling
-  Surface Preparation Tooling
-  Coating Removal Tooling



-  The Toughest Built Diamond Grinding Equipment
-  Proven Dust Extraction Equipment
-  Densifier, Chemicals and Dyes
-  A Patented Quick Change System
-  Burnishing Equipment and Specialty Pads



Visit us at  
Booth # S12323

407-298-7050

[DynamicDiamondTooling.com](http://DynamicDiamondTooling.com)

# concrete DECOR® EXPERTS



**John Anderson** is an architectural concrete consultant based in the United Kingdom. He can be reached at [contact@surfacespecialist.co.uk](mailto:contact@surfacespecialist.co.uk). See John's article on page 35.



**Mike Archambault** is the co-owner of the French manufacturer and distributor Moderne Methode and training school Béton Academy. He can be reached at [ma@moderne-methode.com](mailto:ma@moderne-methode.com). See Mike's article on page 32.



**David Blasdel** is the Northwest sales and training manager for Butterfield Color Inc. Blasdel has been leading training throughout the United States and overseas for the past 10 years. Contact him at [dave@butterfieldcolor.com](mailto:dave@butterfieldcolor.com). See David's article on page 79.



**Keith Boudart** is sales and marketing manager for Butterfield Color Inc. He has spent the last 20 years working with distributors and contractors in the concrete construction industry. Contact him at [keith@butterfieldcolor.com](mailto:keith@butterfieldcolor.com). See Keith's article on page 68.



**Doug Carlton** operates Carlton Concrete Inc. in Visalia, Calif. He can be reached at [carltondoug@comcast.net](mailto:carltondoug@comcast.net). See Doug's column, "Carlton's Corner," on page 41.



**Jason Geiser** owns Deco-Crete Supply and Cornerstone Concrete Designs, based in Orrville, Ohio. Reach him at [jason@deco-cretesupply.com](mailto:jason@deco-cretesupply.com). See Jason's article on page 91.



**Jim Nielsen** is a regional sales and technical manager for Butterfield Color Inc. He works a territory that stretches from Wisconsin to North Dakota. Contact him at [jnielsen@butterfieldcolor.com](mailto:jnielsen@butterfieldcolor.com). See Jim's article on page 68.



**Cathye Rankin** runs ad agency Rankin & Associates Productions and is director of sales and marketing for Couture Concrete Systems. Reach her at [cathye@coutureconcretesystems.com](mailto:cathye@coutureconcretesystems.com). See Cathye's article on page 38.



**David Stephenson** is president of Cave Springs, Ark.-based Polished Concrete Consultants. He can be reached at [dstephenson@polishedconsultants.com](mailto:dstephenson@polishedconsultants.com). See David's article on page 77.



**Chris Sullivan** is vice president of sales and marketing with ChemSystems Inc. Contact him at [trowelanderror@protradehub.com](mailto:trowelanderror@protradehub.com). See Chris' column, "Trowel & Error," on page 88.



**Jacob Webb**, MBA, is a small-business strategy consultant, a marketing instructor at LDS Business College, and president of NewLook International Inc. Reach him at [jacob@getnewlook.com](mailto:jacob@getnewlook.com). See Jacob's column, "Fundamentals of Business," on page 16.

**Talk back! Weigh in online at [ConcreteDecor.net](http://ConcreteDecor.net)**



# A Safer, More Effective Way to Prep Concrete

Decorative Concrete Contractors  
rely on SOY•Gel™ from Franmar Chemical.

As Low as....

**\$0.27**  
per sq. ft.

## Quick & Easy Removal of Coatings!

*\*Photo shows concrete enamel  
being removed after only 15 minutes.*

- 100% Biodegradable
- Non-Caustic
- Non-Hazardous
- Non-Flammable
- Virtually No Odor
- No Dust
- Made with American  
Grown Soybeans
- 100% Satisfaction  
Guaranteed!

Check out some of  
our other great products:

- Floor Degreasers
- Building Cleaners
- Safe Concrete Etcher
- Graffiti Remover

**CALL  
TODAY!**

**800-538-5069 • [www.franmar.com](http://www.franmar.com)**



# FRANMAR

*Chemical®*



# business & INDUSTRY

## INDUSTRY NEWS

### Kansas City group names top concrete projects

The Concrete Promotional Group, a nonprofit trade association representing the concrete industry in the greater Kansas City area, has selected the winners of its annual Excellence in Concrete Awards. Several categories focused on decorative applications. The winners are:



**Decorative Commercial: Johnny's Tavern in Overland Park, Kan.** Work was done by a team comprised of Olathe, Kan., artisan Artistic Concrete Surfaces, AMAI Architecture, Geiger Ready-Mix Co. Inc. and Decorative Concrete Supply Inc.



**Polished Concrete: Livestrong Sporting Park, Kansas City, Kan.,** for On Goal LLC. The project team included construction companies Turner Construction Co. and Leavcon II Inc., decorative contractor Admire

Concrete & Stone Solutions LLC (Gardner, Kan.), Thorton & Thomasetti Group, Populous, Lafarge A&C, and Professional Service Industries Inc.



**Outdoor Living: Bilovesky Outdoor Living Area, Overland Park, Kan.** The team included Artistic Concrete Surfaces, Geiger Ready-Mix Co., and Decorative Concrete Supply Inc.

**Decorative Residential: Bakarich Residence, Kansas City, Kan.** Work was done by Murray Concrete Inc. (Shawnee, Kan.), with Geiger Ready-Mix Co. Inc. and Decorative Concrete Supply Inc.



**Concrete Restoration: Building 465, Fort Leavenworth, Leavenworth, Kan.,** for U.S. Army Corps of Engineers. The project team consisted of commercial general contractor J.E. Dunn Construction Co. (Portland, Ore.), KH Engineering Group, Gastinger Walker Harden Architects, ready-mix supplier Penny's Concrete Inc., and Kleinfelder.



🌐 [www.concretepromotion.com](http://www.concretepromotion.com)



## Rockwood plans iron-oxide pigment plant

Rockwood Holdings Inc. announced that its Color Pigments and Services business will build an advanced technology production facility in Augusta, Ga., for the synthesis of iron oxide pigments. This \$115 million investment will result in the first new iron-oxide pigment production plant in the United States in nearly 35 years.

Construction of the facility is expected to take place over the next 18 months, with commissioning targeted for the first half of 2013. Following the completion of the new plant, Rockwood will close its St. Louis, Mo., manufacturing facility and part of its Beltsville, Md. facility.

Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of color pigments for construction, coatings, plastics and specialty applications.

[www.rockwoodpigments.com](http://www.rockwoodpigments.com)

## Moisture guidelines gathered online

RHSpec.com has assembled a moisture content information resource that includes more than 120 major manufacturers' specifications for flooring products.

Through a list of live-link references, you can instantly find each manufacturer's site for more information about their acceptable moisture content guidelines. RHSpec.com also offers a variety of additional resources related to relative-humidity testing for both the concrete and wood flooring industry, plus a free downloadable relative humidity test spec.

[www.rhspec.com](http://www.rhspec.com)

[www.rhspec.com](http://www.rhspec.com)

Where Restoration & Decorative Worlds Meet



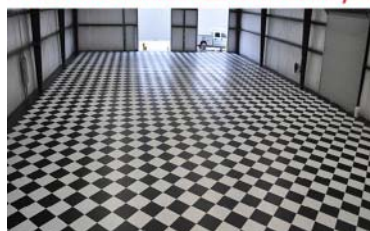
# MIRACOTE®

[www.miracote.com](http://www.miracote.com)

"Don't Replace It, Miracote It!"

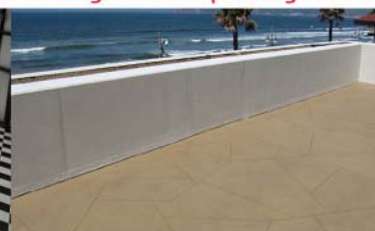
Concrete Coatings and Sealers - Resinous Products and Flooring Systems  
Vapor Permeable Membranes and Waterproofing - Concrete Repair Mortars and Underlayments  
Polyurethane Coatings and Membranes - Specialty Primers - Stampable Overlays  
Polymer Modified Concrete

Visit [www.Miracote.com](http://www.Miracote.com) for all your flooring and waterproofing needs!



**MiraGard Colorbond**

Acrylic Decorative Topcoat



**MiraFlex II**

Promenade Deck Coating System



**MiraFlex Membrane C**

Cementitious Waterproofing Membrane



**MPC Park Deck**

Cementitious Coating for Concrete Parking Deck Surfaces

Division of Crossfield Products Corp. (310) 886-9100



Husqvarna



At the end of a long day, trade in your work controls for some app time. Visit Husqvarna Construction Products at World of Concrete in Las Vegas. Swipe your expo card at **Indoor Booth C4313** or **Outdoor Booth O30370** to be entered in our drawings for an iPad. Nine chances to win. No hard hat required.

### Contest Rules

- iPads will be given away at Outdoor Booth O30370.
- Drawing times are 11:00 am, 1:00 pm and 4:00 pm, January 24 – 26, 2012.
- Must be present to win.
- One prize per person.

### HUSQVARNA CONSTRUCTION PRODUCTS

17400 West 119th Street • Olathe, Kansas 66061 • T 800-288-5040 • F 800-825-0028 • [www.husqvarnacp.com](http://www.husqvarnacp.com)  
Copyright © 2012 Husqvarna AB (publ.). All rights reserved. Husqvarna is a registered trademark of Husqvarna AB (publ.).

For more information,  
visit [www.husqvarnacp.com](http://www.husqvarnacp.com)  
or scan QR code.



Get the free mobile app at:  
<http://i-nigma.mobi>.



## EDCO now offers QR codes

EDCO now connects with customers using quick response codes. The company has incorporated the codes into its print advertising and trade show displays, and it will soon place them on machines.

The codes on EDCO machines will allow scanners to instantly access training videos, parts breakdowns, manuals and other helpful information while working. Also, rental stores can train customers via QRC before they leave the store.

[www.edcoinc.com](http://www.edcoinc.com)

## ACI Foundation honors researchers

The ACI Foundation honored three individuals with awards during the ACI Fall 2011 Convention.

Michael E. Kreger was awarded the ACI Foundation Concrete Research Council Arthur J. Boase Award, which recognizes outstanding activities and achievements in the reinforced concrete field.

Adam Neville was awarded the ACI Foundation Concrete Research Council Robert E. Philleo Award, which recognizes outstanding research in the concrete

materials field or outstanding contributions to the advancement of concrete technology through application of the results of concrete materials research.

Arezki Tagnit-Hamou was awarded the ACI Foundation Strategic Development Council Jean-Claude Roumain Innovation in Concrete Award, which recognizes those who have made contributions to the improvement of manufactured materials used in the production of concrete, have developed innovative ways to use existing and new materials, have improved concrete construction and serviceability, and have contributed to a sustainable built environment.

[www.acifoundation.org](http://www.acifoundation.org)

## ACI announces student winners of Pervious Concrete Cylinder Competition

The American Concrete Institute has announced the winners of its 2011 Student Pervious Concrete Cylinder Competition. This competition is also sponsored by the Center for Maximum Potential Building Systems and the U.S. Green Building Council.

In this competition, teams are challenged to apply sustainability concepts and use their knowledge of concrete mix



## GKV Architects win CIB Award of Merit

Gerner Kronick + Valcarcel, Architects PC, a New York-based architecture firm, has been presented with an Award of Merit from the Concrete Industry Board for TEN23, a luxury residential complex adjacent to New York City's High Line Park.

The recently completed project, developed by Equity Residential, is a striking 12-story residential tower with 111 luxury rental apartments. The façade features translucent glass set within an ornamental cast-in-place concrete frame.

[www.cibofnyc.org](http://www.cibofnyc.org)

## event calendar

### Open Decor Show

Jan. 20-22, Naples, Fla.

[www.opendecorshow.com](http://www.opendecorshow.com)

### World of Concrete

Jan. 23-27, Las Vegas, Nev.

[www.worldofconcrete.com](http://www.worldofconcrete.com)

### Concrete Decor Show

Feb. 20-24, San Antonio, Texas

[www.concretedecorshow.com](http://www.concretedecorshow.com)

(877) 935-8906

### ACI Spring 2012 Convention

March 18-22, Dallas, Texas

[www.concrete.org](http://www.concrete.org)



design to produce pervious concrete that balances permeability and splitting tensile strength (STS).

Teams are additionally challenged to develop a mix design that develops the highest load-to-cost ratio. A report that documents the team's cylinder production process and preliminary results is scored.

Here are the winners:

#### Cylinder Performance Category

First Place: University of Florida. Ashlie Kerr and Ryan Catarelli; advisor, Dr. Christopher Ferraro.

Second Place: Missouri University of Science and Technology. Patrick Graves, Ethan Shackelford, Mike Wells, Dillon Corr and Greg Hickey; advisor, Lesley Sneed.

Third Place: Metropolitan University — Campus Azcapotzalco, Mexico City. Alfredo Landaverde Garcia, Ivan Pascual Devesa and Leonardo Sanchez Deheza; advisor, Francisco Gonzalez Diaz.

#### Load-to-Cost Ratio Category

First Place: University of Minnesota Duluth. Andrew Venaas, Kyle Berg, Philip Koktan and Benjamin Thiesse; advisor, Dr. Eshan Dave.




## The Journey Continues



**The Gnomeadig Arts Nationwide Tour** will kick off at The Concrete Decor Show, February 20-24, in San Antonio, Texas. **The Gnomeobile** provides a mobile training unit and traveling billboard promoting the industry and our sponsors.

We will travel coast-to-coast visiting over 50 cities, in 24 states and Canada in 2012. Find out how you can get involved as a sponsor or participant. Call (206) 349-6403 today!

**GnomeadigArts.com**  
**TommyTCook.com**



**Gnomeadig Arts Nationwide Tour**  
(Estimated Arrivals)

Feb. 4 · **Phoenix, AZ** – Concrete PlayDay



Feb. 10 · **El Paso, TX** – Buddy Rhodes 1- day


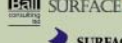

Feb. 14–26 · **San Antonio, TX** – Concrete Decor Show

Feb. 29 · **Houston, TX** – Buddy Rhodes 1-Day

Mar. 3–15 · **New Orleans, LA** to **Panama, FL**

Mar. 21–25 · **Sarasota, FL** – 3-day training with the Gnome and Concrete PlayDay





## Super-Krete® is coming to town!

Super-Krete is expanding to Kyle, Texas!  
(just south of Austin)

The Concrete Overlay Experts™ will now be locally serving the Southwest and East Coast from this location. Since 1985, Super-Krete has been the industry leader in complete systems for concrete waterproofing, repair, restoration and beautification.

Visit us for all your project needs beginning February 2012.





**164 REPUBLIC DRIVE  
KYLE, TX 78640  
WWW.SUPER-KRETE.COM  
800.995.1716**

John Holwitz, Founder & Developer of Super-Krete Products



Second Place: Texas State University. Chase David, Daniel Calhoun and Seth Eggert; advisor, Christian Gaedicke, Ph.D., P.E.

Third Place: North Carolina State University. Heath Kent, Brian Beaver, Michael Lopez, Travis Wetteroff and Baxter Mclean; advisor, Roberto Nunez.

 [www.concrete.org](http://www.concrete.org)

### Delmhorst Instrument updates website

Delmhorst Instrument Co. has launched a newly redesigned website.

The updated user interface allows for quick and easy navigation to information on the company's full line of moisture meters and accessories. Other improvements include the addition of products not found on their previous site, an integrated search feature and links to industry association partners.

Visitors to the site can browse the expanding library of training courses and product videos, or, by clicking on the YouTube icon, watch product videos.

 [www.delmhorst.com](http://www.delmhorst.com)

### Founder of Substrate Technology Inc. passes away

A note from polishing equipment manufacturer Substrate Technology Inc.: "On May 22, 2011, Substrate Technology Inc. lost its founder and friend William (Bill) Jones. Bill founded STI in 1995, which allowed him to further the concrete preparation and polishing industries through his hard work and innovations. He will be sorely missed by his two children, his wife Lynn of 40 years, his industry

friends and the team he left behind at STI. Though Bill is gone, his memory lives on in the industry his efforts helped to pioneer."

 [www.substratetechnology.com](http://www.substratetechnology.com)

### Husqvarna Construction Products names president

Steve Chamberlin was recently named president of Husqvarna Construction Products. He will be responsible for leading the sales/marketing, product management, customer service/technical support, finance and human resource teams in North America.

Chamberlin has been a part of the Husqvarna team since 2007. He previously held the role of vice president for Husqvarna Construction Products North America.

 [www.husqvarna.com](http://www.husqvarna.com)



### Dur-A-Flex names VP of marketing and R&D

Dur-A-Flex has named David Hughes vice president of marketing, research and development.

In his new role, Hughes will direct research and development with a focus on new, innovative applications and product rollouts. He will also oversee Dur-A-Flex's marketing efforts, which include the tradeshow channel, lead generation program and product management.

 [www.dur-a-flex.com](http://www.dur-a-flex.com)



### NewLook hires office manager

NewLook International has hired Jodi Kunz as its new office and operations manager. She will be in charge of keeping the office in order while performing tasks that include working with customers and distributors and disseminating information.

 [www.getnewlook.com](http://www.getnewlook.com)

### Laticrete Supercap appoints managing director

Brad Fulkerson has been appointed to the position of managing director for Laticrete Supercap LLC.

Most recently, he was president and CEO of Avalon Flooring LLC, a floor covering installation firm that works primarily with general contractors and specializes in high-end projects.

 [www.laticrete.com](http://www.laticrete.com)

 [www.supercap.us.com](http://www.supercap.us.com)





**Visit us at WOC Booth # S12553**

**Concrete Decor Show Booth # 1026**

**Epoxies, Urethanes, Polyaspartics, Stains, Sealers, Concrete Resurfacing, Waterproofing**



**Research & Development  
Production, Training, Support**



**LIFE PAINT COMPANY, SINCE 1963**  
[www.lifepaint.com](http://www.lifepaint.com)



# GET YOUR HANDS DIRTY.



## CONCRETE DECOR SHOW • SAN ANTONIO

Spring Training: February 20-24, 2012 • Exhibits: February 22-24, 2012

GREEN MATTERS CONFERENCE: FEB. 23-24, 2012

CLASSROOM  
TRAINING

HANDS-ON  
WORKSHOPS

ENGAGING  
EXHIBITS



REGISTER NOW!

(877) 935-8906

[ConcreteDecorShow.com](http://ConcreteDecorShow.com)

SPONSORS: **WERKMASTER**  
Ultra Floor Systems

**Concrete  
earth**  
AN AFFILIATE OF SIKKO INDUSTRIES, INC.

**EZCHEM**  
BETTER PRODUCTS THROUGH  
BETTER CHEMISTRY

**H.C.**  
HAWTHORNE CONCRETE  
PRODUCTS, INC.

**SS** *Specialties*

**CONSTRUCOLOR**  
Technology Solutions for the Construction Industry



Official  
Color Sponsor

**KINGDOM** PRODUCTS  
PRISM AC QUALITY DESIGN FOR CONCRETE SURFACES





# business & INDUSTRY

## FUNDAMENTALS OF BUSINESS

### Build Your Business on a Foundation of Innovation

**F**OR YOUR decorative concrete business to grow, it must be built on a foundation of innovation. If you don't do so, you will find it increasingly difficult to create lasting value for your business and your customers.



by Jacob Webb

Innovation is defined by the presence of something original or unique in a product, service or strategy. For example, bidding on jobs while planning to use revolutionary products or cutting-edge technology will help decorative concrete contractors better position themselves to successfully navigate their competitive landscape.

Want to know how to find innovative solutions? It may be easier than you

think. An effective way to find innovative new materials is to actively engage with exhibitors at decorative concrete trade shows. Too many attendees simply walk around and take in the sights instead of engaging with exhibitors. Probing for information about new solutions will contribute to your company's growth.

I have attended some of the industry's largest and most influential trade shows for many years, and I see something new each time I go. It may not always be a revolutionary solution, but even evolutionary (revised or reformulated) products contribute to your business's much-needed foundation of innovation.

There are other proactive ways to identify innovative products. Position yourself at the end of your favorite manufacturer's pipeline so new products are rolled out right into your lap. This requires that you maintain a collaborative,

feedback-based relationship with decorative product manufacturers. Call them. Work with them. Tell them what works. Tell them what doesn't work. Any manufacturer worth their salt will make a concerted effort to tailor their products to meet your needs. Just be patient with them because new product development takes time (when done right).

Also, service itself can (and should) be innovative, whether it's what a manufacturer provides you or what you provide your customers. I know a concrete staining contractor, for example, who partnered with a local interior designer. The contractor now offers property owners the added benefit of an interior design evaluation. The interior designer recommends an appropriate color scheme,

### Ways to Be Innovative On the Job

- Actively engage with exhibitors at decorative concrete trade shows to identify innovative decorative solutions.
- Collaborate with manufacturers on new product development to see if your decorative product needs can be met.
- Establish strategic alliances with complimentary service partners to boost your value proposition.
- Experiment with new installation methods and combine various decorative products and tools to innovate, as long as the results can be consistently duplicated.
- Use reliable and controllable decorative products to develop your own reliable, unique, marketable finish.
- Candidly talk with customers to learn why exactly they hired you instead of the other guy. The answer is your differentiating value proposition that you should emphasize in your marketing messages.



Photo by Steven Ochs



# Would a focus group of target customers pay for the work that you do?

furniture layout and fixture placement that compliments the contractor's decorative project. This makes the product and color selection process more convenient for the customer, who will get much more value out of the contractor's service. The contractor subsidizes the designer's evaluation, but the unique service makes a significant contribution to his value proposition, which enables him to charge a premium for a higher-quality service.

## Innovating through experimentation

Innovative products are often discovered when contractors experiment with new methods of installation or production. Try combining comparable solutions — many decorative products are compatible. Test various ingredients or materials. You could even manipulate and construct unique tools for installing decorative products. I know of another contractor who modified a weed-whacker by replacing the blade with a soft microfiber pad. It created a dramatic look of mottled depth when used to install his favorite concrete stains. More important, it enabled him to create a consistent faux finish — a marketable look that differentiates his service from his competition. Of course, you should NEVER test your newfound concoction on a customer's property until it's proven. Please don't.

It is critical that you use decorative products that enable you to create your own marketable look or finish, something your competitors cannot easily duplicate.

Remember, if you offer the same decorative finish as every other contractor in your market, you force customers to make their hiring decision based on price or scheduling convenience. You don't want to lose a job just because the next guy could start earlier than you. Compel your customers to hire you because you offer a beautiful decorative finish that no one else can create. Invest time and resources into developing this type of reputation.

## Product-market matching

My definition of innovation includes more than just new tools, techniques or combinations. On each job, you must ensure there is a product-market match — an innovative solution that directly addresses your customer's real need or pain point.

The new permanent sealer you're using may be proven to withstand the force of an earthquake, but that means little to customers who will want to change their concrete color every time their walls are repainted. You may also think your extensive experience with concrete stains justifies charging a premium, but if customers hire you simply because they don't have time to roll out cheap paint themselves, you could be offering "too much value." True innovation requires that your product not only be unique and differentiated, but also something that specifically satisfies your customers' needs.

Various strategies can be employed to evaluate whether or not a product-market match exists in what you offer customers. First and foremost, you must ask yourself if you would pay for your own

service. If not, why in the world are you trying to sell it to others? Would a focus group of target customers pay for the work that you do? If you're unsure, then go out and ask what they think about the quality of your work, the type of products you use and the finishes or effects they create. These self-exploratory efforts may seem too easy, but you'd be amazed at how many small-business owners fail to do the basic exercises required to make sure their business succeeds.

New combinations of tools and techniques and product-market matching help you build a solid foundation for eventual success, helping you create lasting value for your business and its customers. That value — your product benefits, your company's profit margins and a sustainable purchasing volume — will help drive business growth over time. If innovation does not exist in your company, then it's probably best that you go back to the drawing board and identify what can be done to improve. 🛠️

*Jacob Webb, MBA, is a small-business strategy consultant and a marketing instructor at LDS Business College of Salt Lake. As the president of decorative concrete product manufacturer NewLook International Inc., Jacob is responsible for business development, sales and marketing. Reach him at [jacob@getnewlook.com](mailto:jacob@getnewlook.com).*

**ONLY AVAILABLE THROUGH DISTRIBUTORS**

**Classic**  
COATINGS SYSTEMS  
since 2005

**Yes, we are the manufacturer!**

- ✓ Acid Stains
- ✓ Epoxy
- ✓ Sealers
- ✓ Anti-Graffiti
- ✓ Water-based Stains
- ✓ Stampable Overlay
- ✓ Micro-topping
- ✓ Concrete Stamps

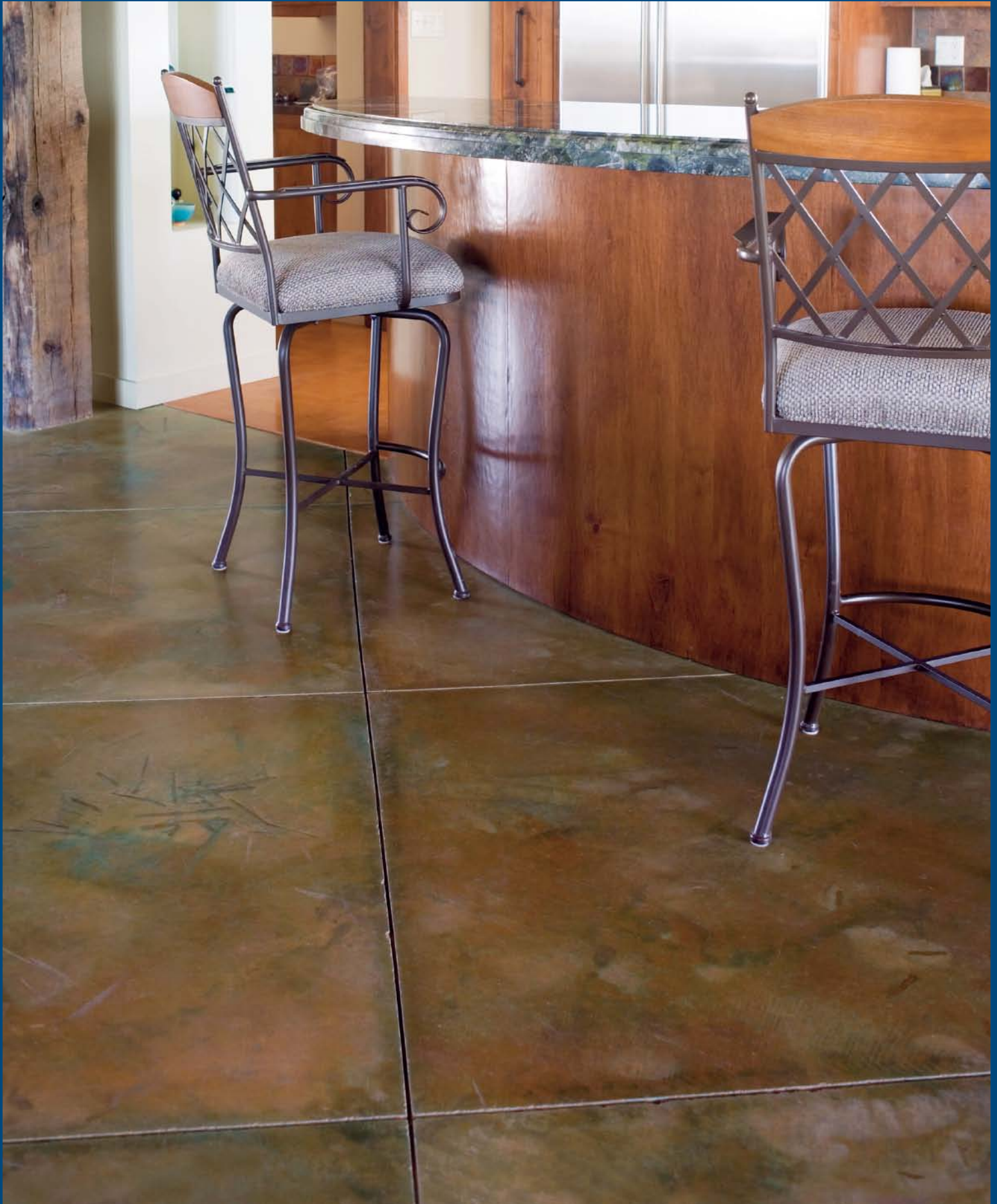
**\$34<sup>95</sup>**  
**ACID STAINS**  
Good at any distributor.  
Excludes California.  
Offer good through  
Feb. 16, 2012

**DISTRIBUTORS & SALES REPS WANTED**

**FREE SEMINARS!**

[www.ClassicCoatingsSystems.com](http://www.ClassicCoatingsSystems.com) • CALL NOW 714-720-6954





Photos courtesy of Faux Real LLC





# Gaye Goodman, Faux Real LLC, Albuquerque, N.M.

by *Natasha Chilingerian*

**L**ONGTIME artist and acid stain master Gaye Goodman, 66, wasn't always a guru of colored concrete.

She spent the early part of her career creating batiks and abstract paintings. Forms found in nature often served as her inspiration. As she worked to get her pieces into gallery exhibits, she took a variety of jobs, including a stint as a flight attendant, and pursued other forms of art, such as belly dancing and the harp.

Goodman moved to Albuquerque, N.M., where her brother resided, in 1993. There, she worked part time in real estate and as a waitress while she continued to pursue her art. She soon discovered a new niche that would land her commercial jobs: faux painting, a skill that involves recreating the colors and patterns of materials such as marble and wood on walls, floors and furniture.

In 1995, she was asked to faux paint the floor of O'Hare's Grille & Pub, a new restaurant in Rio Rancho, N.M., to make it look like marble. She visited the showroom of product distributor Concrete Systems Inc. in Albuquerque, where she planned to purchase an acid cleaner for the floor.

An employee there suggested Goodman use acid stains on the floor instead of paint. Despite having no prior experience with concrete floors, she walked out of the showroom with L. M. Scofield Co. acid stain products and

written instructions, and decided to go for it.

Working with her neighbor — a paper maker and her first Faux Real LLC employee — Goodman spent three months turning the surface into an elegant, acid-stained floor in hues of cream, tan and brown. They experimented on the floor behind the bar area, which would be covered with mats, before moving on to the restaurant's main

floor. Their learning process included trying six different kinds of tape before finding one that would adhere properly as they blocked off square- and rectangular-shaped sections to create borders and intersections.

O'Hare's Grille & Pub was her company's first official job and what got her hooked on acid stain, she says.

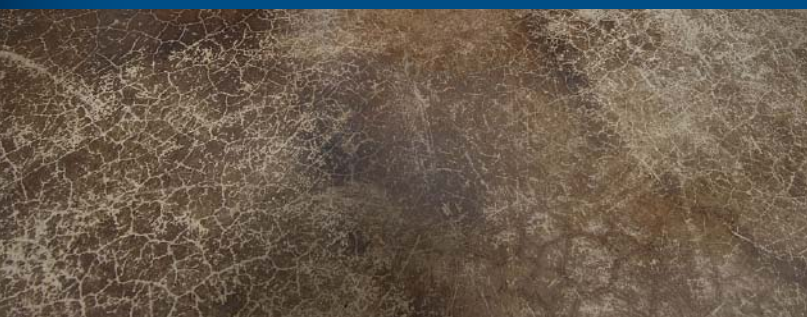
"It was perfect for me," Goodman said. "The stain flows to unexpected places on

the slab. Artists depend on serendipity and chance happenings, and I thought it was so cool because I didn't know exactly what would happen. I thought, wow, this looks like what I've been trying to do with my paintings."

Goodman's business began to grow, thanks partially to luck — as the only restaurant at the time with beer on tap in rapidly growing Rio Rancho, O'Hare's Grille & Pub became very popular. She also took hints from her business-minded brother, a management consultant in Albuquerque, and sent out promotional flyers that







showcased photos of her first stained floor to every architect and builder in town.

Over the years, Faux Real LLC has focused on indoor, residential floor staining projects in New Mexico and has landed the same kind of work in California, Arizona and New York. Goodman also works in an educational role in the concrete staining community as a creator of how-to videos and manuals and as a seminar leader, which she says has produced an additional steady flow of income for her company.

Goodman has always hired artists and musicians onto her Faux Real crew — she says they “understand the importance of chance” in concrete staining, and as a

lifelong artist herself, she sees eye-to-eye with people who have a passion for the arts. The company has always been small, with seven employees at most.

Faux Real LLC has never offered decorative concrete applications outside the realm of staining, and Goodman says she’s never regretted that choice. “I wanted the artistic impact of random chance, which only staining can provide.”

One product that made an impact on Goodman’s career is L. M. Scofield’s Lithochrome Chemstain Classic in Weathered Bronze, which she says could produce a variety of shades, including greens and browns. She first tried it in

1998 while staining the floor of a notable residence in Albuquerque and used it multiple times since. (She says batches of the stain she’s bought more recently do not offer the multicolor effect.)

Faux Real’s flagship floor-staining projects include the Santa Fe Arcade in Santa Fe, N.M., in 2004 and the Albuquerque Balloon Museum in Albuquerque in 2006. For the Santa Fe Arcade project, Goodman and her team sprayed Lithochrome Chemstain Classic in Copper Patina, Fern Green and Weathered Bronze in adjoining puddles at random, then dropped thin plastic sheets into the wet stain from wall to wall to add texture.





"The architect thought the plastic marks were too strong, so after cleaning, we restained the whole floor with the same three colors, again at random," Goodman says of the Santa Fe Arcade project. "This slab was unusually reactive to the stain, so we got the most intense turquoise colors I have ever seen on a floor."

Goodman ensures her clients are fully involved throughout the duration of a project. She gives them several chances to change their minds about color schemes. She wouldn't call herself a salesperson, but says her strong enthusiasm for acid staining is often what gets her work sold.

"I have found that if I'm excited by some

new combination I've recently worked out, the enthusiasm is quite contagious," she says. "I don't have to do any selling, really. I just do samples and show them with obvious excitement and the client goes there with me."

Down the line, Goodman says she'd like to land more commercial jobs and stain more museum floors, but her bigger dream is to spread acid staining around the world.

"I think there is a huge untapped potential in developing countries in South America, in the Middle East and in India," she says. "If someone were to build a stain-and-sealer factory in an exotic country and invite me over to train crews and demonstrate so a new cottage industry

could be born, I would go in a heartbeat."

In the meantime, she'll continue to enjoy working with acid stains and their unpredictability, which is what she says keeps her and her crew excited about their work.

"I just adore acid stains and the random, natural way they combine," she says. "If they were always predictable I would have quit a long time ago, because there is so much drudgery involved in the preparation stage. But doing the post-stain scrub on a floor we stained the previous night still feels like Christmas morning to me, and that is the whole secret of what keeps me and my crew going." 🐾

🌐 [www.gayegoodman.com](http://www.gayegoodman.com)





# Stars of the Strip

Cutting-edge decorative concrete takes center stage  
at the newest resort complexes in Las Vegas



by Kelly O'Brien

**T**HE Las Vegas Strip is a unique environment. Throngs of people wend through its high-end casino resorts all day and all night, all year long, immersed in a luxurious, often surreal environment designed to entice and to tempt. But behind the scenes, the challenges involved in constructing it can be as difficult to overcome as the odds at the blackjack table.

Two recent decorative concrete projects on the Strip — for two very high-profile ventures, The Cosmopolitan of Las Vegas and the CityCenter Las Vegas development — illustrate why working in Las Vegas is a unique undertaking.

The Cosmopolitan and CityCenter projects have a lot in common. Both are situated right on Las Vegas Boulevard, joining in the milieu of high-end casino resorts that line the street. Both are enormous and relied on epic collaborations of dozens and dozens of architects, contractors and subs. And both employed decorative concrete to help bring the visions for each property to life.

### The Cosmopolitan of Las Vegas

**Client:** Deutsche Bank, Frankfurt, Germany

**Decorative Concrete Contractor:** ArCon Flooring, Las Vegas, Nev.

**Executive Architect:** The Friedmutter Group, Newport Beach, Calif.

**General Contractor:** Perini Building Co., Henderson, Nev.

**Construction Timeline:** December 2009 to December 2010

**Project Specs:** 98,000 square feet of architectural finishes, including a custom cement-based terrazzo for the porte-cochere, an epoxy terrazzo for the interior spaces, and a pool deck stamped with a plank pattern and topped with a slip-resistant MMA (methyl methacrylate) overlay.

**Products Used:** Artego TZ and other proprietary ArCon Flooring systems



## The Cosmopolitan of Las Vegas

ArCon Flooring, a decorative concrete and architectural finishing firm based in Las Vegas, was only one of many subcontractors on the Cosmopolitan project, but their work bears the responsibility of ensuring that the hotel, which opened its doors in December 2010, makes a good first impression on each of the 70,000 people who cross its threshold every day.

The first thing that any of those visitors sets foot on is a gloriously glitzy porte-cochere (the covered valet area), for which ArCon installed an entirely new cement-based terrazzo finish. “The porte-cochere had a lot of problems,” says Mark Balogh, president of ArCon. The architect needed a finish that could not only stand up to the heat and high traffic — two of the most important factors affecting any Vegas decorative concrete job — but also fit within the weight limitations of the elevated support deck, offer a high enough coefficient of friction for foot and vehicle traffic alike, and, most critically, live up to the property’s exacting design standards.

One of the secrets to ArCon’s success when working on these high-end, high-profile, tight-deadline projects is to get in at the very beginning, says Balogh. Because ArCon came on to the project “two and a

half years before we laid a square foot of anything,” he says, they were able to work with the owners and the architects to find a solution that not only met expectations, but also exceeded them.

Artego TZ, a proprietary cementitious terrazzo material that ArCon has used for years in high-performance food service and manufacturing installations, had all of the performance requirements that the porte-cochere needed but none of the glamour. “It is not a pretty material,” says Balogh bluntly. But with some modifications to the mix to allow for color and lots of glass and mirror aggregate, ArCon was able to turn this ugly duckling into a stunning finish for the hotel’s entryway.

Albie Colotto, who is the director of design for the Friedmutter Group, the executive architect on the Cosmopolitan project, says ArCon’s flooring installations also played a key role inside the casino.







One of the peculiarities for designing properties on the Strip is that you're not just concerned with designing a property as a destination. You also have to design a space that lures in passersby.



Photos courtesy of ArCon Flooring

"You have to captivate that audience," says Colotto.

ArCon's patterned terrazzo attracts the viewer by echoing the crystal chandeliers and floral motifs that are abundant in Colotto's design. Colotto also credits the highly reflective floors with countering some of the casino's low-ceilinged spaces, making them feel much more open and inviting. "It was a very intricate design," says Chris Creasey, the Cosmopolitan project manager for general contractor Perini Building Co. "ArCon was able to capture exactly what they were looking for."

In addition to the porte-cochere and interior applications, ArCon was also responsible for the hotel's expansive planked pool decks. Like the porte-cochere, the look for the pool decks required a creative solution from ArCon. To get a surface that met both the design and performance requirements, they installed plank-texture stamped concrete topped with a thin, nonskid MMA (methyl methacrylate) overlay. For every aspect of the Cosmopolitan project, and indeed, for any Las Vegas project at all, says Balogh, "it's always form meets function."

[www.arconflooring.com](http://www.arconflooring.com)





## CityCenter Las Vegas

While form and function were certainly part of the equation for T.B. Penick & Sons' work on the CityCenter Las Vegas development, which is just next door to the Cosmopolitan, this project's challenges were more a matter of scale than technical difficulty. The Office of James Burnett was the executive landscape architect on CityCenter, and Biff Sturgess handled the project management for the areas where T.B. Penick's concrete went in. "What sets Penick apart is their ability with large-scale projects," says Sturgess. "I don't feel like a huge project is too large for them." And huge was CityCenter's middle name.

### CityCenter Las Vegas

**Client:** MGM Mirage (now MGM Resorts International), Paradise, Nev.

**Decorative Concrete Contractor:** T.B. Penick & Sons, San Diego, Calif.

**Construction Manager:** Tishman Construction, New York City

**General Contractor:** Perini Building Co., Henderson, Nev.

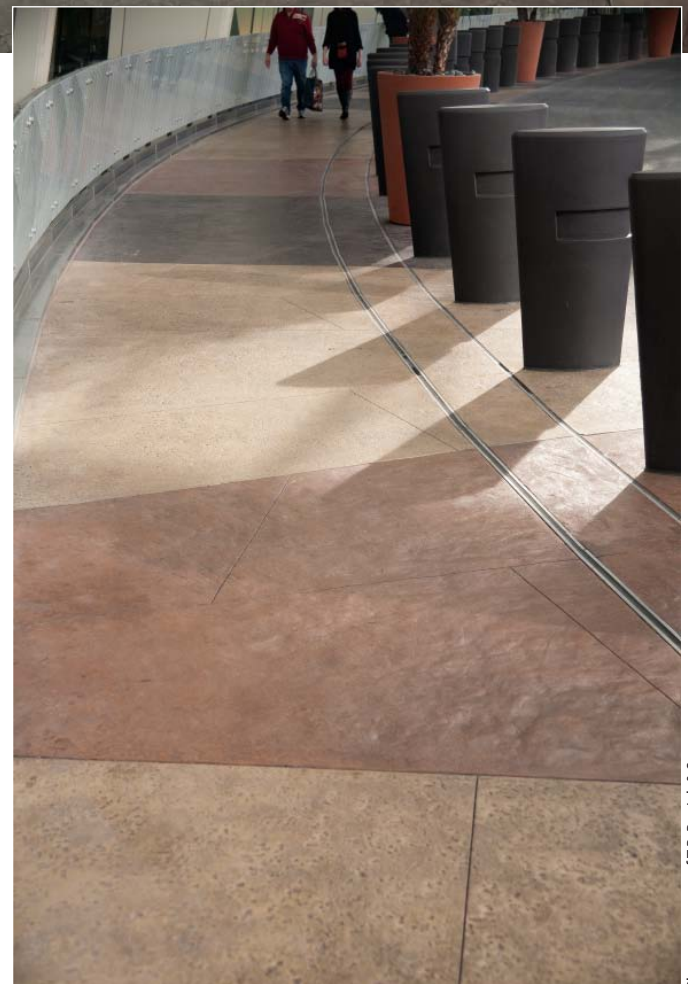
**Executive Architect:** Gensler, New York City

**Executive Landscape Architect:** The Office of James Burnett, Houston, Texas, and Solana Beach, Calif.

**Construction Timeline:** September 2008 to December 2009

**Project Specs:** 420,000 square feet of concrete flatwork and 10,000 linear feet of concrete walls.

**Systems Used:** Lithocrete flooring and wall systems; Solomon Colors ColorFlo integrally colored concrete; Bomanite Imprint System; Penickrete Wall Coating System; formliner systems from T.B. Penick & Sons, Fitzgerald Formliners and Reckli GmbH



Photos courtesy of T.B. Penick & Sons







The goal with CityCenter was to give the Strip something developers felt it was lacking: a true, traditional downtown, as opposed to the big, over-the-top surrealism that dominates most of the rest of the casinos. The development incorporates three hotels, three luxury residential developments and a full complement of gaming, dining, shopping, nightlife and entertainment venues — all in the space of a city block.

Andrew Weber was Penick's senior project manager for CityCenter, overseeing the installation of 420,000 square feet of concrete flatwork and 10,000 linear feet of vertical concrete for the development's exterior pedestrian spaces, retaining walls and driving surfaces.

Although the original CityCenter designs called for many of Penick's specialty finishes, budgetary concerns scaled back plans over the course of the design process and even into the construction process. For example, the original specs had called for several installations of Penick's Lithocrete architectural paving system, but only one was actually put in — the rest of the installs were scrapped in favor of cheaper finishes.

Still, Jen Miller, project manager with Tishman Construction Corp., CityCenter's construction management firm, says that Penick's ability to help the clients find affordable alternatives to the original specifications made them a great asset on the project.

Frank Klemaske, Penick's vice president of business development, says that being forced to roll with design changes on the fly is one of the particular challenges of working in Las Vegas. Another skill set that is critical to working in Vegas, and came in handy at CityCenter in particular, is the ability to maneuver in a crowd. Rigo Macias



Photo courtesy of T.B. Penick & Sons

## More Surfaces at CityCenter

Oakridge Industries Inc., of Pomona, Calif., renovated the pool deck at the Mandarin Oriental Las Vegas (shown at right) using Dur-A-Flex's Hybri-Flex MQ. The company also completed work at the Aria Resort and Casino (below) using Cryl-A-Quartz, another Dur-A-Flex product. Both hotels are part of CityCenter.



Photos by Linda Ferrer











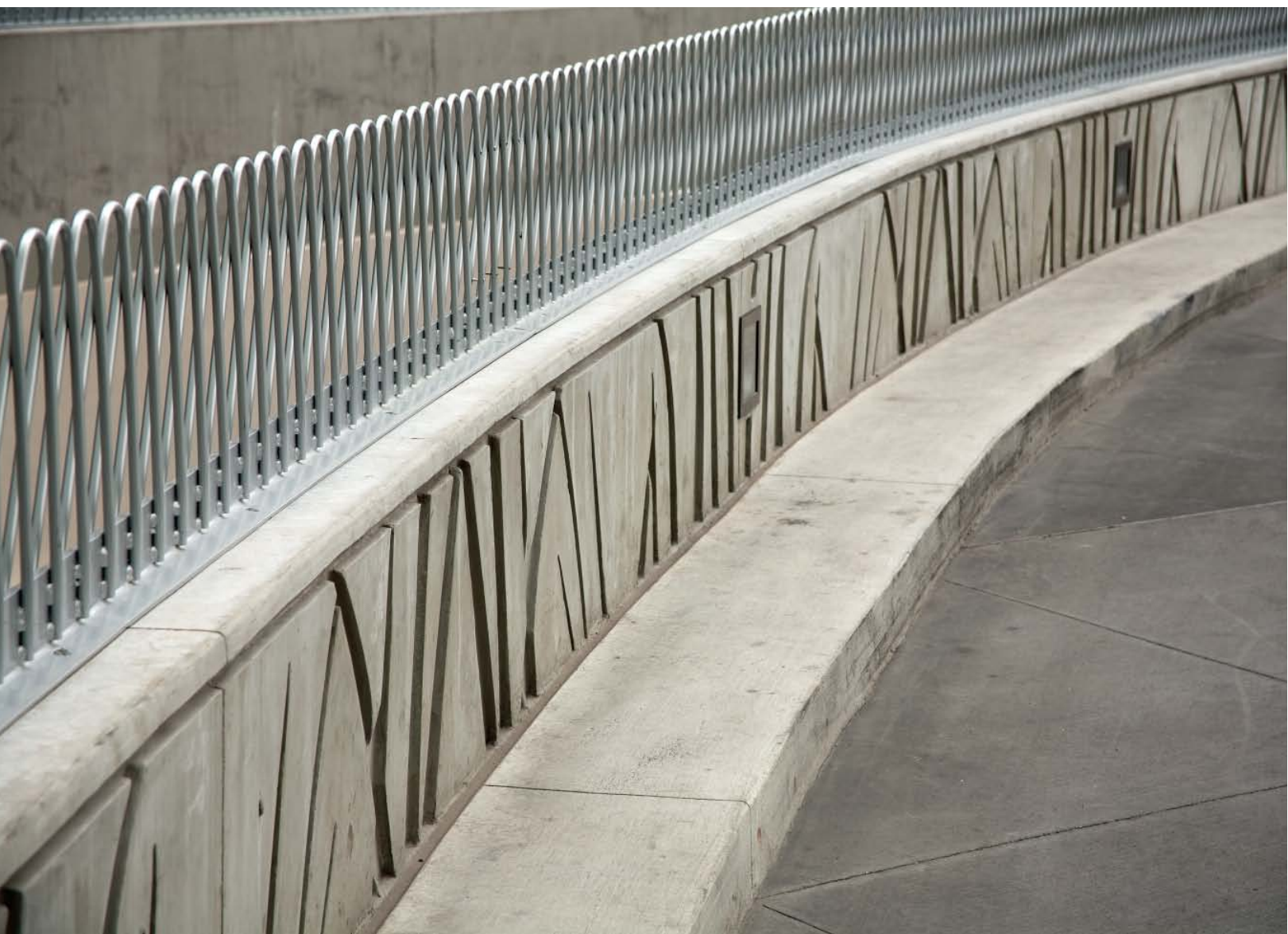


Photo courtesy of T.B. Penick & Sons

was the general superintendent in charge of overseeing all of the Penick crews at the job site, and “the biggest challenge,” he says, “was access to the project.” For much of the six months during which Penick was installing, there were no fewer than 14 cranes operating at once, constant delivery trucks coming and going, and about 8,000 workers, all trying not to step on each others’ toes. One of the ways Macias worked around this was by scheduling pours in the wee hours of the morning, starting as early as 2:30 a.m. (This also had the added benefit of avoiding the daytime heat, which Weber says was bad enough one day to melt a plastic trashcan that had been left in the sun.)

Even though managing the logistics of a project this large is what Weber and

Macias consider their biggest victory, the look of the finished concrete is no less of an achievement. The approach to the center of the development, for example, has retaining walls on either side that Penick cast with a formliner that created a relief pattern of blades of grass. Sturgess says the formliner pattern was a great fit for the extreme light of the Strip, since its variable depth takes advantage of the extreme shadows cast by the neon glow.

Miller was also impressed, as was the client, with Penick’s tri-colored, curvilinear walkways that run through the development.

But probably the biggest contribution Penick made was in installing work that, simply, fit MGM’s vision of a more traditional downtown-style property.

“[MGM] wanted CityCenter to have a real feel — real buildings, real concrete,” Miller says. “Penick brought the entire idea of the design down to a human scale.”

The work ended up being pretty run-of-the-mill in terms of complexity, say Weber and Macias. What made their contribution outstanding was their ability to manage it under extreme conditions, in heat and surrounded by droves of other tradespeople. 🚧

🌐 [www.tbpenick.com](http://www.tbpenick.com)









# DECORATIVE CONCRETE *Around the World*

Seasoned globetrotters tell how to survive and thrive when doing decorative concrete overseas



by Mike Archambault

**I**N THE UNITED STATES, decorative concrete is advanced at a level that it is not at anywhere else. When you're overseas, be prepared to educate.

Here at Moderne Methode in France, we have brought in some American stars from time to time to do workshops. Often they assume we have the same products and tools they are used to. They get frustrated and look at me with this "Are you in the Stone Age?" look. It is not backward here, it is just different. I had one guest trainer from the States doing a countertop class with me who nearly boiled over when we did not have a product that he said was available all over the States. Look — it's not the States anywhere but in the States.

When doing decorative concrete business overseas, there is a small list of things to consider before packing your bags. Do your homework in advance, and don't forget to learn about the culture you're visiting. Knowing a little about where you are going will help.

Here are a few more tips.

Translation of American documents can often be incorrect. In 1991, one project for Euro Disney that took up a lot of my time was the Lake Promenade, a large paving project surrounding a small lake near Disneyland Paris. When I arrived work had already commenced. I noticed quickly they were using foam isolation material in a keyway joint. When looking

over the specs, I saw that a bond breaker was called for. They had translated this as "foam." The result was voids that were freeways for mice.

Another time, I was doing a big placement and stamping job at the presidential palace in Alexandria, Egypt. Things went well. The guys were putting down 1,000 to 1,500 square feet of good-



Some of these guys work barefoot in concrete all day long. As a trainer you want to say something about following correct procedures, such as protecting your feet. But I've learned that as an American we are perceived as telling others to be more like Americans. I learned to accept the differences, concentrate on good concrete practices and get along as one of them. However, I never went barefoot in the concrete myself.

Photos courtesy of Mike Archambault



At the presidential palace in Alexandria, Egypt.



looking work per day right out of the gate.

The crew now well out in front, it was time to wash, detail and seal. With no buffer or pressure washer available, my only choice to get off the excess release agent was using a mild acid solution the way I and my crews in Texas had done many times. Muriatic acid does not exist in Alexandria, so the search was on to find something, and something was eventually found at a pharmacy. It came in an unlabeled blue-looking wine bottle with a cork in it. Well experienced with acid, I put a very small amount in a bucket, and it went into convulsions like a volcano, spewing fumes and mist from the bucket. I was lucky I was afraid already and was standing as far back as I could. I could have been burned very badly. The stuff must have been 90 percent hydrochloric acid. Wow.

Acid is packaged differently in Europe too, and it's available at DIY stores and supermarkets. There are two types and two strengths. Some manufacturers are helpful and put a photo of a swimming pool on the label — this would be equivalent to muriatic acid. The other strength has a picture of a toilet for decalcifying. This one has a much higher percentage of acid. Be careful!

Lumber — wood in general — will disappoint all Americans. American wood has a quality and price only to be found in America. Here in Europe it is all rough-cut. Running an edger is a pain in the butt because of all the splinters. If you can find milled lumber, prepare to pay an arm and a leg. We at Moderne Methode carry Metal Form Corp. plastic forms and lately find it difficult to keep enough in stock.

Working with ready-mix concrete companies in Europe is a nightmare. If they know about stamped concrete it will be because of Bomanite's tremendous presence all over Europe. However that was at its peak many years ago, just coming out of the cookie-cutter stamp days, where three-eighths pea gravel was used. Many plants have this old mix design that is difficult to get changed.

When you order concrete you basically get a menu. You have to choose from the menu. Getting the mix design you want takes an act of Congress. Ask a plant guy what's in the mix design and you would think you have asked what color underwear his wife wears. They will tell you some of the mix design but not all. Each



Above and lower left: Work by France-based Moderne Methode.

company has what they call proprietary mix designs that are so-called special and secret. And they charge a little more just because they name it a stamp mix or an exposed aggregate mix.

Smaller independent plants are much easier to work with. With the big boys, they are all afraid that some one will share or divulge what is in their mix design. I am not popular among these people knowing what most American concrete contractors know about mix design. This threatens most of them.


In the States ready-mix companies are way more cooperative and work together going after the cast-in-place market. Here, no. There have been exceptions, but few.

Here in France most drivers are independent, a horrible system. I do not know how a ready-mix company can guarantee concrete when drivers will roll down the road with their mixing bowls not turning to save on diesel. Or they will go to lunch with a fully loaded truck in the parking lot. You don't need to wonder why your concrete set up too fast.

I was once on a job in Paris where the driver saw wheelbarrows, told the Portuguese boss he would not take the time to pour into wheelbarrows and drove off. They make money per load. Frequently, extra concrete that remains in the mixer is sold. It is called *béton noir*, "black concrete." When my wife's father built his house, the whole floor and foundation was *béton noir* and he paid practically nothing. A little cash in the hand is all it took. Who knows how old the concrete was?

The United Kingdom is not a part of this mess and they are far more cooperative. The Mideast is cooperative as well.

Finally, be careful bringing over equipment that may need accessories, fuel or parts. It is best to have machines that are marked for European Union units of measurement. If they're EU-marked, you will have an easier time looking for what is compatible with your machine. For example, we bought a 2,500-rpm propane burnisher not marked for the EU because the company had never worked outside the U.S. We had a heck of a time getting it converted to the French system.

 [www.moderne-methode.com](http://www.moderne-methode.com)

Mike Archambault is co-owner of French manufacturer and distributor Moderne Methode and of training school Béton Academy. He can be reached at [ma@moderne-methode.com](mailto:ma@moderne-methode.com).





# Six Issues to Keep in Mind When Working Abroad

by John Anderson

I GUESS DECORATIVE CONCRETE AROUND THE WORLD is one of my specialty areas, as I have been involved in decorative concrete projects in more than 25 countries. After attending the World of Concrete for 11 years and working in the United States for Brickform as the area manager in Nevada and Arizona, I am able to compare how the decorative concrete business is approached in the U.S. with how it's done in other countries I have worked in. The cultural practices and business models from country to country are unique in every way possible: techniques, materials, tools and construction practice regulations.

I would like to point out some of the basic issues that come up when planning a decorative concrete project in another country and how to reduce the risks involved.

## Getting supplies

Several things seem to catch most people. The first hurdle is that getting materials, tools and equipment from a local source may be more difficult than expected. There is more chance of winning the lottery than finding a home improvement chain store or speciality concrete supply house in other countries. With this in mind, you should plan to ship everything but the kitchen sink, and if you'll need one of those, ship it too.

Photos courtesy of Mike Archambault



Blast from the past: A young John Anderson operates a power trowel on the North Atlantic island of Madeira. The tree isn't your typical palm — it drops seed pods that permanently stain the concrete.

# proline

decorative concrete systems



## Coloring made EZ®



Find us on  
facebook

facebook.com/ProlineDecorativeConcrete

prolinestamps.com

TEL: 1-800-795-4750 Toll free

Scan for our  
How to video







To train workers in Egypt, fine sand was utilized to practice screeding, floating, finishing, and stamping concrete.

## Local contacts

In most cases, you will have a local contact who is supporting you while you are working in their country. Remember that this person is a key figure but most likely not an expert in the field of decorative concrete, and this is why you are there in the first place. Extreme planning at this point can save time and money when you arrive to discover that what you thought you asked for is not available. When communicating with your local contact, you should be very specific about your requirements and even send pictures of the items you request. The terminology used for some tools and equipment is not always the same as what you use at home, and the word for what you want may not even exist in other languages.

## Shipping and clearing customs

If you are shipping products to the country, make sure this is done well in advance of the project start date. They can take months to arrive and clear customs. Just because something has arrived in the country does not mean you will be able to access it. In some countries, customs officials will hold the materials

until you cross their palms with silver, which can mean your local contact has to begin negotiating. How desperately you need the products will affect how much you will have to pay. Therefore, ship well in advance and make sure all the relevant paperwork is correct to reduce delays.

## Training the local work force

Sometimes you will be expected to use local labor to work with you on the project. Don't expect to find ACI-certified concrete finishers or anyone that understands ICRI surface prep. It is more likely that you will need to spend several days training them in the most basic skill you will require. Make sure to allow for this when planning the time schedule for the project.

## Work visas and travel status

Research the visa requirements for the country you're going to work in. You need to apply for some visas months in advance while others can be done in just a few days. Check the travel status for the country with the U.S. government. You can do it online at [Travel.state.gov](http://Travel.state.gov). You would be shocked at the number of countries that are not safe to travel in.

## Researching the country

It is always good to do a little research on the country and get to know the cultural, political and religious beliefs that are common there before you arrive. Getting to knowing the dos and don'ts could save you from some embarrassing situations like, for example, taking a case of Jack Daniel's to Iran or getting arrested for taking a photograph in the wrong place.

We all know that planning, communication and managing expectations are key to success in any decorative concrete project, but that's even more true when working in other countries. You need to take additional time to think and ask questions that normally would seem simple.

*John Anderson is an architectural concrete consultant based in the United Kingdom. He can be contacted at [contact@surfacespecialist.co.uk](mailto:contact@surfacespecialist.co.uk).*



**12 NEW  
COLORS  
COMING  
in 2012**



**WE SHIP NATIONWIDE**

## METAL ESSENCE METALLICS PIGMENT PACKS

**Cohills Pro Series® Metal Essence Metallic pigment packs are for use in any clear vehicle including but not limited to 100% Solids Epoxies, Polyurethanes and Polyaspartics.**

For a complete line of all our products  
visit us on our web-site: [www.cohills.com](http://www.cohills.com)



*Like us on facebook!*

Cohills Building Specialties, Inc.® • 3825 East Anne Street Phoenix, AZ 85040

Phone: 602-266-0462 • Fax: 602-266-0462 • Toll Free: 877-709-2220

© 2011 All Rights Reserved Cohills Building Specialties, Inc.®

*Like us on facebook!*





# ARE YOU TIRED OF FAILURES?

## LIFETIME ADHESION WARRANTY



▪ Knockdown ▪ Troweled ▪ Stamp ▪ Smooth Microtopping ▪ And More!

To celebrate **10 years** of impeccable performance we now offer a **Lifetime Adhesion Warranty**, the first of its type for decorative overlays.

**99% of adhesion failures eliminated** with our Wicking Epoxy Primer. Only **4 hour** dry time.

**Just add water** to our cement or bag mixes. Proven and tested in both our labs and in the field.



**versatile**  
building products

1.800.613.0746



Find us on Facebook  
for details on contests and more.

**[lifetimedecorativeconcrete.com](http://lifetimedecorativeconcrete.com)**

## FREE SHIPPING IN JANUARY!\*

\* Minimum purchase required.

**We offer a wide range of high performance  
single and two component clear sealers.**

**You get distributor pricing!**

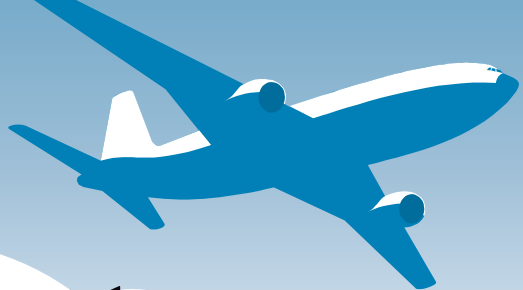
Why buy private label or pay distributor mark ups when you can buy direct from the manufacturer.

- Our Lifetime Primer is \$102.75 per gal.
- Decorative Concrete Overlays.  
(Smooth, Stamp, and Microtopping)
- 1 Day Garage Coatings.
- Polyaspartics.
- UV Stable Sealers.
- Stains.



Congratulations to our  
**\$100 November**  
Photo Contest Winner!





# Making International Travel and Shipping Plans

by Cathye Rankin

**W**HILE IN THE COURSE of business these days, you will sometimes be asked to travel outside the United States to do decorative concrete work. The pitfalls are many, but the windfalls can be huge.

The very first thing to do is to make very sure that your contracts are clear and concise on who is paying for what. You should also try to get your client or your general contractor to recommend a reliable shipper and a safe place to stay.

In the case of most other countries there are a number of issues to consider, such as the transportation and storage of your equipment. Remember that the reason you are being hired is that they can't find anyone local to do what you can do or who has the tools needed, not to mention the materials. This is also why these jobs pay well. So quadruple-check your list. A good rule of thumb is if you didn't bring it you probably won't be able to get it, so check that list just one more time.

Your shipper is going to require an amazing amount of paperwork that is extremely detailed: an IMO Dangerous Goods Declaration, MSDS sheets, a letter of clearance for any machine that uses oil or gasoline (with all fuel removed and the equipment shrink-wrapped), a manifest of items that are being shipped, and a complete list of what will be used and what will stay in your host country. (There will be a duty charged.) Most importantly, you will want a very detailed list of items for temporary usage that will be coming back with you, i.e. your equipment. The lists need to be submitted, stamped and approved by a customs clearing office.

This is why you might want to hire someone who is adept in shipping to your destination. Ask your shipper if they have someone at the other end who can help you get your shipment through customs in a timely manner. Be nice to everyone — don't be an ugly American.

Having a few dollars to spread around certainly won't hurt

your cause. Just remember you are going to need these same people in reverse when you try to leave.

So we are now going to assume that you have everything you need in the container. We are also going to assume that you have been informed that you must supply the appropriate hazard placards for the container so that it can be transported.

Does every member of your crew have the appropriate documentation, a passport and a current criminal background check along with the application for work visas that you should have applied for the minute you knew you had the job? Time can be cruel. Hopefully these are also things and costs you have spelled out very carefully in your contract.

You'll want to try and gauge your arrival as close to when your container comes out of customs as possible. Nothing will kill your bottom line faster than giving an entire crew a couple of days paid vacation while you are waiting for customs to clear your equipment and materials.

Fast forward — your job is complete, your client is happy and life is good. You have made sure that anything that could be on the punch list is done, that your portion of the project is protected and that you have your money. Again, make sure before you leave that your returning items have been properly stored, that your paperwork is good and that your shipper has the proper instructions. 📁

*Cathye Rankin runs ad agency Rankin & Associates Productions, where her specialties include marketing for decorative concrete manufacturers and the marine industry. She is also director of sales and marketing for Couture Concrete Systems. Reach her at [cathye@coutureconcretesystems.com](mailto:cathye@coutureconcretesystems.com).*



Photos courtesy of Cathye Rankin







# CONCRETE DECOR SHOW EXHIBITOR LIST *as of January 6, 2012*

More exhibitors are being added every day! See [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com) for the latest additions.

aiflooring	1212	Kraft Tool Co.	812
American Decorative Concrete	1517	L. M. Scofield Company	523
American Specialty Glass	610	Levetec	824
American Ultraviolet Company	527	Life Paint Company	1026
Applied Diamond Tools	725	Lura Enterprises	707
Aqua Blast Corp.	727	Lythic Solutions, Inc.	907
ArcusStone Products LLC	1222	Metzger/Mcguire	629
ARDEX Americas	726	Midwest Rake	1113
Arizona Polymer Flooring	918	Miracote by Crossfield Products Corp.	919
Benner-Nawman, Inc.	631	MortarSprayer.com	1307
BOLDStone	1226	Multicoat Corporation	1218
Brickform	401	NewLook International, Inc.	519
Butterfield Color	101	<b>Operative Plasterers' &amp; Cement Masons'</b>	
Chapin Manufacturing, Inc.	407	<b>International Association</b>	<b>231</b>
Classic Coatings Systems	613	Padco Inc. USA	1118
Clemons Concrete Coatings	823	Pinnacle Performance Seamless Floors	604
<b>Concrete Earth</b>	<b>319</b>	Polytek Development Corp.	1213
Concrete Homes	521	Preval	1406
Concrete Ideas	507	Proline Concrete Tools	411
The Concrete Show	1301	Riviera Brush Company	708
Concrete Solutions, Inc.	513	Silpak Inc.	628
<b>CONSTRUCOLOR USA LTD</b>	<b>311</b>	Smith Paint Products	1006
CONTRx Systems Concrete Polishing (EDCO)	526	Smooth-On Inc.	912
Couture Concrete Systems	821	SP Systems International, Inc.	606
Curb Roller Mfg. LLC	528	Specialty Concrete Products Inc.	1308
Decorative Concrete Supply Inc.	219	SpectraQuartz by Fairmount Minerals	826
Eco Safety Products	1104	<b>SS Specialties</b>	<b>211</b>
Elite Crete Systems, Inc.	1312	The Stain Store	506
Ermator LLC	431	Stoll Industries LLC	728
<b>EZChem, Inc.</b>	<b>710</b>	StoneMakers	1412
Flex-C-Ment	810	Super Stone, Inc.	719
Florid Polytech	1019	Super-Krete Products	618
Franmar Chemical, Inc.	1319	SureCrete Design	503
Fritz-Pak Concrete Admixtures	1109	Surface Gel Tek	622
FRP Equipment, Inc.	1208	Touchstone Decorative Concrete Products	1119
Gnomeadic Arts Inc.	1210	Tramex Ltd / Black Hawk Sales, Inc.	819
GranQuartz	225	US Saws	530
<b>H&amp;C Decorative Concrete Products</b>	<b>911</b>	Val-Test / Open Decor	908
Helix Color Systems	926	W.R. Meadows, Inc.	626
Husqvarna Construction Products	704	Walttools / The Contractor Source	201
Increte Systems	609	WarmlyYours.com, Inc.	1418
Innovatech Products & Equipment	612	<b>Werkmaster</b>	<b>129</b>
Jelight Company, Inc.	1313	Westcoat	1010
Justice Products	927	The Wooster Brush Company	1111
Kemiko Decorative & Industrial Products	1001	World Diamond Source	429
<b>Kingdom Products</b>	<b>711</b>	Xtreme Engineered Floor Systems	813

Join us in San Antonio at the Henry B. Gonzalez Convention Center February 22-24! Decorative concrete training will be provided February 20-24. For more information, call (877) 935-8906 or visit [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).



# ADVERTISERS

## FEATURES

ADVERTISER	PAGE	RS#
Braxton-Bragg	Inside Back Cover	01
Classic Coatings Systems	17	02
Cohills Building Specialties	36	03
Concrete Earth	5	04
Concrete Earth	Back Cover	05
Concrete Solutions, a div. of Rhino Linings Corporation	Inside Front Cover	06
Dynamic Diamond Tooling	8	07
Franmar Chemical	9	08
Garage Experts/Versatile Building Products	37	09
Gnomeadic Arts	13	10
GranQuartz	7	11
Husqvarna Construction Products	11	12
Life Paint Company	14	13
Miracote, Div. of Crossfield Products	11	14
Proline Concrete Tools	35	15
Sherwin Williams/ H & C Concrete Coatings	3	16
Super-Krete Int'l, Inc.	13	17
Xtreme Polishing Systems	1	18

## DEPARTMENTS

### construction services

ConcreteNetwork.com, Inc.	43	19
Decorative Concrete Resource Center	41	20
Depiction Software	42	21

### concrete coatings

Aquafin, Inc.	55	22
Arizona Polymer Flooring	52	23
Dur-A-Flex, Inc.	49	24
Elite Crete Systems, Inc.	55	25
EZ Chem	53	26
Franmar Chemical	52	27
Garage Experts/Versatile Building Products	51	28
Midwest Rake	48	29
Quest Building Products	48	30
Surface Gel Tek	53	31

### countertops & precast

Crete Molds	58	32
Dustless Technologies	57	33
Garage Experts/Versatile Building Products	62	34
Inter-Tool/Leitch Co.	62	35
Justice Products	63	36
Proline Concrete Tools	58	37

### fresh concrete

Butterfield Color	68	38
Curb Roller Manufacturing	67	39
Lura Enterprises	69	40

### grinding & polishing

Braxton-Bragg	75	41
Dustless Technologies	76	42
Dynamic Diamond Tooling	76	43

ADVERTISER	PAGE	RS#
EDCO - Equipment Development Co.	72	44
EDCO - Equipment Development Co.	78	45
In 2 Crete	75	46
Innovatech, Inc.	74	47
Metzger/McGuire	74	48
NewLook International Inc.	75	49
Pearl Abrasive Co.	77	50
Shave Away, Europe	73	51
Surface Gel Tek	75	52
Virginia Abrasives	73	53
Virginia Abrasives	76	54

### overlays & toppings

Concrete Product Resource	79	55
McKinnon Materials	81	56
Performance Polymers LLC	82	57
Stoll Industries LLC (Texas Shot Blast)	80	58
Westcoat Specialty Coating Systems	82	59

### staining & coloring

Colledi Designs	84	60
Concrete Texturing Tool & Supply	89	61
Garage Experts/Versatile Building Products	89	62
GG Innovative Products Inc.	89	63
Kemiko Decorative & Industrial Coatings	84	64
Kingdom Products	90	65
L & M Industries LLC	84	66
Lythic Solutions, Inc.	88	67
Miracote, Div. of Crossfield Products	88	68
Modello Designs	89	69
Nubiola	85	70
Racatac Products, Inc.	84	71
Smith Paint Products	85	72
SP Systems International, Inc	86	73
Super Stone	87	74
Westcoat Specialty Coating Systems	89	75

### stamping & texturing

Deco-Crete Supply	93	76
Matcrete	92	77
Performance Polymers LLC	92	78
Polytek Development Corp.	92	79
Proline Concrete Tools	93	80
Walttools/The Contractor Source	93	81

### walls & hardscapes

Pacific Asset Development	96	82
Walttools/The Contractor Source	96	83

*To receive free information from any of these advertisers, circle the RS# on the Product Information Card in this issue.*



## CARLTON'S CORNER

### Getting the Most Out of Educational Opportunities

I CAN recall attending decorative concrete training seminars and demos years ago and leaving all pumped up after learning new techniques. The techniques and materials of today are many times more attractive, as advancements and talent collide to make true artistic expression. Each new issue of *Concrete Decor* magazine amazes me still, when I see works of art on a canvas of concrete.



by Doug Carlton

But what if I told you it's not good enough to be a well-trained decorative artist? The cold truth is that our industry has seen its share of truly talented decorative concrete individuals fail, and it's not because they weren't good at their craft. Today's artisans must be more than talented — they must be capable of overlaying talent with an entrepreneurial spirit.

Sometime over the last couple of years, I realized that the decorative concrete industry had surpassed my individual talents. This neither upsets nor shocks me, since I completely saw it coming when the decorative industry gained its respected spot within the construction industry. My company chose to adapt by focusing on a few types of decorative services and products, making sure we could accomplish two goals with them: produce high-quality work consistently and produce quality work profitably. We realized early on that achieving one without the other would eventually add our name to a long list of starving artists.

Many readers are registering for one of the biggest training opportunities in decorative concrete history, the next Concrete Decor Show, down in San Antonio in February. I have no doubt Bent

Mikkelsen and his team will provide the best cutting-edge training by respected leaders within our industry. But the fact remains that it will be up to you to find creative ways to turn this information and training into a well-respected and profitable extension of your business. I want to point out a few ways you can make your training dollars and time well-spent.

Prior to the housing correction, a decorative concrete company could attempt a risky move or two and come out fine. Those days are long gone. Working capital is thin and mistakes are not something those in our industry can afford. New training is wise but perspective is necessary. It was once okay to participate in training seminars focused only on steps and fundamentals — this is no longer the case. Each minute spent in training must be from a new perspective. How can you take this new product or procedure, implement it in a cost-effective manner and spit out quality

and profit at the end?

Our company yard in California has a pile of sample products that producers have sent us over the years to try because of my time writing for *Concrete Decor* and designing and installing decorative concrete on TV. I'm sure most of the products are great, but to be honest, most didn't meet our criteria, not because they weren't good but because they were not practical. They simply did not fit with our company's plan to produce quality yet profitable projects according to our market. Your perspective must be similar if prosperity is part of your plan.

So the question is, how do you know if a product or technique is a good fit for you? Ask yourself what's hot in your local market. What are your customers, builders and architects asking about the most? What may be hot in Texas might not fit the taste of your local market.

Trends seem to start from east and west,

### Market Your Company to Architects, General Contractors, and Industry Professionals.

### Our service will grow your business!



#### Exclusive Business Resource Center

- GC Database
- Estimating Software
- Plan Room
- Takeoff Software
- Business Docs
- Troubleshooting Guides

We are the world's largest resource for decorative concrete products!

**DECORATIVE CONCRETE RESOURCE CENTER**

[www.decorativeconcreteRC.com](http://www.decorativeconcreteRC.com)  
**(678) 919-1133**



# construction SERVICES :

working inward toward the heartland. Do you know what the trend is in Florida, Texas or California? Will this decorative trend work in your market? Are you signed up for training in a decorative market that's growing or dying? Is there a reliable supplier in your area? Are the techniques too complex or costly for you to expand into?

A few years ago our company scrambled to replace a failed decorative color supplier. We interviewed two companies, finally picking one over the other. You know why we picked the one we did? It had nothing to do with price, nothing to do with availability. One color supplier offered pastel-style colors when our market taste was mostly earth tones. Did we want to risk the time and money to redirect our local market? Not a chance. Ask yourself if your local market's taste will like the technique you're spending time and money to learn.

The speakers and trainers in San Antonio are experienced. Otherwise, they wouldn't be there. Ask them tough

questions related to implementation, marketing, costs and ideas. What have they seen work? What type of jobs? What hasn't worked? (There's no reason to reinvent the decorative wheel.) Does anyone offer one-on-one training in your marketplace? Is the speaker or trainer available as a consultant?

I recall a conversation years ago at World of Concrete, back when all of us were considering a new type of decorative concrete called the overlay. A supplier had a huge corner booth with several talented salespeople answering several questions at a time. I noticed this young guy standing in the back who was not dressed like the other salespeople. He looked really smart to me. I waved him over and asked him what he knew about this new overlay product. Come to find out he was part of the development team and had a world of information — information I used to make a decision to pass on this product. I asked one simple question: What is the failure rate of the product? He dipped his head and said 14

percent. The product everyone was flocking around like it was on sale had a failure rate of 14 percent.

What if my company would have spent thousands of dollars learning, selling, and then installing something that failed 14 percent of the time? It is your time and money being spent, so take advantage of these sources of information and knowledge by asking tough questions before investing. 📱

*Doug Carlton operates Carlton Concrete Inc. in Visalia, Calif. He can be reached at [carltondoug@comcast.net](mailto:carltondoug@comcast.net).*

LET YOUR CUSTOMERS VISUALIZE THE DIFFERENCE  
with **Decorative Concrete Imaging Software**

OVER 25,000 IMAGES

**DECO-CON v3.1**  
Decorative Concrete Imaging Software

**IT'S FAST, IT'S EASY, AND IT SELLS DECORATIVE CONCRETE**  
WOULDN'T YOU LIKE TO HELP HOME OWNERS VISUALIZE  
WHAT DECORATIVE CONCRETE WILL LOOK LIKE  
ON A PICTURE OF THEIR OWN HOME  
AND CLOSE THE  
SALE INSTANTLY?

**\$50 OFF**  
DECO-CON v3  
IMAGING SOFTWARE  
mention this ad

Visit our website to see Videos  
of our other products for the  
Decorative Concrete Industry

- Estimators
- Websites
- Online Imaging
- Concrete Visualizers

**817-764-0413**

DEPICTION SOFTWARE

[www.depictionsoftware.com](http://www.depictionsoftware.com)



# GET **CONCRETE** LEADS

from the #1 Source for Job Leads on the Web



Photo Credit: Rosebud Concrete


**GET STARTED TODAY!**  
**866-380-7754 TOLL FREE**  
**WWW.CONCRETENETWORK.COM**




**FIND A PRODUCT**  
[concretenetwork.com/suppliers](http://concretenetwork.com/suppliers)

**FOLLOW US**

 [facebook.com/concretenetwork](https://facebook.com/concretenetwork)

 [twitter.com/concretenetwork](https://twitter.com/concretenetwork)

 [youtube.com/concretenetwork](https://youtube.com/concretenetwork)



## PRODUCT NEWS

### New Magnalight solar-powered LED beacon

Magnalight from Larson Electronics LLC has released a solar-powered Class 1 rated LED beacon that offers maintenance-free operation and 30 different strobing flash patterns.

Recharged via an included solar panel assembly, the SPLED-CL1B-M Class 1 LED beacon is visible for over a mile and can run for more than five hours on a full charge.

(800) 369-6671

[www.magnalight.com](http://www.magnalight.com)



### A compact handheld LED lamp from Magnalight

Magnalight from Larson Electronics LLC has added a powerful LED hand lamp to its line of explosion-proof work lights that provides the versatility of a compact hand lamp with the high output of an LED-equipped bulb assembly.



The EPL-FL26-LED-100 is a compact yet powerful work light that produces three times the illumination of comparable fluorescent work lights without the problems of fragile glass lamps and bulky ballasts or transformers. Equipped with 100 feet of explosion-proof cord and constructed to withstand rigorous use, this lamp is ideal for close work and industrial spaces where power and durability is critical.

[www.magnalight.com](http://www.magnalight.com)

### A vapor-proof LED trouble light

Magnalight from Larson Electronics LLC has added a powerful LED trouble light to its line of LED work lights that produces four times the illumination of a comparable biaxial fluorescent-bulb trouble light.

Featuring rubberized housing and a food-safe polycarbonate lens, the VPHLED-12W-25 is a compact



and powerful trouble light designed to provide high light output for vapor-proof and food-safe operation.

[www.magnalight.com](http://www.magnalight.com)

### ExakTime offers new smartphone and tablet features

ExakTime's new PocketClock/GPS software for smartphones and tablets now offers biometrics, equipment tracking and French-language capability.

ExakTime's FaceFront Biometrics photo verification feature was designed for contractors and other remote crews. Using a smartphone or tablet's front-facing camera lens, FaceFront Biometrics snaps a photo of employees when they clock in and out, eliminating the risk of one employee clocking in for another.

The new equipment-tracking feature helps contractors maintain a history of where their field equipment has been used and allows them to capture pictures, notes and voice recordings from the field and send to their office. Contractors simply assign a piece of equipment to an employee and work site, and the easy-to-use software tracks equipment for them in real time with accuracy and GPS precision.

Also, PocketClock/GPS software now supports three languages: English, Spanish and French.

(877) 647-9017

[www.exakttime.com](http://www.exakttime.com)

### Laptop bag line from Veto Pro Pac

Veto Pro Pac has introduced a Laptop Series of bags. The line was developed in response to customer requests. The bags help users organize and protect mobile technology (PDAs, laptops, tablets, etc.) and other business essentials in the field.

The LT model features 34 pockets and is 20 1/4 inches high by 16 1/2 inches long by 7 inches wide.

A larger model, the XLT, offers 47 pockets and is 20 1/4 inches high by 16 1/2 inches long by 9 1/2 inches wide.

[www.vetopropac.com](http://www.vetopropac.com)

subscribe  
go to  
[ConcreteDecor.net](http://ConcreteDecor.net)





## Deco-Con Wizard from Depiction Software

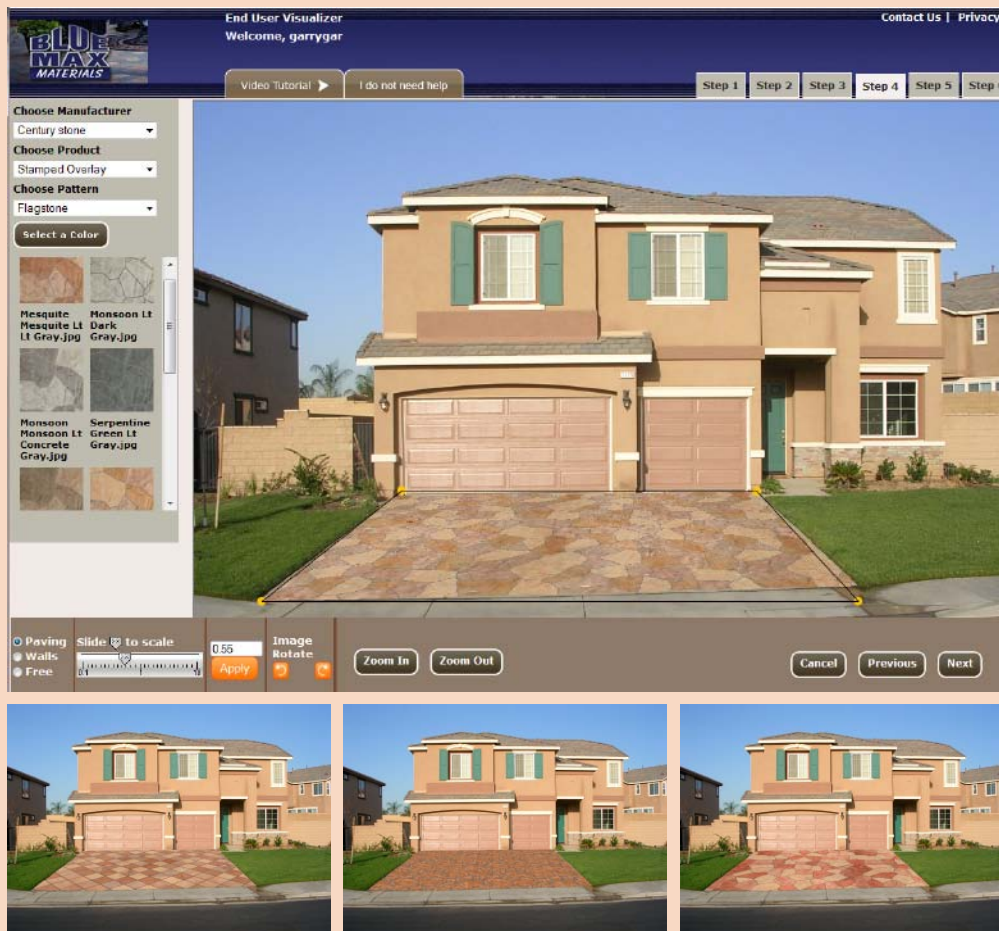
POTENTIAL clients often struggle with visualizing what decorative concrete will look like at their home or business. The new Deco-Con Wizard from Depiction Software can help remove the mystery by quickly and easily showing them what selected decorative concrete patterns will look like on their property. The online visualization tool allows users to upload a photograph of a home, business or another location to overlay it with various decorative concrete options. The resulting images can be saved and emailed.

This web-based program, which can be added to any manufacturer's or contractor's website, renders customized images that depict numerous horizontal or vertical surface textures and products, including stamped concrete, stencils, overlays, exposed aggregates and more.

The Deco-Con Wizard interface can be modified to better integrate with the look and feel of a company's website, and products can be added to the interface all at once or over time. This flexibility enables you to add new or remove products within minutes.

The program is also a permission-based lead generator. When somebody logs in to create a project and sends out an email of the completed project image, leads, email addresses and project photos are captured in the back end of the system. The leads can then be forwarded for follow-up.

"The program tracks what products are being used, giving manufacturer's data



of what is the most popular product. Plus the manufacturer has access to the saved images, giving them the type of home and locations where the user is visualizing with their products," says Garry Galpin, president of Depiction Software.

Note: It's important for a contractor

to remind potential customers that there are natural variations in most types of decorative concrete, and the images should be used as a guide only. 📷

📞 (817) 764-0413

🌐 [www.depictionsoftware.com](http://www.depictionsoftware.com)

Images courtesy of Depiction Software

# focus





## PROJECT PROFILES

# Faux Ice and Water

by *Natasha Chilingirian*

In early 2011, the designers of the new location of Canada's Sports Hall of Fame in Calgary, Alberta, decided a hockey rink floor would be the best way to enhance their ice hockey exhibit. The owners of retail chain Leslie's Swimming Pool Supplies had a warmer take on the same idea: coat the floors of several Florida stores to look like glistening pools. Who did they turn to for help? Decorative concrete contractors who used epoxy products to transform plain surfaces into realistic replicas of ice and water.

Photos courtesy of Tyson Long



## Virtual Ice Rink at Canada's Sports Hall of Fame Calgary, Alberta, Canada

**H**APPENSTANCE led Tyson Long, president of Calgary-based Hardscapes Inc., to the new location of Canada's Sports Hall of Fame museum in Calgary's Canada Olympic Park, where he used white and clear epoxy coatings to transform the floor of the museum's ice-hockey exhibit room into a virtual ice rink.

Long worked in the same office building as Pacific Group Displays, a Calgary-based exhibit display provider that had been hired to design and install the exhibits at Canada's Sports Hall of Fame. Familiar with Long's work, a member of the display company approached him about installing epoxy-crafted ice for the exhibit, and he agreed.

Using Elite Crete Systems' epoxy products, embedded chopped fiberglass and red vinyl strips, Long turned the surface into a faux ice hockey rink in just a week's time.

The canvas for Long's epoxy job was a concrete slab that had been poured 2 inches lower than the floors in the exhibit room's adjoining hallways. To allow handicapped access, workers from Pacific Group Displays added 2 inches to the floor's thickness by

### Project at a Glance

**Project Specs:** An approximately 1,000-square-foot epoxy floor coating that mimics ice

**Timeline:** One week

**Client:** Canada's Sports Hall of Fame, Calgary, Alberta, Canada

**Decorative Concrete Contractor:** Tyson Long, Hardscapes Inc., Calgary, Alberta, Canada

**Exhibit Designer/Installer:** Pacific Group Displays, Calgary, Alberta, Canada

**Material Suppliers:** Elite Crete Systems, Pacific Group Displays

**Materials Used:** Elite Crete Systems' Thin-Finish overlay, E100-UV1 Clear Epoxy and E100-UV1 Epoxy with Titanium White pigment.





# CONCRETE coatings :

placing two layers of plywood substrate on top of the concrete slab and installing tracks for holding glass exhibit displays. The epoxy material was to be placed flush with the tops of the tracks to result in a seamless look at the feet of the display cases, Long says.

Long and two crewmen put down a layer of roofing paper and metal-mesh lath material for reinforcement, followed by several

coatings of Elite Crete Systems' Thin Finish, with chopped fiberglass pieces in the first coat for additional reinforcement. Long created the white "ice" with three coats of Elite Crete Systems' E100-UV1 Epoxy with a universal tint pigment in Titanium White.

For the ice hockey rink markings, Long and his crew placed red vinyl strips supplied by Pacific Group Displays on top of the white epoxy material. "They wanted it to be as realistic as possible," Long says. "So we decided to bury the rink lines in the product instead of creating a painted-on look."

On top of all that, to give the floor depth and a "flooded" look, workers applied two coats of E100-UV1 Clear Epoxy at a rate of 75 square feet per gallon.

In the first topcoat, they embedded a loonie — a Canadian dollar coin, considered a good luck charm for Canadian hockey and curling teams competing in the Olympics. The lucky loonie legend dates back to the 2002 Winter Olympics, when both the men's and women's hockey teams won gold medals after an ice rink maker buried a loonie in the rink used for the competition.

One challenge Long faced was working around the display tracks. He says that to keep the epoxy material from flowing into the tracks, he stuffed the tracks with backer rods (foam rods typically used to fill joints between construction materials).

Visitors caught their first glimpse of the ice hockey rink replica, a true salute to the popular Canadian sport, when the new Canada's Sports Hall of Fame building opened on Canada Day, July 1, 2011.

[www.concretecanada.com](http://www.concretecanada.com)

## CONCRETE PREP EQUIPMENT

### RENTAL, SALES, SERVICE

HEPA GRINDER SCRAPER	AIR SCRUBBER DUST COLLECTOR SHOT BLASTER	SCARIFIER POLISHING BURNISHER
----------------------------	--	-------------------------------------








714.738.6640

[www.questbuilding.com](http://www.questbuilding.com)

# The CAM<sup>®</sup> Gauge Rake

## A Midwest Rake Company Original

MADE IN THE USA

A patented "goof-proof" tool that spreads decorative concrete toppings and high performance floor coating materials at a precise and uniform specified depth... saving time and money while reducing applicator error.



10" Hand-Held Model



Each CAM<sup>®</sup> has multiple contact points of the same depth

Frames come with a milled threaded handle adapter or a 66" powder-coated aluminum handle

CAM<sup>®</sup> Sets Sold Separately

CAM<sup>®</sup> sets are available in depth settings ranging from 1/32" to 1-1/2"



Take a look at us...

[www.midwestrake.com](http://www.midwestrake.com)

it's worth the trip.

We also offer...

- Notched Squeegees
- Spiked Shoes
- "Flex-Bed" Spiked Shoes
- Spiked Rollers
- Cove Trowels and more...
- Smoothers
- Gauge Rakes
- Roller Covers and Frames

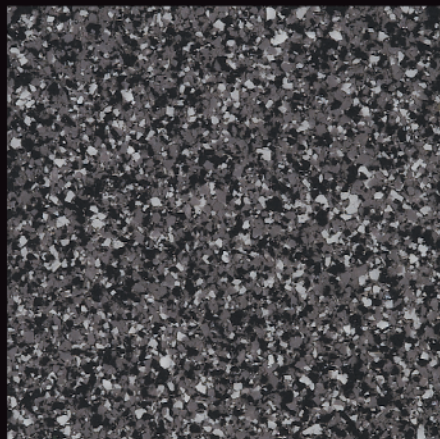
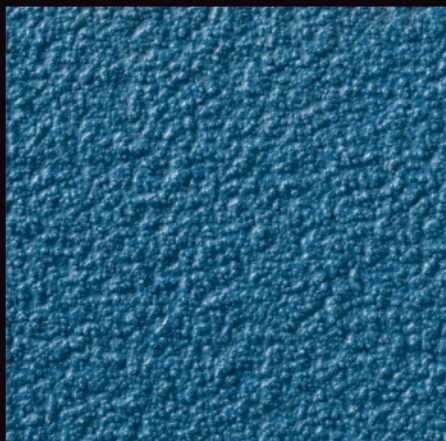
See us at the Concrete Decor Show! Booth #1113

PO Box 1674 • Warsaw, Indiana 46581-1674  
800-815-RAKE (7253) • 574-267-8508 FAX





# INNOVATION



FROM  
THE  
FLOOR UP

VISIT US IN BOOTH  
# S-12419 at the



hanley wood

We have **NEW** tools for your success:

- Armor-Stat ESD floor system
  - ▶ excellent wear characteristics of urethane
  - ▶ the protection of a static dissipative floor
- Applicator Certification Program
  - ▶ develop your application expertise
  - ▶ improve installation efficiencies

Let us show you!

**800-253-3539 | [dur-a-flex.com](http://dur-a-flex.com)**



**DUR-A-FLEX**  
INNOVATION FROM THE FLOOR UP



## Water Floors at Leslie's Swimming Pool Supplies Davie, Port St. Lucie, Fort Lauderdale and Bradenton, Fla.

**F**OR years, the owners of Phoenix, Ariz.-based retail chain Leslie's Swimming Pool Supplies hired various contractors to work on their floors, hoping to see blue water-like effects beneath their customers' feet. Their wish was granted when they met Troy Lewis, owner of Orlando, Fla.-based Exquisite Flooring of West Orange.

Lewis heard about a potential job with the pool supply company through the chain's general contractor, Mallard Construction Inc., of Clermont, Fla. To get his foot in the door with Leslie's, Lewis agreed to install a VCT (vinyl-composition tile) floor at one of the locations, and the store's owners were pleased with the outcome.

"I ended up backpedaling into VCT, which is something I didn't want to do anymore," Lewis says. "They told me it looked great, and then they said, 'Too bad you don't do decorative concrete.' But it turned out I did."

So the pool supply chain's owners asked Lewis to install a blue polished concrete floor at another location. Again, they were happy with the results.



Photos courtesy of Seal-Krete

However, they still faced a problem — color in polished concrete can be less than perfectly stable, and where the floor

endured exposure to UV rays or a liquid chlorine product spill, the blue faded. So Lewis offered a new solution.

"I told them I had an epoxy product that would make the floors look like the



### Project at a Glance

**Project Specs:** Four 2,500- to 3,000-square-foot epoxy floors that mimic water

**Timeline:** Four three-day projects over a two-month period

**Client:** Leslie's Swimming Pool Supplies, Phoenix, Ariz.

**Decorative Concrete Contractor:** Troy Lewis, Exquisite Flooring of West Orange, Orlando, Fla.

**General Contractor:** Mallard Construction Inc., Clermont, Fla.

**Materials Supplier:** Seal-Krete

**Materials Used:** Seal-Krete's Epoxy-Shell 1000 system and Poly-Shell 7000 topcoat





water in the Bahamas as well as hold up to chemicals and UV rays,” Lewis says.

Starting with the Leslie’s Swimming Pool Supplies location in Davie, Fla., Lewis and a small crew layered on several coats of Seal-Krete’s Epoxy-Shell 1000, a 100-percent epoxy material, with a blue pigment mixed in. They finished with Seal-Krete’s Poly-Shell 7000 topcoat, bringing his Bahamas water vision to life.

Lewis repeated the application at three other Leslie’s Swimming Pool Supplies locations in Port St. Lucie, Fort Lauderdale and Bradenton, Fla., seeing improved, more realistic results each time. After completing the floor at the Bradenton store — the floor Lewis says he’s most proud of — executives from the retail chain’s corporate office came in to take a look.

“When I told them it would look like the water in the Bahamas, they didn’t believe me at first, so it was like a challenge to me,” he says. “But they agreed that the color was absolutely awesome. We get compliments on the fact that it does look like water.”

Lewis says he’s secretive about his application technique, which took him a lot of time to perfect.

“We use one color of blue, but you can mix it differently to make it lighter and darker in different areas, and we have it down to a formula now,” he says. “It’s partially in the technique and how we apply it. It’s kind of like baking a cake. You have to do it a few times before it turns out right. We’re really proud of it. We played around for a while before we got it right.”

Now, he’s scheduled to install his “water” floors at all of the retail

chain’s locations in the Southeast and more, beginning with 20 in Florida and 15 in Texas. He’s currently training two new crews on the process and acquiring new equipment for the upcoming jobs. “I thank the store’s owners for allowing us to have the creativity to play around with it,” he says. 📱

🌐 [www.myexquisitefloors.com](http://www.myexquisitefloors.com)

## versatile

building products

1.866.570.4682

lifetimegaragefloors.com

- Industrial and residential friendly.
- Ultra low VOC.

- High MVE resistance.
- Unique Wicking Technology.

## Roll On Rock®

### Floor Coating System

Lifetime Warranty.

1 day installation.

\$1 per sq. foot with FREE delivery.



# CONCRETE coatings :

## PRODUCT NEWS

### New Custom Chip Color Selector online feature from Dur-A-Flex

Now there's a simple, accurate way to customize colors for your floor. Dur-A-Flex has introduced an online tool called the Custom Chip Color Selector, taking the guesswork out of color design and putting the creative mixing in your hands, literally.

Dur-A-Flex's website invites visitors to begin their custom floor design adventure.

There, the process is laid out in three easy steps: choose chip size, colors and mix percentage. Once micro- or macro-sized chips are selected, the chips can be colored with any of Dur-A-Flex's palette of colors, then tweaked for color intensity, making the blend as vibrant or muted as desired and easily matching a project's décor or creating a unique look. A simple press of a button orders a sample of the creation.

[www.dur-a-flex.com](http://www.dur-a-flex.com)

### Deaerator for polyurea polyaspartics

Pflaumer Brothers Inc. has announced new Tallicin 4040 Deaerator, especially for polyurea polyaspartic coatings used on concrete, metal, wood and other substrates.

The new deaerator is extremely effective as a bubble-release additive in polyaspartic coatings with up to 8 mil film thickness,

helping to eliminate pin holes, craters, and orange peel. Tallicin 4040 also improves flow and leveling.

Tallicin 4040 is 100 percent active and 100 percent solids. The product allows the formulator to minimize surface defects in a 100-percent solids coating system without the use of solvents. It can be used with Pflaumer's new Terachem colorants, based on Pflaumer's polyaspartic amines, and it is compatible with mineral spirits and xylene at low levels of use.

[www.pflaumer.com](http://www.pflaumer.com)

### Study: Two-component waterborne polyurethane sealers work well

A Bayer MaterialScience LLC scientist studied the use of two-component, ultra-low-VOC waterborne polyurethane sealers with decorative concrete options to achieve durability and aesthetic targets. Due to the increased demand for higher-durability concrete sealers, this waterborne polyurethane technology is considered to be a replacement for the acrylic stain-guard products currently being used.

The results of the studies are detailed in a technical paper: "Floor Sealer on Steroids — Novel Green Sealer Technology for Decorative Concrete Flooring," authored by Steven Reinstadtler, a coatings expert with Bayer MaterialScience LLC.

Reinstadtler's testing revealed that the sealer prevented discoloration of decorative concrete when exposed to a variety of staining or corrosive substances. According to the author, "this novel two-component waterborne polyurethane coating penetrates effectively, without objectionable odor."

Traditional stain-guard products contain significant quantities of VOCs and solvents. However, increased governmental, regulatory and sustainability pressures have led to a demand for new coatings technologies. The recent development of waterborne polyurethane coatings and sealers addresses many of the desired attributes sought by formulators, contractors and owners such as: chemical and stain resistance, low odor, long-term

**Got acrylic sealer problems?**  
*Solve them with*

# POLY 250

**HIGH PERFORMANCE SEALER**

**2 COMPONENT POLY 250 OUTPERFORMS CONVENTIONAL SOLVENT ACRYLIC**

If you've got problems due to acrylic sealers, maybe it's time to upgrade to something that will perform over the long haul.

- ★ Higher gloss and gloss retention
- ★ Double the wear resistance in high foot traffic areas
- ★ Superior stain resistance and cleanability
- ★ Outstanding performance in vehicle areas and outdoor applications
- ★ 10 year field history

**SWITCH TODAY!**  
[www.apfepoxy.com/poly-250](http://www.apfepoxy.com/poly-250)  
800.562. 4921

**APF**  
Arizona Polymer Flooring

EXPERIENCE ★ TECHNOLOGY ★ INTEGRITY

## Remove Concrete COATINGS & MASTICS

*with soybeans!*



**SOY • Gel**



**BEAN • e • doo**

- Green Products
- 100% Biodegradable
- Removes multiple coatings
- No odor
- Save money
- Easy clean-up

**FRANMAR**  
Chemical

1-800-538-5069 [www.franmar.com](http://www.franmar.com)



performance, ease of use and concrete penetration.

[www.bayermaterialscience.com](http://www.bayermaterialscience.com)

## UVolve UV-cured coatings now NSF-registered

UVolve Instant Floor Coatings are now registered with NSF International in the Non-Food Compounds R2 Category. The coatings provide proven robust protection within the food and beverage industries, including in processing, handling, packaging and storage facilities.

UVolve coatings ensure a fast, cost-saving return to service because, unlike conventional coatings, they cure instantly via UV light. In addition, UVolve Instant Floor Coatings are ideally compatible with food and beverage operations because they offer a tough, antislip finish with excellent chemical and stain resistance. They have near-zero VOC emissions, allowing production and processing to continue safely during application. Inventory can even be kept nearby without risk of contamination. Because they can also be applied in cold temperatures, UVolve coatings are ideal for refrigerated and freezer areas.

UVolve does not allow dirt and debris to penetrate its coating protection, thereby delivering long-lasting performance and making floors easier to sanitize.

The following grades of UVolve Instant Floor Coatings are

available: Vivid High Gloss, Vivid Matte, Vivid Color Coat, Clarity High Gloss and Clarity Matte.

[www.uvolvecoatings.com](http://www.uvolvecoatings.com)


**OFFERS**

## PRIVATE LABELING OF DECORATIVE CONCRETE PRODUCTS, TOLL BLENDING, AND EASTERN DISTRIBUTION

Official Sponsor of the 2012 Concrete Decor Show  
Come by our booth (#710) in San Antonio!  
For more information visit [www.ezchemusa.com](http://www.ezchemusa.com)

# PRODUCT SHOWCASE

**ON  
sale  
NOW**



**visit the bookstore  
at ConcreteDecor.net**

**See our  
online  
Training  
Guide  
at [concretedecor.net](http://concretedecor.net)**

**CHRIS SULLIVAN  
knows the value  
of proper surface prep**

**"I get asked about  
surface prep every day  
—I'm amazed at how well  
Surface Gel Tek products  
work—they remove  
contaminants and  
profile all in  
one step."**

*Chris Sullivan  
Chemsystems Inc*



**Introducing Xflorescence**  
Roll it on, Scrub it in, Rinse it off  
It's That Easy

**888-872-7759 SURFACE GEL TEK**  
[surfacegeltek.com](http://surfacegeltek.com)



## ALX and MACoat from Westcoat Specialty Coating Systems

**S**ECOND-STORY decks are popular outdoor spaces in both residential and commercial buildings, but unless they are waterproofed in some fashion, the space underneath can essentially be useless or even get destroyed. In order to help combat moisture problems, Westcoat Specialty Coating Systems offers two popular and proven waterproofing coating systems: ALX and MACoat.

ALX is specially designed for application over plywood substrates. With that in mind, the coating includes a reinforced galvanized metal lath. The lath only weighs 2.5 pounds per square foot.

ALX can also be used for interior

applications as a decorative topping designed to resurface a plain plywood subfloor into a decorative, water-resistant, concretelike finish. It can be used for living areas, lobbies, offices, restaurants and hotels or wherever a thin, decorative and durable floor finish is desired over plywood.

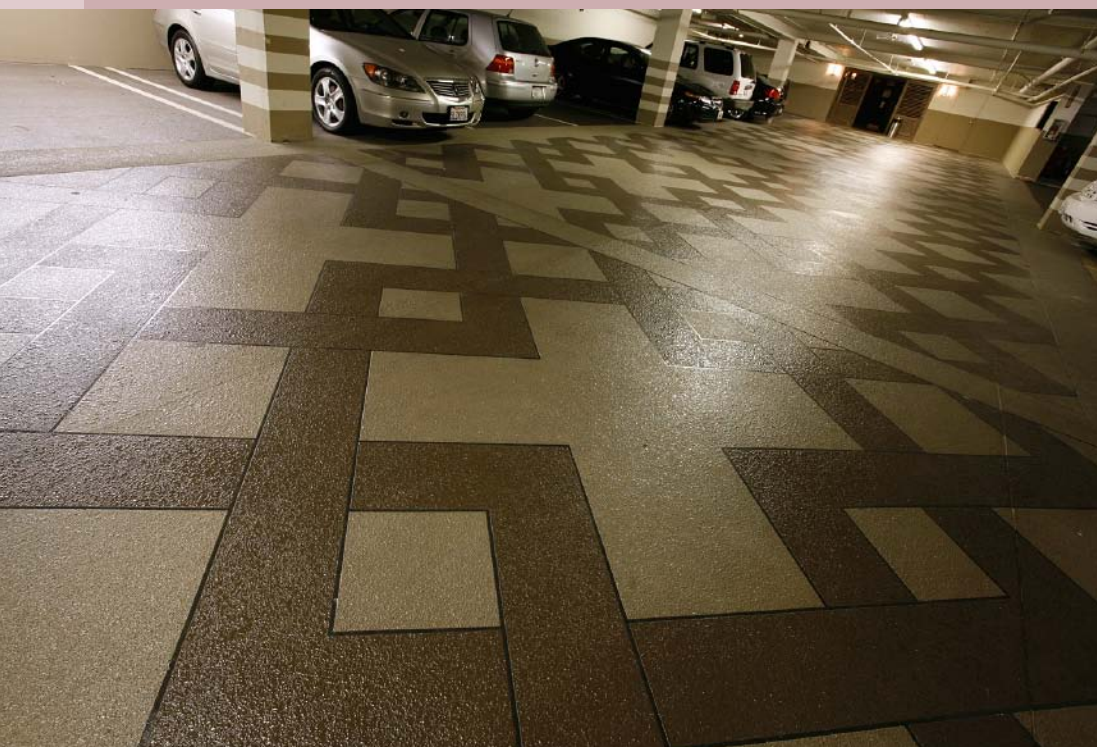
MACoat on the other hand, is designed to be applied over concrete surfaces. It uses a fiber lath for reinforcement and as a result is very lightweight.

Despite their obvious differences, the two coatings are pretty similar, according to their manufacturer. "From a performance standpoint, they do the

same thing," says Matt Ranzau, a sales representative for Westcoat who specializes in waterproof coatings.

Both systems provide barriers to moisture by utilizing layers of acrylic resins and cement blends, with layers applied in steps. Ranzau lists three main advantages they have compared to polyurethane coatings: they are environmentally friendly, fast-drying and offer a variety of decorative finishes. "Westcoat waterproof deck coatings can be made to look like tile, slate or flagstone, and in any color you can imagine," he notes. "ALX and MACoat not only offer outstanding waterproofing capabilities but also enhance the look of balconies, walkways, decks and other high-traffic areas."

The products can only be applied between 55 F and 95 F, and depending on temperature, each layer takes two to six



Photos courtesy of Westcoat Specialty Coating Systems



# focus



hours to dry. The surface can also be opened up to pedestrian traffic for use between coats.

For contractors who are familiar with resurfacing methods, applying ALX or MACoat is a fairly standard job.

"Many of the components in our waterproof systems are what a lot of resurfacing contractors are already using," Ranzau says. "The systems are going to have a familiarity that will result in an easier installation and potentially better profit margin."

[www.westcoat.com](http://www.westcoat.com)

Matt Ranzau, sales representative for Westcoat, will be presenting "New Opportunities in Waterproof Coating Systems" at the Concrete Decor Show on Wednesday, Feb. 22. For more, visit [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).



**DECORFLEX®**



**Not your ordinary decorative coating system...**



**Waterproof. Flexible. Decorative.**

Scan the code to learn more!



**AQUAFIN**

[www.aquafin.net](http://www.aquafin.net)



## Durable, Cost Effective & Sheer Genius...



### Exterior Surfaces

- Decorative concrete overlays
- Unlimited patterns and colors
- Commercial and residential
- Easy to use yet ultra-tough



### Interior Flooring

- REFLECTOR™ Enhancer floors
- When durability matters
- Cost effective
- Easier than you think



### Industrial Coatings

- Nothing is tougher
- VOC compliant coatings
- Clear of pigmented finishes
- Epoxies, urethanes and polyaspartics



Products and Training available at over 100 locations worldwide.  
Contact us today for office locations near you or to request a free product information CD rom and brochures.

**elite crete systems**

Toll Free: 888.323.4445 • International: 1+219.465.7671 • [www.elitecrete.com](http://www.elitecrete.com) • [info@elitecrete.com](mailto:info@elitecrete.com)





When Pigs Fly, a pizzeria and bread shop in Kittery, Maine, contracted with Maine-based Custom Concrete Design to install a cast-in-place, one-piece curved bar with custom-created integral color and inlaid steel gears.

Photo by Sandy Agranofis



## PROJECT PROFILES

# Raising the Bar in New England

by Stacey Enesey Klemenc

**W**HILE most New Englanders today are keeping their purse strings drawn tight and few are investing in concrete countertops for their homes, it's a different story for area restaurants that serve drinks, says Michael Littlefield, owner of Custom Concrete Design in North Berwick, Maine.

"The drinking business is booming in these lean times and we've been doing a lot of bar tops," Littlefield says. "In years past, we may have done one a year but last year we did five."

And not just five run-of-the-mill colored concrete countertops either, he adds. All are one-of-a-kind creations with unique features such as inlaid gears, embedded chunks of demolished concrete and recessed wells for floating candles.

Among the five are counters for When Pigs Fly, an upscale pizzeria and bread shop in Kittery, Maine, The District, a restaurant in Portsmouth, N.H., and Demeter's Steakhouse, in the Regeneration Park development in Portsmouth.

"Most of our clients are letting us have free creative rein with our designs," Littlefield says, "but that was not the case in the Pigs Fly project. They had a good idea of what they wanted before we came into the picture. They wanted something simple with clean lines."

Littlefield says he's used a lot of cementitious countertop mixes and other systems over the years with varying results, but for his purposes, nothing beats good old-fashioned traditional concrete. "We've gone back to using the real thing — cement, stone, sand and water — and have had the best results. We try to keep it as real as possible with 4,000 psi ready-mix from the truck and 3/8-inch stone."

The only things he adds to create his standard countertop mix are integral color, a densifier and the know-how acquired



Photo courtesy of Custom Concrete Design

Custom Concrete Design owner Michael Littlefield on a bar top, using a planetary grinder intended for floors.

through 16 years of decorative experience.

Once the mixture is poured, he lets it set for about a month before beginning the grinding and polishing, which normally only takes a couple of days. For that, Littlefield says, he typically uses a small 300-pound stand-up planetary grinder, the same one he uses on floors. "I just stand on the bar and run the machine," he says.

The finish he achieves is highly polished and stain-resistant. "We do have some trade secrets, which I discovered through trial and error," Littlefield says. "We achieve the results we get through a proprietary stain-resistant process used to seal the bar top."


*Read more about three of Littlefield's top-notch New England bar tops on the next few pages.*

Save Time & Money

## Go Dustless®

Learn the latest in dust control solutions - online videos!

dustlesstools.com



**Dustless®**  
800.568.3949 TECHNOLOGIES



## Bar Top at When Pigs Fly Kittery, Maine

**W**HEN Michael Littlefield met with the designer of the When Pigs Fly project to show samples of his work, one project with steel gears embedded in the concrete caught the designer's eye. Turned out there were some antique cast-iron gears on hand.

The restaurant's décor is very masculine, Littlefield says of the upscale pizzeria and bread shop in Kittery, Maine, that features microbrews on tap and an extensive wine list. "There's steel showing everywhere you look and gray concrete floors," he says. "I wanted to warm things up a bit but the designer fought me on that. He had a vision

he was pretty well set with."

Even though this project is new construction, it doesn't look that way. Recycled materials are rampant. Exposed steel beams with their dimensions scrawled on them are clear-coated to emulate an industrial look. Recycled rusty steel pieces are incorporated into the cabinetry and new framework is left unpainted. And then there's the bar.

"I used my own blend of color to make it look like concrete used to before they started adding in fly ash and other things that lighten the gray," Littlefield says. Blending an L. M. Scofield charcoal dye with titanium dioxide powder helped him achieve the deeper gray hue he wanted.

Littlefield was able to modify the proposed shape of the bar into one with "a nice clean curve. There were some strange curves in it before," he says. Along with this alteration, the designer also went along with Littlefield's recommendation to increase the thickness from 2 inches to 3. "The thicker, the better," Littlefield says. "It just makes it that much more impressive."

Littlefield had the designer's three-dimensional cast-iron gears planed by a machinist to create flat-top pieces that were inlaid into the bar top. "That part was a bit of a challenge," he says. "We had to get the gears as close to the surface as possible as



Photo courtesy of Custom Concrete Design

the designer wanted a minimal grind with very little aggregate showing on top."

As for the grinding process, he started with a 50-grit resin diamond and took it up to 1,500. "We did a 50, 100 and 200 wet and then slurried to fill in the voids. We finished with a 400, 800 and 1,500 dry. We didn't use any metal diamonds."

The cast-in-place 35-foot-long bar top was completed on time without a glitch. The hardest part, Littlefield says, was doing the initial wet grind in an almost finished space. "That was probably the most challenging aspect of this job. We had to mask everything off and contain all the water. We should have been in there sooner. Besides that, it couldn't have gone any better."



**Your #1 source  
for  
concrete countertop molds.**

- sink molds
- fire bowl molds

Save 10% - Use coupon code WOC12 at checkout.  
[www.cretemolds.com](http://www.cretemolds.com)



**1-800-795-4750**



**NEW Edgeliners**  
[www.prolinestamps.com](http://www.prolinestamps.com)

### Project at a Glance

**Client:** When Pigs Fly, an upscale pizzeria and bread shop in Kittery, Maine

**Contractor:** Custom Concrete Design Inc., North Berwick, Maine

**Project Specs:** Build a seamless 35-foot-long by 30-inch-wide by 3-inch-thick cast-in-place bar top with inlaid antique gears

**Materials Used:** Local ready-mix concrete with 3/8-inch aggregate; L. M. Scofield Co. integral-coloring dye in a charcoal color blended with titanium dioxide





## Bar Top at The District Portsmouth, N.H.

**A**BOUT a 10-minute drive from Where Pigs Fly, The District is a restaurant specializing in contemporary American cuisine. Its owners conceived The District as a venue that proudly supports local agriculture and sustainable, local fishing practices. It only made sense to include as one of its focal points a concrete countertop made from local natural resources to complement its overall ambiance.

For this renovation project, at an existing site that had previously housed a restaurant, Michael Littlefield was given free rein. The client agreed to his recommendations to polish the existing floors and color them with a penetrating walnut dye. For the bar

top, Littlefield used an integral sand-colored pigment on a 4-inch-thick, 30-linear-foot bar. He used the same grinding and polishing technique for this job as he did on When Pigs Fly.

“Redoing the floors and bar top totally changed the look of the place,” Littlefield says, “and really makes it what it is.”

As a special touch, Littlefield included four little wells along the edge of the bar to hold mirrors and floating candles. The client has since found multiple uses for them, using a variety of décor to fill them based on seasonal themes or special events.

### Project at a Glance

**Client:** The District, a Portsmouth, N.H., restaurant

**Contractor:** Custom Concrete Design Inc., North Berwick, Maine

**Project Specs:** Renovate an old restaurant by dyeing and polishing the existing floors and building a seamless cast-in-place 30-linear-foot bar top with four built-in circular recesses to hold floating candles

**Materials Used:** Local ready-mix concrete with 3/8-inch aggregate; L. M. Scofield Co. integral-coloring dye in a sand color



## U-Shaped Bar Top at Regeneration Park Portsmouth, N.H.

**D**URING the last year, Michael Littlefield has been working on rehabilitating a 1971-vintage Toyota dealership in Portsmouth, N.H. The building's owner, a "green realty trust" called Regeneration, is converting the 15,000-square-foot space into an ecofriendly 2011 facility with office space for green-minded businesses and a new locally owned restaurant, which opened in late 2011 as Demeter's Steakhouse.

The uber-green project, called Regeneration Park, features a wide array of ecofriendly building techniques, from the new solar thermal system that satisfies almost all its heating, cooling and hot-water needs to the old gray concrete floor ground down and polished to a 1,500 grit.

Littlefield's work at the building has included grinding and polishing floors and casting vanities and bar tops for



Photos courtesy of Custom Concrete Design



use throughout the project. His crown jewel is a U-shaped bar for the steakhouse.

The owner, Littlefield says, is committed to donating, recycling and repurposing every leftover from the demolition process. So when Littlefield cut trenches in the floor to accommodate new electrical wiring and plumbing for the new restaurant, the remnants remained on-site. "We kept the concrete from the demolition and put bands of broken-up pieces in the bar, as well as in the bathroom vanities," he says.

Originally, marble was specified for the curved bar, but Littlefield, who was already doing the floors, won over his clients with one of his polished samples and a suggested design.

The 3-inch-thick, 50-linear-foot bar top is integrally colored a charcoal tint by a custom blend of dye and titanium dioxide.

"About 40 of the 50 feet of the bar is one piece without a single saw cut," Littlefield says. "And it's dead-on — no hairlines, no curling. It's a really tight piece for its size."

As with the other bar tops he has cast during the past year,





Littlefield used 4,000-psi ready-mix concrete and polished the surface using his standard, yet somewhat unorthodox, techniques.

Besides the chunks of concrete used throughout, Littlefield also incorporated branding irons to beef up the steakhouse connection, a 1971 car key to drive home the car dealership days, glass from old wine bottles as a nod to the restaurant's state-of-the-art wine dispenser, and ammonite fossils. (Ammonites are ancestors of the nautilus.)

Why ammonite fossils, you may ask? "It's an old element used throughout the project to help tie the design concept together," Littlefield says. "It's just another thing that's being recycled and reused."

 [www.polishedconcretene.com](http://www.polishedconcretene.com)

### Project at a Glance

**Client:** Regeneration Park, a "green realty trust" dedicated to promoting sustainable business through the purchase and renovation of commercial properties in Portsmouth, N.H.

**Contractor:** Custom Concrete Design Inc., North Berwick, Maine

**Project Specs:** Renovate an abandoned 15,000-square-foot car dealership into office space and a steakhouse restaurant. Work entailed all the concrete inside and out, from the floors to the sidewalks, including a cast-in-place 50-linear-foot U-shaped bar top that featured inlays of demolished concrete from the original floor and antique branding irons.

**Materials Used:** Local ready-mix concrete with 3/8-inch aggregate; L. M. Scofield Co. integral-coloring dye in a charcoal color blended with titanium dioxide



# countertops & precast CONCRETE :

## PRODUCT NEWS

### New 9-inch angle grinder is lighter, more economical

Metabo Corp. has introduced the W2000 9-inch angle grinder. Ideal for cutting, grinding and sanding, the W2000 is equipped with a 9-inch wheel guard, delivers 115 inch-pounds of torque and has a no-load speed of 6,600 rpm.

This large angle grinder is one of the most efficient on the market, featuring a long-lasting 15-amp motor with 2,000 watts of



power. The W2000 features an advanced ergonomic design with a three-position side handle.

[www.metabo.us](http://www.metabo.us)

### Transport countertop slabs with ease

Braxton-Bragg is aiming to take the headache (and backache) out of transporting stone slabs in pickup trucks with the introduction of the Super Roller and the Gang Super Roller safety devices.

The Super Roller is designed to safely and easily roll stone slabs off trucks. Individual Super Rollers attach to any A-frame or kitchen transport cart.

The Gang Super Roller, a related product, is designed to sit on the tailgate of a pickup truck or to support and extend movement of the stone beyond a transport cart. Each Super Roller has a weight limit of 500 pounds, and the Gang Super Roller weight limit is 1,500 pounds.

[www.braxton-bragg.com](http://www.braxton-bragg.com)

### GFRC Face Mix useable in two new textures

SureCrete Design Products' Xtreme Series GFRC Face Mix can now be used to create two new textures: Sand Stone and Pressed.

The Xtreme Series GFRC Face Mix is a hybrid GFRC technology that does not experience temperature restraints in mixing, spraying or delivery of raw materials due to its lack of polymers or acrylics. The Xtreme Series technology is a preblended formula. 📱

[www.surecrete.com](http://www.surecrete.com)

**Ranked #1**  
Polyurea Countertop Sealer by  
Concrete Countertop Institute. (CCI)

## Polytop Concrete Countertop Sealer



- Abrasion resistant.
- Penetrates deep into porous concrete.
- Provides an extremely "Wet Look"

[concretecountertopcoating.com](http://concretecountertopcoating.com)  
1.866.570.4682

**versatile**  
building products

## Intertool DS 3011 Planetary Polisher



- Fast
- Flat
- Swirl Free
- Built-in Vac Port

**Simply The Best**

**INTERTOOL**  
World Wide Distribution

**800-926-9244**  
[info@leitchco.com](mailto:info@leitchco.com)

**Ask About Our Special Offers!!!**

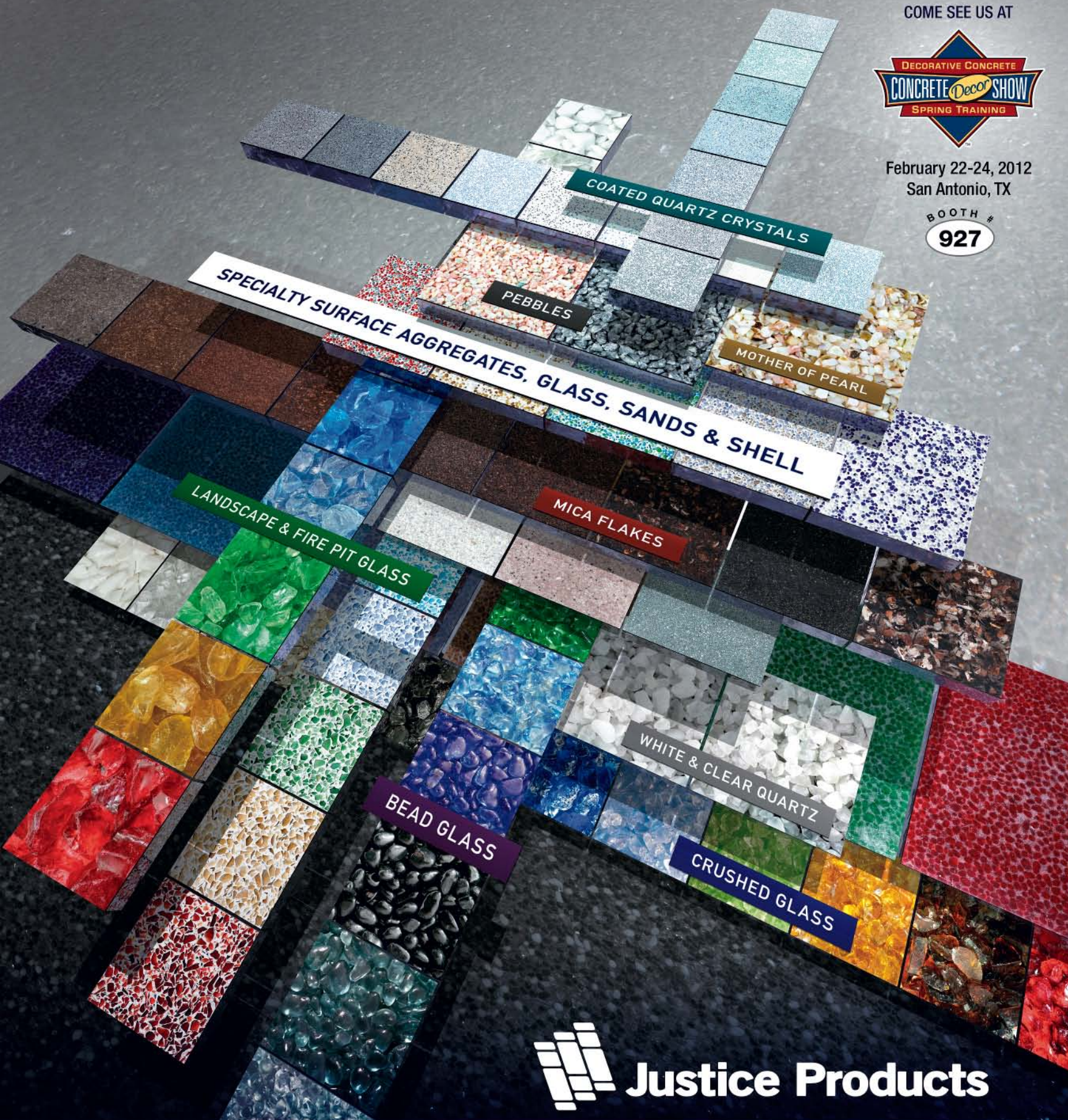


COME SEE US AT



February 22-24, 2012  
San Antonio, TX

BOOTH #  
**927**



**Justice Products**

**Bulk Quantities • Competitive Pricing • Ships Globally**

(904) 261-2250 \ [contact@justiceproducts.com](mailto:contact@justiceproducts.com) \ [www.justiceproducts.com](http://www.justiceproducts.com)

A FAMILY OWNED & OPERATED AMERICAN COMPANY



## PROJECT PROFILE

# Southern Ute Cultural Center & Museum Ignacio, Colo.

by *Natasha Chilingirian*

**D**ECORATIVE concrete played a role in the construction of a Native American landmark in Ignacio, Colo., that drew hundreds to its opening ceremony in May.

The Southern Ute Cultural Center & Museum, designed by Jones & Jones Architects and Landscape Architects Ltd. of Seattle and built by Grand Junction, Colo.-based FCI Constructors Inc., includes 13,300 square feet of stained concrete flooring indoors, outdoor seating made with precast and sandblasted concrete, and colored, exposed-aggregate concrete sidewalks.

Members of the Southern Ute Indian Tribe, Colorado's oldest continuous group of residents, first envisioned the facility, at which they can conserve and promote their culture, nearly 25 years ago. Thanks to funding from the tribe as well as donations and grants, general construction for the \$38 million project began in 2009.

The 52,000-square foot facility includes a multimedia room, permanent and temporary exhibit rooms, a library and arts and crafts classrooms and serves as both a museum for the public and an event site for members of the community and Southern Ute Indian Tribe. It's situated on 8.5 acres of the 310,000-acre Southern Ute reservation in southern Colorado.

Tribe members played an integral role in the project from start to finish. A board of directors led by tribal member Robert Burch provided input throughout the project's design phases. The tribe's culture is reflected not only in the design of the building itself, but in the many saw-cut and hand-tooled joint lines found on surfaces both inside and outside center walls.

"The Southern Ute Cultural Center & Museum is an amazing building," says Chris Sullivan, vice president of sales and marketing for ChemSystems Inc., a material



Photo courtesy of FCI Constructors Inc.

supplier on the project. "All aspects of the building were designed with symbolism or spiritualism of the Southern Ute tribe."

### Dark stain indoors

Responsible for the interior floor staining work was Bob Reynolds, president

of Durango, Colo.-based Advanced Concrete Solutions, who completed his portion of the project in several increments from October 2010 to March 2011.

Designers chose an acid stain in a dark shade, ChemSystems Inc.'s ChromaStain in Blackfoot, to cover 13,300 square feet in the

### Project at a Glance

**Client/Designer:** Southern Ute Indian Tribe, Ignacio, Colo.

**Decorative Concrete Contractor (Indoor Work):** Bob Reynolds, Advanced Concrete Solutions, Durango, Colo.

**Structural Concrete Contractor (Outdoor Work):** Noel Co., Albuquerque, N.M.

**Architect:** Jones & Jones Architects and Landscape Architects Ltd., Seattle, Wash.

**General Contractor:** FCI Constructors Inc., Grand Junction, Colo.

**Project Specs:** 13,300 square feet of indoor stained concrete floors, about 8,500 square feet of exposed aggregate concrete

sidewalks, retaining walls, precast concrete benches

**Timeline:** Two years to build the entire facility

**Materials Suppliers:** ChemSystems Inc., Surtec Inc., Davis Colors, Grace Construction Products, Sky Ute Sand & Gravel (based in Ignacio, Colo.)

**Materials Distributor:** Concrete Equipment & Supply LLC, western Colorado

**Materials Used:** CSI Color Enhancer, CSI ChromaStain in Blackfoot, and CSI Solvent Seal 18 and 27 from ChemSystems Inc.; Natural Beauty from Surtec Inc.; Powder Pigment in Cocoa from Davis Colors; Top-Cast in Yellow from Grace Construction Products





Photo courtesy of FCI Constructors Inc.

building's entrance area, classrooms, craft room, multipurpose room, hallways and a portion of the library.

"They were going for a fairly rich, dark floor color," Reynolds says. "They wanted something subtle that wouldn't be so modern and would go with the theme of tribal heritage."

Reynolds and his crew began their work by pouring a 3-inch integrally colored concrete slab over an existing structural concrete slab on the portions of the floor that were to be stained. He used a concrete mix supplied by tribe-owned Sky Ute Sand & Gravel that was tinted with Davis Colors' Pigment Powder in Cocoa.

In the facility's entrance area, the Welcome Gallery, the Advanced Concrete Solutions crew saw-cut straight lines, a large circle and the letters N, S, E and W to mark the four directions of a compass, a symbol that has cultural significance for the tribe. Cultural design elements are abundant throughout the building — for example, above the compass point saw-cuts at the

peak of the Welcome Gallery's ceiling is a section of stained glass dubbed the "Circle of Life window."

After 28 days of curing, the crew cleaned the entire slab and applied multiple coats of acid stain, followed by several coats of ChemSystems Inc.'s Solvent Seal 18 and 27, which Reynolds says helped produce a deeper, richer color for the floor than a water-based sealer would have. They finished with four coats of Surtex Inc.'s Natural Beauty floor polish.

"It was pretty monochromatic, and they kept wanting to go darker and darker with the color," Reynolds says.

Because the floor is so dark and will endure a great deal of foot traffic, a big challenge to Southern Ute Cultural Center & Museum maintenance workers will be keeping it clean, Reynolds says. He hosted a maintenance seminar for them to reiterate the importance of following a strict upkeep plan, which includes regular mopping and continued applications of the Natural Beauty floor polish.



Photo courtesy of Noel Co.

The grounds of the Southern Ute Cultural Center & Museum include 300 linear feet of precast concrete benches. Noel Co. constructed custom plywood molds for the semicircle seating features. After casting, the benches were sandblasted.





Photo courtesy of FCI Constructors Inc.

## Yellow and sandblasting outside

Meanwhile, workers from Albuquerque, N.M.-based Noel Co., a commercial and industrial concrete contractor, were busy developing a number of outdoor concrete features at the center: about 8,500 square feet of yellow-tinted concrete sidewalks with exposed aggregate, plus retaining walls, monument walls and about 300 linear feet of precast, sandblasted concrete benches.

Noel used Top-Cast, a water-based surface retarder from Grace Construction Products, in Yellow in its exposed aggregate sidewalk installation. Working off the designers' layout, the Noel crew also hand-tooled joints into the sidewalks at a variety of angles. Monument walls sport engravings that hold symbolic meaning for the tribe.

The contractor built custom plywood molds for the precast seating features from scratch, says Noel's Rex Howard. The benches, which were then sandblasted,

curve to form semicircles.

These outdoor concrete features complement the Southern Ute Cultural Center & Museum's lush grounds. The facility's outdoor property includes gardens that hold trees, plants, flowers and herbs, a horse corral and hiking trails. Noel workers followed designers' placement instructions carefully, as each outdoor concrete feature helped tie the entire facility's design together.

"It's laid out like a big radius — if you look at the entire building and grounds from the air, everything lines up," says Noel concrete superintendent Carl Rhodes.

Looking at the Southern Ute Cultural Center & Museum project as a whole, the role of decorative concrete may be on the small side, but contractors say they valued the opportunity to contribute their skills to such a unique piece of architecture.

"We were honored to be a part of a

building with such cultural significance," Reynolds says. "The Southern Ute tribe is a large part of our region. We've done a few jobs for them before, but this was the most architecturally significant building."

[www.noelcompany.com](http://www.noelcompany.com)

(970) 259-9252 (Advanced Concrete Solutions)

[Blogs](#)
[Products](#)
[Training](#)
[Videos](#)
[Books](#)

# See our online Training Guide

at [concretedecor.net](http://concretedecor.net)



## PRODUCT NEWS

### Wagner Meters introduces new pen-style thermo-hygrometer



Wagner Meters has introduced the new pen-style TH-200 Thermo-Hygrometer. This compact digital device is an ideal and convenient tool for flooring installers, woodworkers and inspectors when critical temperature, relative humidity and dew point information must be known. The pen-style design makes for easy carrying, and the three-button controls are very simple to use.

(541) 582-0541

[www.wagnermeters.com](http://www.wagnermeters.com)

### Flexible form for curved designs



CertainTeed's new CertaForm flexible flatwork form helps contractors tackle curved designs for projects such as patios, driveways and decks.

CertaForm is made of cellular polyvinyl chloride (PVC) that does not absorb

moisture, is chemical-resistant, cleans quickly and does not warp or crack. The form's durability allows it to be reused, and it is easy to transport and store due to its convenient size. Because CertaForm ships flat (four forms to a bundle), it is easy to handle and manipulate.

[www.certainteed.com](http://www.certainteed.com)

### Sprayable surface retarder from Clemons Concrete Coatings

Super Cast from Clemons Concrete Coatings is a sprayable surface retarder designed to retard the hydration of the cement on the surface of freshly placed concrete, creating a variable etch on exposed concrete finishes.

Super Cast is currently available in five different formulas that result in different depths of aggregate exposure. Variations range from an acid-etch appearance to standard full aggregate exposure. Other etch depths can be custom-formulated. Each different formula is uniquely coded by number and the retarder itself is color-coded.

Super Cast forms its own waxy film that resists rain and extends the holdout of the retarder without you having to cover the concrete with plastic.

(615) 872-9099

[www.ccc-usa.com](http://www.ccc-usa.com)



## Get The Edge On Your Competitor

Increase  
Quality · Production · Profits



- Hydraulic Driven
- Does Curb & Gutters Up To 32" wide
- Only Two Form Boards Needed
- Can Match Any Curb Style
- Now Retails for ONLY \$3,750



**5 GUYS  
5 HOURS  
5 HUNDRED FEET**  
...You Do The Math

Call and ask about our demos

1-877-284-0475

**Curb Roller**



## Working with Your Ready-Mix Supplier to Maintain Color Consistency in Large Decorative Pours

by Keith Boudart and Jim Nielsen

**H**AVE you ever gotten that early-morning or late-night call from an unhappy owner telling you that the color is lighter than they wanted ... or darker ... or does not match from one pour to the next? If you haven't been on the receiving end of one of those calls, good for you! If you have, then you know what we are talking about.

Integrally colored concrete represents a substantial portion of the overall decorative concrete market in the United States.

Having a good relationship with your

ready-mix supplier is important to any concrete job, but it is imperative when using integral color.

### Ways to add integral color

As most of you probably already know, integral color is achieved by adding a colored liquid or powder to your ready-mixed concrete. Both liquid and powder integral color can be added at the ready-mix plant or at the job site. In most cases liquid color is dispensed directly into the mix

through an integrated computerized system.

Other times the liquid color is dispensed into pails and then it is added to the truck. When adding liquid color by pail it is important to rinse all of the pigment from the pail into the truck.

Powdered color is packaged in a variety of different methods. A popular form of packaging for powder integral color is in dissolvable bags that are tossed directly into the truck and disintegrate when properly mixed in. Dry-packaged pigment weights will vary by color and by manufacturer, but the most common and easiest-to-use color packages are those that color 1 cubic yard of concrete. Pigment should conform to ASTM Standard C979 (Standard Specification for Pigments for Integrally Colored Concrete).

### Communicating

On smaller jobs a simple phone call to your supplier to discuss your pour is encouraged. On a larger project, it is advised that a prepour meeting be conducted with everyone on the project — mix designs should be reviewed and other key factors determined then.

A successful colored concrete job can be found in the details. It can start with placing your order with dispatch at the ready-mix supplier. Be thorough when relaying the information on your order to the dispatcher. Review the mix design. Discuss the addition of color: what type of color, liquid or powder, when and where it will be added, how it will be mixed.

Normally you would want to follow the color manufacturer's recommendations on adding color. Using the same mix design throughout the pour with the same slump, cement, admixtures and aggregates from the same plant is a key to consistency. The

**Uni-Mix®**  
INTEGRAL CONCRETE COLORANT

Blend of non-fading iron oxides

Quick and even dispersion

Uniform color load-to-load

Superior quality control

Engineered Concrete Performance  
**BUTTERFIELD COLOR**  
Decorative Concrete Products

1-800-282-3388 | www.butterfieldcolor.com



water-to-cement ratio needs to be consistent throughout the entire project. When an accelerator is needed, a nonchloride accelerator should be used instead of calcium chloride.

If you need multiple loads, make sure that each truck will be loaded with the same mix and in the same way as the first truck. Consistency is key. It can be a good idea to wash out each truck before batching and after pouring. Discuss intervals between dispatched trucks. Be realistic in predicting unload times, and always have a plan B — for example, predetermine a joint layout plan so that if there is a delay in delivery of the concrete, the contractor can work ahead.

Make sure the dispatcher has the correct address for your job. Relaying address and job access markers to the dispatcher helps ensure that you are not waiting for concrete while the driver is trying to find the job. Most dispatchers will repeat the order back to the contractor, helping to alleviate any miscommunication. This is a great way to make sure that everyone is on the same page.

When the truck has arrived on the job, review the ticket for your load. Once placement has begun, water should not be added. The specified slump should be maintained throughout every pour of the project.

Once the concrete is on the ground, keeping the color consistency is up to the contractor. Uniform and proper finishing and curing are essential to a successful colored concrete job. Some commercial projects require that finishers be certified by the American Concrete Institute. Information about certification can be obtained by contacting the ACI or your local ready-mix concrete association.

Something to keep in mind: Most color manufacturers' color charts and color chips are based on concrete that contains a 4-inch slump and medium-gray cement with proper curing.

On a job with multiple pours, try to begin curing at the same time after each pour. Never use plastic sheeting or water spray for curing as they can mottle and streak the surface. Finishing techniques

such as wet brooming and "blessing" the concrete with a sprinkle of water can affect color too.

When creating the job-site mock-up, use the actual mix design you plan to use for the pour and the same crew that will be installing the work. Make sure the mock-up is large enough to serve as a representative example of what is to be poured.

Consistency with the color, the mix and the finishing are the key to a successful outcome. They will help with managing the expectations of your customer. 🛠️

*Keith Boudart is sales and marketing manager for Butterfield Color Inc. He has spent the last 20 years working with distributors and contractors in the concrete construction industry. Contact him at [keith@butterfieldcolor.com](mailto:keith@butterfieldcolor.com).*

*Jim Nielsen is a regional sales and technical manager for Butterfield Color Inc. He works with distributors, contractors and the architectural community in a territory that stretches from Wisconsin to North Dakota. Contact him at [jnielsen@butterfieldcolor.com](mailto:jnielsen@butterfieldcolor.com).*



Booth 707

# Lightning Strike Roller Screed

## Changing the Way the World Pours Concrete

No other screed on Earth delivers the Power, Versatility and Innovation like the LIGHTNING STRIKE ROLLER SCREED SYSTEM. Before you buy, demo the LIGHTNING STRIKE and see for yourself why we are the BEST SCREED SYSTEM ON EARTH!!!

Any contractor who completes a Pervious Concrete Project certification class at WOC 2012 with Scott Erickson (Evolution Paving) will be reimbursed the cost of the class when they purchase a Lightning Strike Screed System in 2012. (A \$150 value!)

To register go to [www.worldofconcrete.com](http://www.worldofconcrete.com)



Lazy Man Construction, OR  
Adjustable Curb Runner



Pervious - Riser Wheel



LURA Enterprises, Inc. • [www.luraconcretescreed.com](http://www.luraconcretescreed.com)

Phone: 701-281-8989 • Fax: 701-281-8995









# grinding & polishing :

## PROJECT PROFILE

# National History Museum of Los Angeles County Los Angeles

by Erik Pisor

IN Southern California, grinding and polishing concrete that was placed 20 or 30 years ago is fairly common. However, burnishing concrete that's more than a century old is a rare task for any contractor.

Mark Beamish Waterproofing recently undertook this type of uncommon job as part of a \$69 million historic preservation and renovation of the National History Museum of Los Angeles County.

"This was probably the oldest concrete we've worked on," says Don Aase, project manager for the Anaheim, Calif.-based contractor.

Between May 2009 and April 2011, Mark Beamish Waterproofing polished roughly 70,000 square feet of relatively ancient concrete, a job contracted at more than \$265,000.

While the flooring featured visible cracks and differently colored concrete patches — the result of different concrete grains and batches used throughout the years — Beamish primarily focused on cleaning up the concrete surface by grinding, polishing, and applying

### Project at a Glance

**Client:** National History Museum of Los Angeles County, Los Angeles

**Decorative Concrete Contractor:** Mark Beamish Waterproofing Inc., Anaheim, Calif.

**General Contractor:** Matt Construction, Santa Fe Springs, Calif.

**Architect:** CO Architects, Los Angeles

**Scope of Project:** Concrete restoration and polishing of century-old floor

**Timeline:** May 2009 to April 2011

**Materials Used:** RetroPlate 99 densifier and RetroGuard water-based sealer, manufactured by Advanced Floor Products Inc.

**Tools Used:** Klindex Expander 750 grinding and polishing machine, various metal or resin-bonded diamond pads, twister pads







**CONTRx Polishing Systems**  
by **EDCO** EQUIPMENT DEVELOPMENT CO., INC.

**VISIT US AT WOC INSIDE BOOTH # S-10115, OUTSIDE BOOTH # O-31418**

**ProPolisher II and ProPolisher IV**

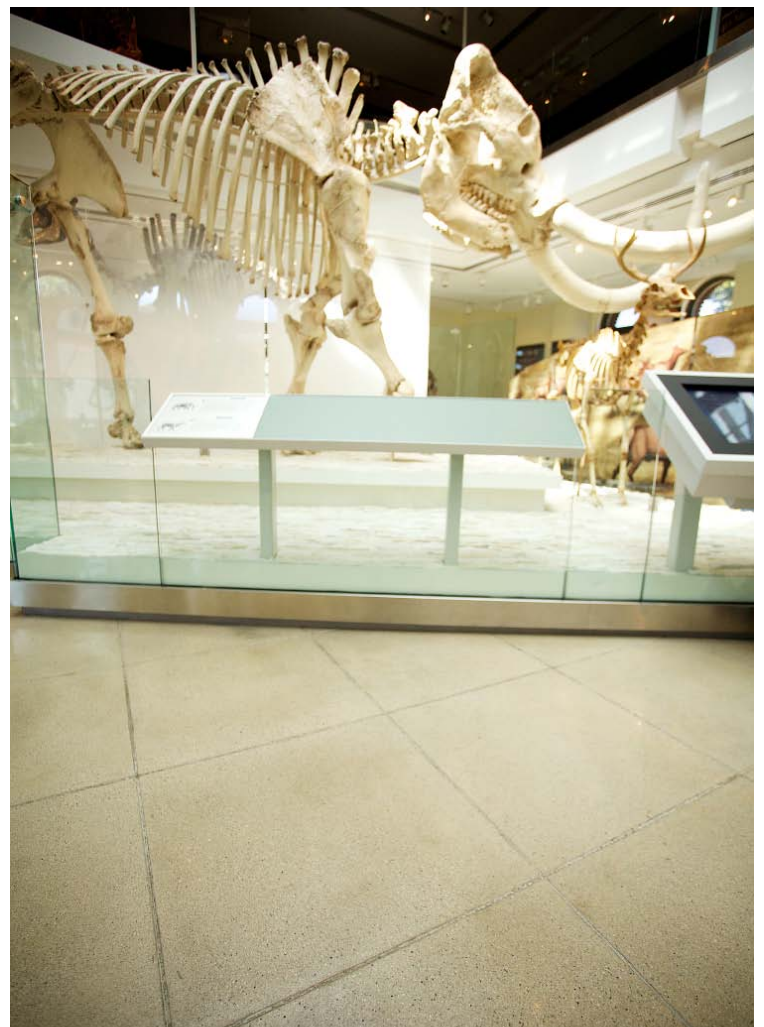
**POLISHING KIT V HARR**

**HONING KIT RESIN-BOND DIAMOND DISC**

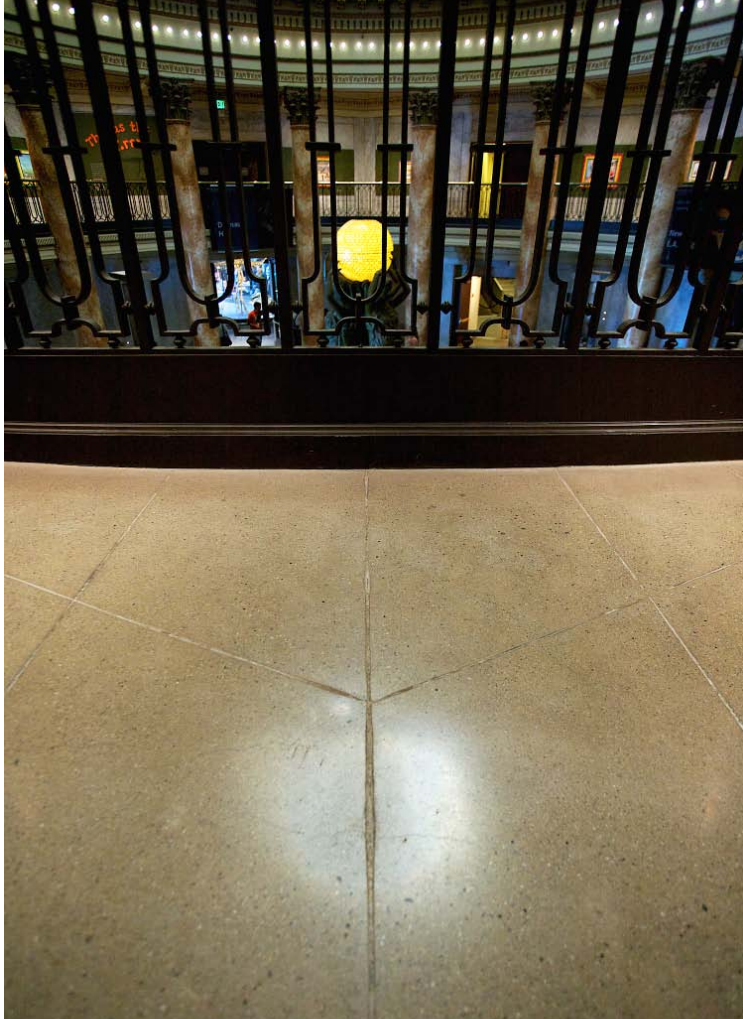
**PREPARATION KIT DIAMOND DOTS**

**EDCO CONTRx Systems**  
EQUIPMENT DEVELOPMENT CO., INC.  
AMERICAN OWNED AND OPERATED  
1-800-638-3326 • [contrxsystems.com](http://contrxsystems.com) • [edcoinc.com](http://edcoinc.com)

Find us on Facebook  
YouTube








RetroPlate 99 hardener/densifier and RetroGuard sealer.

“The museum’s preference was to RetroPlate over those old patches and show what the building is, which is 100 years old,” says Ken George, superintendent for Matt Construction, the Santa Fe Springs, Calif., general contractor for the entire renovation project. “RetroPlate only mimics what’s underneath. It in no way hides things — it just gives the flooring a smooth finish.”

Initially Beamish’s grinding and polishing operations were to be the final step in the renovation. However, because the



## CLEANS UP CONCRETE AND THE COMPETITION WITH DIRECT-BUY SAVINGS

**Real Savings:**  
**Get More With Virginia Abrasives**

- Free freight—with no minimum orders

**Real Responsiveness:**  
**Count On Virginia Abrasives**

- Same-day complete shipping
- UPS delivery in 3 days or less

**Real Service:**  
**Rely On Virginia Abrasives**

- Experienced, live customer service assistance
- Online ordering 24/7

**Real Quality:**  
**Trust Virginia Abrasives**

- Balance price and performance
- Innovative new products

**FREE SHIPPING**  
**NO MINIMUMS**  
**FACTORY-DIRECT PRICING**

**VIRGINIA ABRASIVES™**

**REAL GRIT**

**800.446.1805**  
[www.virginiaabrasives.com](http://www.virginiaabrasives.com)

### DUST COLLECTION PRODUCTS FOR THE DECORATIVE CONCRETE TRADES



**The Dust Muzzle Ultra \$29.50**

*The World's Most Efficient Universal Dust Muzzle™*

- Two Sizes Fit All Grinders 4" - 8"
- Made of Rugged Polypropylene
- Flexible to -20 degrees • Installs in minutes
- Flexible • Lightweight • Transparent
- Wet-or-Dry Grinding & Polishing



For Worm Drive Circular Saws

**The Saw Muzzle \$59.95**

**DUST COLLECTION PRODUCTS**  
by Shaver Aero Europe

The Leader in Dust Collection Since 1991

**Dust Collection Products**  
San Diego, CA 92107  
[www.dustmuzzle.com](http://www.dustmuzzle.com)  
**877-223-2154 • 619 223-9690 (fax)**

**We have complete dustless systems with HEPA vacuums**  
Grinding • Cutting • Crack Chasing • Sowing



# Beautiful floors every time.



**Predator Floor Grinder**  
Perfect for novices and seasoned pros alike.

Call **1-877-402-9724**  
for a free one-on-one consultation

**Innovatech™**

[innovatechproducts.com/concretedecor](http://innovatechproducts.com/concretedecor)



company's circular grinders couldn't reach edges and inside corners, they decided to do all but the final grind and polish before the installation of new wall partitions.

Prior to grinding the concrete Beamish removed carpet and cork tile, which had been glued to the concrete surface, to reveal the building's century-old flooring.

"Not only was the 100-year-old concrete very hard, but it was a very rough and uneven floor," says Dan Hennes, another Beamish project manager. Because of the concrete's age and hardness the first cut was very important, he says.

Initially, Beamish used 60/80-grit metal-bonded diamonds attached to a Klindex Expander 750 for the first concrete cut. However the 60/80 metals didn't cut efficiently and the contractor changed to 16/20 metal diamonds.

"The more aggressive diamonds did the trick," Hennes says, noting that 60/80-grit metals were utilized after the first cut, followed by 150-grit metals, which prepared the floor for polishing.

After filling large cracks in the floor with epoxy, Beamish used the Expander 750 to polish the floor. The 15-horsepower machine polished the concrete using 50-grit, 100-grit and 200-grit resin-bonded diamond pads. RetroPlate 99, a hardener/densifier manufactured by Advanced Floor Products, was then applied to the polished surface at 200 square feet per gallon. RetroPlate 99 allowed the concrete to be finished to a marblelike sheen. It cost between \$4.50 and \$5.50 a square foot for this project. "You're paying that for a finished product that's pretty durable," Wesling says.

After polishing the densified flooring with 400- and 800-grit resin-bonded diamond pads, Beamish applied Retroguard sealer — a

## COLOR FAST

**Floor Joint Fillers and Repair Materials for Colored Concrete Floors**

*All products available in more than 50 popular colors & unlimited custom colors!*



**DUAL CARTRIDGES OR BULK**  
**LOW MINIMUMS, FAST TURNAROUND**



**METZGER/McGUIRE**  
INDUSTRY STANDARD INDUSTRIAL FLOOR JOINT FILLERS & REPAIR PRODUCTS

**800.223.MM80**  
[www.metzgermcguire.com](http://www.metzgermcguire.com)  
P.O. Box 2217 Concord, NH 03302  
Portland - Atlanta - Denver - St. Louis



water-based copolymer — at 750 square feet per gallon and used twister pads to burnish the floor, giving the concrete a final, easy-to-maintain shine.

Following all this grinding and polishing work, Matt Construction and its subcontractors stored equipment on top of the smooth flooring and conducted soft and hard demolition work. Beamish was called in to polish the concrete to a fine finish once again after the renovation work was complete. "We didn't protect the finish," says George of Matt Construction. "We instead

**NEWLOOK**



*NanoSet™*  
Polishing System

- Densifiers
- Sealers
- Color Stains
- Cleaners

The Official Polishing Stain of  
**WERKMASTER™**  
Ultra Floor Systems

**FREE SAMPLES!**

[www.GetNanoSet.com](http://www.GetNanoSet.com)

**BOB HARRIS**  
*knows the value of proper surface prep*

"I have used Surface Gel Tek's products for years. After seeing the beautiful effects achieved, I realized the many benefits this product line offers. I now use them for surface prep on both cement-based toppings as well as polished concrete. They work by etching off the top laitance creating a uniform profile, reducing my sq. ft. costs while eliminating adhesion failures."

*Bob Harris -  
Decorative Concrete Institute*

Introducing **Xffluorescence**  
Roll it on, Scrub it in, Rinse it off  
It's That Easy!

**888-872-7759 SURFACE GEL TEK™**  
SDV058 / W058 [surfacegeltek.com](http://surfacegeltek.com)

**Stone Shield™**  
Penetrating Sealer  
for Polished Concrete



**No Fumes!**  
Odorless Formula  
Has Higher Sealing Factor

Use Indoor/Outdoor

Coverage: 1,000–1,500 Sq. Feet/Gallon

Call NOW Toll Free  
**800-575-4401**

Get the best prices every day at  
**Braxton-Bragg**  
[www.braxton-bragg.com](http://www.braxton-bragg.com)



**in 2Crete**  
**888-350-0130**  
"Founded by contractors for contractors"

- SUBSTANTIAL LABOR COSTS REDUCTIONS
- NO TOOL MARKS DIAMOND ABRASIVES
- FOUR STEP POLISHING SYSTEM
- ADVANCED TITANIUM METAL BONDS
- ONE BOND FOR ALL CONCRETE HARDNESS
- WET OR DRY – THE FASTEST RESULTS ON ANY SURFACE
- AVAILABLE SYSTEMS FOR CONCRETE, TERRAZZO & STONE
- CALL TODAY AND EXPERIENCE THE "ISI" DIFFERENCE!

**ISI Global Group**  
MADE IN GERMANY

**ISI Diamond Abrasives – Engineered and manufactured in Germany**  
**Diamond abrasives for the 21st Century**

**GUARANTEED SATISFACTION - WORKS WITH MOST COMMERCIAL GRINDERS ON THE MARKET!**





brought Beamish in at the end to polish the floor with their 800 grit and put a new finish on it.”

According to Aase, several smaller areas had to be entirely reground and repolished due to the lack of protection.

Aside from being moved up in the construction activity timeline, the grinding and polishing job was conducted without any major challenges.

While Beamish’s portion of the renovation work is complete, the RetroPlate 99 densifier and RetroGuard sealer will be used on other parts of the project. Current plans call for RetroPlate to be used on an outside patio and on the floor of the new Otis Booth Pavilion, a glass-enclosed structure that will serve as the new entrance to the museum.

The nearly seven-year renovation and historic preservation of the museum is currently in its fifth year. According to Wesling, Matt Construction is currently on phase P of the project, with a year and a half of construction remaining.

[www.markbeamish.com](http://www.markbeamish.com)

# Go Dustless®

See online training videos and learn how going Dustless® can save you time and money!

# Dustless®

800.568.3949 TECHNOLOGIES

[dustlesstools.com](http://dustlesstools.com)

# DYNAMIC DIAMOND TOOLING

Specializing in...

## Concrete Polishing and Surface Preparation Tooling

TOOLING DESIGNED BY CONTRACTORS FOR CONTRACTORS

Full service Grinding and Polishing expertise and support

- Concrete Polishing Tooling
- Surface Preparation Tooling
- Coating Removal Tooling

WORLD OF CONCRETE  
Visit us at Booth # S12323

407-298-7050  
[DynamicDiamondTooling.com](http://DynamicDiamondTooling.com)

# FACTORY DIRECT PRICING

# FREE FREIGHT

# VIRGINIA ABRASIVES™

REAL GRIT

800.446.1805  
[www.virginiaabrasives.com](http://www.virginiaabrasives.com)

Orders to most of the US in 3 days or less from Petersburg, VA and Simi Valley, CA



# grinding & polishing :

## How Reading the Specifications Can Help Your Wallet

by David Stephenson

**F**OR most of the last decade I was a contractor. I lived, ate and breathed the decorative concrete industry from the field. Today I am a consultant. I have one large retail account that takes up about 60 percent of my time. I work on two to four projects a week for this customer. The rest of my time is spent providing general business consulting for decorative concrete contractors, helping them move forward in their businesses.



by David Stephenson

This unique combination of knowledge as both a contractor and a customer's representative gives me a good perspective on the issue of specifications. They are especially important in decorative concrete. It is important to read them and more important to understand them.

The majority of my experience is as a contractor, so this is where we will begin. First, an estimator needs to read the specifications in order to know what they are pricing. Once I bid on a project where the specifications called for a resin-only polish. Our company did not like to do resin-only polishes, so we bid the job at about a 50 percent profit margin. To my amazement we ended up with the

job. I thought for sure that there would be other contractors bidding lower. Once the contract was signed and safely filed, I went to speak with the general contractor to ask him about the other bids. He agreed to show them to me, so we reviewed them together. Out of six bidders our company was the only one that bid a resin-only polish. All the other companies bid for full grind and polish. It was obvious why we were so much lower. If I had not taken the time to read the specifications closely I would have bid this project much higher and someone else would have the job.

The specification is the best protection that you have, other than the contract itself, to keep from getting taken advantage of by

# PROVEN.

PRODUCTS FOR THE PROFESSIONALS.

**PEARL HEXPIN™ SYSTEM**  
**SURFACE PREPARATION SYSTEM**

11" AND 15" HEXPLATES™ WITH ACCESSORIES FOR SCRAPING, GRINDING, SANDING AND POLISHING CONCRETE.

VISIT US: **WORLD OF CONCRETE**  
**BOOTH #S12339**

Available with SuperClutch™  
Protects operator from injury  
and buffer from damage.

**VISIONARY PRODUCTS** **TARGETED SOLUTIONS**

**PEARL ABRASIVE CO.**  
800-969-5561 (U.S.A.)  
800-387-0008 (Canada)  
WWW.PEARLABRASIVE.COM



**CONTRx** Polishing Systems  
by **EDCO** EQUIPMENT DEVELOPMENT CO., INC.



**VISIT US AT WOC**  
**INSIDE BOOTH # S10115**  
**OUTSIDE BOOTH # 031418**



**contrxsystems.com**  
**1-800-638-3326**  
**edcoinc.com**  
**sales@edcoinc.com**



the customer. If you know the specifications forward and backward you are in excellent shape if any conflict arises. If you can prove that you ran the processes described in the spec, you are protected when the customer says, "I thought it would look different." It is easy to explain that you performed the work that was asked of you in the spec and qualified in your bid.

You also have the ability to intelligently draft change orders for power requirements or additional work when you know exactly where you are to stop per the specifications.

Make sure that your field personnel have a copy of these specifications. I would strongly recommend going through several versions of specifications with your foremen. This will allow you to hold them accountable for reading and understanding the specs on a job-by-job basis. My experience is that field personnel look to avoid conflict on projects. Sometimes this means doing extra work above and beyond what the bid was written for. If you arm them with the knowledge of where to stop, then you are much more likely to get paid for your extra work.

When I act as a consultant, my primary responsibility is to make sure that projects are moving along per specifications. I am constantly amazed at how many contractors I run into who are attempting to do work without having any knowledge of what the specifications for a particular project are.

The most common mistake that I see when contractors don't read the specifications on my projects is a lack of understanding in regards to the qualifications related to bidding the project. Most projects today have a specific list of qualifications. Some of these items need to be submitted prior to bid, and sometimes they are post-bid issues. Either way it is important to review the specifications in order to insure that you can qualify for the project before you spend your time bidding on it.

I have had projects where contractors completed large areas of work using the wrong products. This puts them in a really bad spot, because the floor does not pass inspection, and then they have to remove everything and start over, which eats into their profit and my timeline for completion. I have had contractors skip steps or try to start with different levels of grinding than what is called for. The result is the same every time. I get there, we have a discussion and the contractor gets to start over. The directions for the project were clearly laid out ahead of time.

Remember that as a customer, the directions for what they want you to do are written in the specifications. If you disagree with something or something is not clear in a specification, do not hesitate to ask questions or make suggestions for addendums. This will help the customer understand what they are trying to tell you to do and create a better standard for projects moving forward. 📱

*David Stephenson is president of Cave Springs, Ark.-based Polished Concrete Consultants. He can be reached at [dstephenson@polishedconsultants.com](mailto:dstephenson@polishedconsultants.com).*



# overlays & toppings :

## The Four Types of Overlays and How to Choose One

**T**HERE are four different overlay systems used in creating decorative concrete floors: microtoppings, stampable overlays, multipurpose overlays and self-leveling overlays. All have different characters and makeups with which to achieve decorative looks.



by David Blasdel

Overlays can be temperamental if they are not installed properly and manufacturers' technical data sheets are not read and followed to the letter. With any overlay system, preparation is the key to success and lack of preparation along with lack of doing your research will result in failure. Preparation and profiles as determined by the International Concrete Repair Institute are key elements in

applications of overlays.

There is a lot of opportunity and money in doing overlays. It is just a matter of educating yourself and your crews as contractors on proper application practices, along with educating your clients as to what you can do for them to achieve a decorative concrete floor.

**Microtops** with makeups from coarse to fine grade and colors from gray to white are used in resurfacing old, worn concrete floors or bad, undesirable concrete floors. With microtops we have the ability to rejuvenate these surfaces and give them the look of new concrete.

Coatings with coarse and fine makeups are applied in layers to give microtops durability. Coarse-grade microtops have larger aggregate that helps to fill in small damaged spots on the floor and fill in our profile to give us a blank canvas. It sometimes takes two applications of the coarse to achieve that blank canvas. Fine

microtoppings are then used to fill in the coarse grade and smooth out the surface for our finished floor, making it ready for stains, saw-cut designs and so on.

**Stampable overlays** are used both indoors and out to give a concrete slab the appearance of wood, tile, brick or stone. Stampable overlays are gauge-raked out at 3/8 inch to 1/4 inch, depending on the depth of the pattern being used, and usually at no more than 1/2 inch without the use of a larger aggregate, such as 3/8-inch pea rock. Stampable overlays applied at 1/2 inch or greater are usually not cost-effective.

These overlays are cementitious-based products, so they will take staining very well



Photo courtesy of Miles Concrete Design

Miles Concrete Design used T1000 Stampable Overlay from Butterfield Color on this Amarillo, Texas, walkway.

### Fix cracks!

from this



to this



with the

### Concrete Staple

The only concrete crack repair that **REALLY** works

PATENT  
PENDING

## CPR

Concrete Product Resource  
707-987-4534  
[www.concretestaple.com](http://www.concretestaple.com)  
Dealer inquiries welcome



# overlays & toppings :

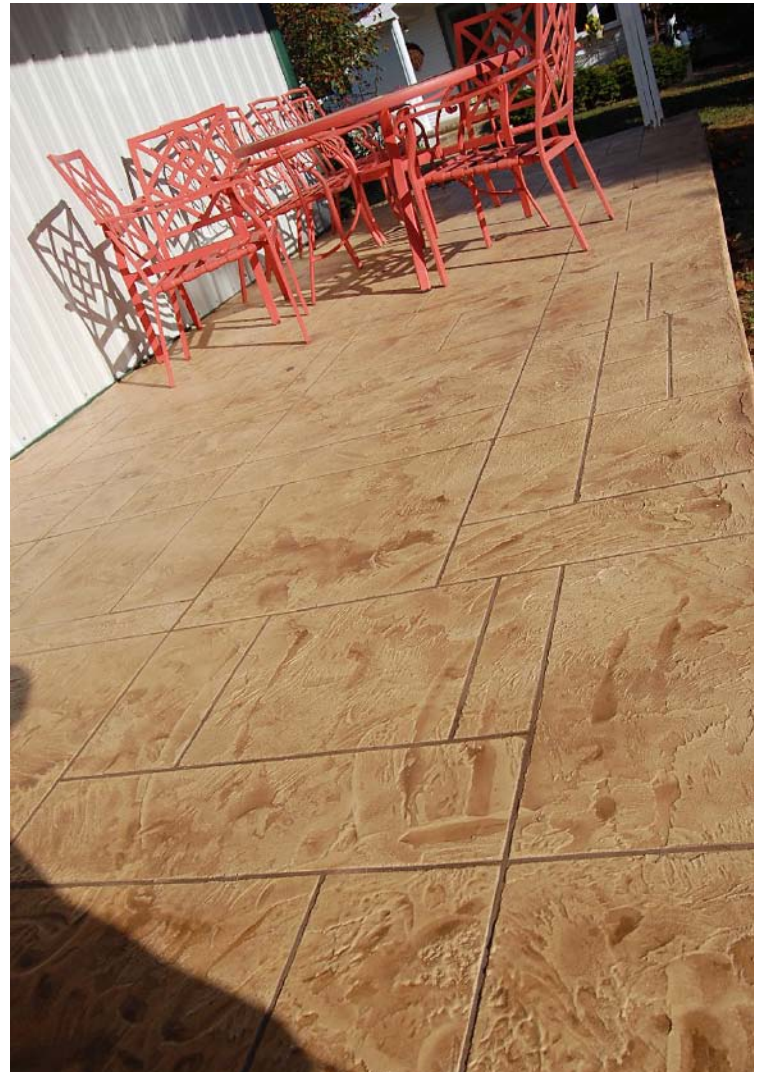


Photos courtesy of The Concrete Artists

The Concrete Artists, a Marion, Ill., company, used Butterfield Color's T1000 Stampable Overlay at this Murphysboro, Ill., residence.

and can be integrally colored.

Keep in mind that overlay products are only as good as the concrete they are going over and the applicator putting them in. So do not oversell a stampable overlay as a fix-all to a slab that is heavily



The Concrete Artists applied T1000 Fine Overlay at this home in Dongola, Ill.

## EZ GRINDER

**NEW AND IMPROVED EDGE  
AND CONCRETE GRINDER**

**5.3 HP DIAMOND GRINDER  
FLOATING SEAL DUST SHROUD**

**FREE GROUND SHIPPING!  
COUPON CODE: DECOR  
\*EXPIRES AUGUST '12**

**WWW.STOLL-INDUSTRIES.COM**



spalled or heavily cracking from movement.

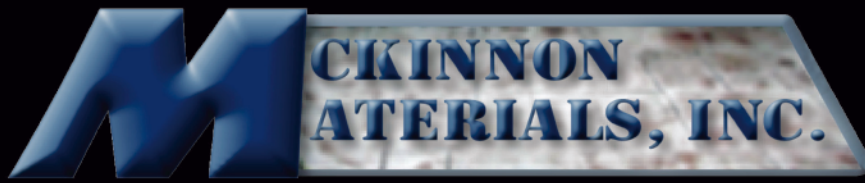
Products like this are great tools to have and know how to use. They can expand your business and keep your crews working in down times.

**Multipurpose overlays** have a large-sand makeup and are made for rebrooming, spray textures (in horizontal, vertical and stencil work), texture troweling and as an underlayment. Multipurpose overlays offer the most ability to push your creativity to the limit with a trowel, hopper gun or broom.

**Self-leveling overlays** are just that. Their makeup gives them the ability to flatten out on their own with help from a metal squeegee. They can be used by themselves to make a concrete floor look new or as an underlayment for other flooring products.

Self-levelers are the most temperamental of all overlays. They have a short working window. Once they are down, you hit them once and leave them (because overworking can be detrimental). This is one product where the liquid recommended by the manufacturer and the amount recommended should be followed to the letter. If too





# THE CHOICE OF CONCRETE COATING PROFESSIONALS

EPOXY · COLORQUARTZ · OVERLAY · URETHANE, SEALERS, CLEANERS, RELEASE AGENTS, AND MORE!

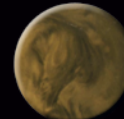


## AURORA EPOXY DUST

A reflective metallic pigment that creates a unique 3-D visual effect. Mix two colors for even more inspiring color results.



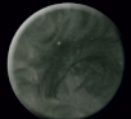
Burnt Orange



Bronze



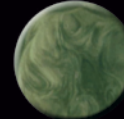
Yellow Gold



Charcoal



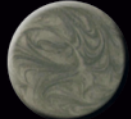
Copper



Moss Green



Bark Brown



Slate



Royal Blue



Brass



Wine Red



Pearl



## CHROMASTAIN

Eco-friendly water-based, self-sealing stain penetrates and adheres to porous surfaces for custom blending and shades.

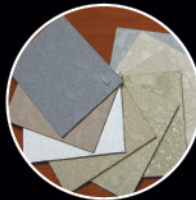


Sample kit available



## McKRETE™ DRY MIX & ADDITIVE

Indoor or outdoor, this user-friendly acrylic material can be stenciled, taped or textured.



Sample color ring available



## EPOXY STONE / RIVER ROCK

Indoor or outdoor, the longest-lasting epoxy in the industry.



Sample box of all 16 colors available

## EVEN WORKS IN SNOW!

Use down to 20°. Generate profits throughout the year.

[www.mckinnonmaterials.com](http://www.mckinnonmaterials.com)  
1-866-622-7031 Toll-Free



Visit us on Facebook

Free 24-hour technical support · Same-day shipping  
Largest in-stock epoxy stone selection



# overlays & toppings :

## PRODUCT NEWS

### Super Stone reformulates Super Tex


Super Tex Wet & Ready Dry Mix, from Super Stone Inc., is a high-performance uniform blend of portland cement, dry polymer technology, sand and other aggregates. And the overlay just got even stronger and simpler to use.

Reformulated for ease of application, Super Tex Wet & Ready has been modified to more readily accommodate

a wider variety of textures and finishes. Additionally, Super Tex Wet & Ready Dry Mix is now available in even more colors than before, making it easier to fit into any project.

The product can be used to resurface walkways, sidewalks, curbs, steps, ramps, pool decks, floor slabs and patios, concrete driveways, and appliance and

equipment platforms. In addition, Super Tex Wet & Ready Dry Mix can basically be used as a repair tool for anything constructed out of concrete, making it even more versatile. Super Tex Wet & Ready achieves compressive strengths of 5,663 psi in seven days and 6,107 psi in 28 days.

 [www.superstone.com](http://www.superstone.com)



**westcoat**  
SPECIALTY COATING SYSTEMS

**in living color**

**BRINGING THE NEWEST COLORS TO YOUR CONCRETE SURFACES**

Liven up your concrete surfaces with Westcoat's vibrant stains and textured overlays. For over 30 years, Westcoat has delivered protective and decorative surface solutions for the discriminating architect, contractor, specifier or property owner.



Visit us at the  
Concrete Decor Show  
Feb 22-24  
San Antonio  
Booth #1010

800.250.4519 • 770 Gateway Center Drive • San Diego, CA 92102  
[www.westcoat.com](http://www.westcoat.com)

**Water Is FREE...  
Why Pay For It?**

**HALF-PRICE POLYMER**



HIGH PERFORMANCE  
CONCENTRATED POLYMER  
**POLY 600**  
DRUM (55 GALLON) = \$999  
(\$90.81 / 5 GALLON BUCKET)



**POLY 600**  
LIQUID POLYMER  
5 Gallons  
\$99.00



**POLY 686**  
DRY POLYMER  
5 Gallons  
\$99.00

**Buy Direct from the Manufacturer!**




**PERFORMANCE  
POLYMERS**

TO ORDER CALL: (800) 983-6993

[www.PerformancePolymersLLC.com](http://www.PerformancePolymersLLC.com)

little is used, it will not flow and set. Too fast, too much, and it will crack. Either way you will be tearing it out. So always do your homework and follow the manufacturer's technical data sheets.

Overlay product applications are a very successful business. You just have to take pride in what you do. Never cut corners, don't oversell yourself or the product, always have enough people to perform the task at hand, and always read the manufacturer's technical data sheets. There are educational programs out there through your distributors and manufacturers, so take advantage of them and be a success.

Overlays bring out the true artist in the applicator. We are all learning new tricks every day, and whether you work with a trowel or decorative saw cuts, the sky is the limit. Do samples and play with the products before you tackle your projects, and you will be amazed at what you can create. 

*David Blasdel is the Northwest sales and training manager for Butterfield Color Inc. Blasdel has been leading training throughout the United States and overseas for the past 10 years. Contact him at [dave@butterfieldcolor.com](mailto:dave@butterfieldcolor.com).*

David Blasdel will teach "Exploring Popular Decorative Overlay Systems" and participate in a panel at the 2012 Concrete Decor Show. For more information, go to [ConcreteDecorShow.com](http://ConcreteDecorShow.com).





## How To Prep for a Staining Job

by Kelly O'Brien

As any decorative concrete artisan knows, staining is one of the most nuanced, finicky and unpredictable techniques in the playbook. Yes, stains offer a fantastic variety of design possibilities — just consider the difference between an acid-stained floor and a water-based stain job, for example.

Applying any stain requires not only skill but also the ability to understand how to prepare a slab to accept color.

Greg Hyde Hryniewicz, owner of Annapolis, Md.-based Hyde Concrete, says that the key to his company's success as a staining contractor lies in their extensive preparation process. "Prep is more than half the job," says Hryniewicz.

For this, the first edition of our new How To section, we're going to share some of Hyde Concrete's tips and tricks for taking your pre-stain preparations to the next level. Note: These tips can be used to prep for any stain job, reactive or not.

### 1. Assess the floor

The first step is to do an in-depth analysis of the surface you're going to be working on. The more information you have going into a job, the better chance you have at avoiding errors and unanticipated challenges later in the job.

The first critical statistic you need to know is how old the slab is — both older floors and fresh-poured slabs have special considerations when it comes to stains. For example, when concrete gets really old, says Hryniewicz, "it has less lime available in the cement for the acid stains to react to."

It's also important to know a little bit about the slab's history — what was the space used for in the past? What sorts of chemicals or substances might it have been exposed to in its past lives?

For new slabs, there's a different set of concerns. For example, if you're dealing with an ecoconscious client, they may have opted for a mix that includes recycled fly ash, a decision that also decreases the

amount of lime in the surface.

Another aspect of your assessment should be the floor's finish. A super-tight troweled finish can make it difficult for the stains to penetrate, while a more open finish may absorb your stains too quickly. All of these factors will have an effect on how you mix and apply your stains.

### 2. Create samples

Once you've gathered sufficient intel, the next stage of the prep process is doing three to five stain samples. While samples are certainly not a revolutionary idea, doing them well only requires a little extra effort and can really win you points with your clients.

First, it's absolutely critical that you're putting down samples on the same surface as the final work. Hyde Concrete often has clients who will suggest doing samples in a separate room or even a separate building from the final floor. "If it's not the same slab, it runs the risk of being a different color," says Hryniewicz, so it's worth it to find an out-of-the-way space on the slab — say, a space in a mechanical room or destined to be under a cabinet — to do your samples.

If you're working on a surface with a lot of joints or patches, it's best if you can do your samples in a space that has them too. That way, you can go to

your client confident that you know how to get the look he or she wants, even with the floor's imperfections.

Also, Hryniewicz suggests being mindful of the lighting on your sample site. It's best if you can find a place with lighting that's representative of the finished floor, so your samples accurately reflect what the finished product will look like.

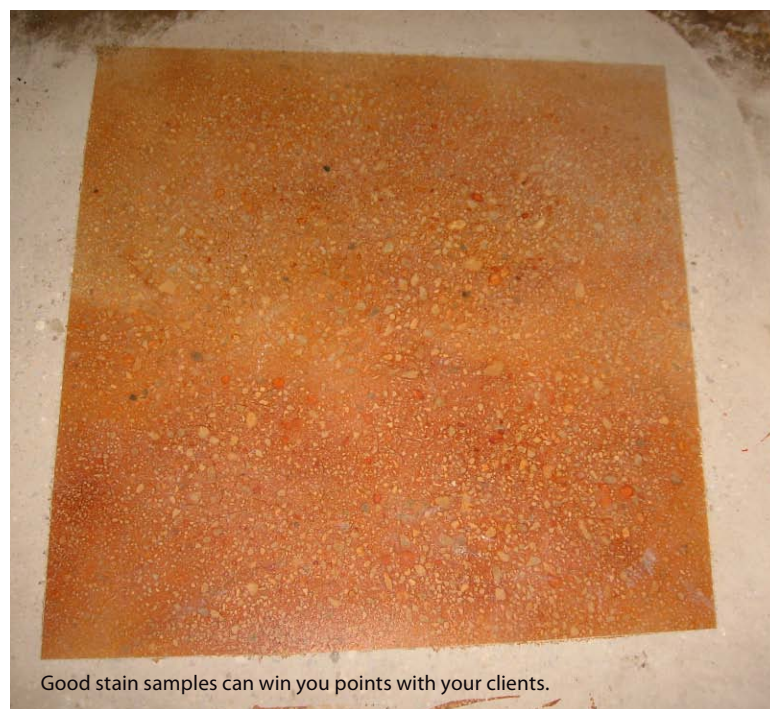
Overall, Hryniewicz recommends taking as much care with your samples as you would on the job itself. "How you do your samples is very important because it presents how you are as a company," he says.

how  
TO

### Featured Artisan:

Greg Hyde Hryniewicz  
Hyde Concrete, Annapolis, Md.

[www.hydeconcrete.com](http://www.hydeconcrete.com)



Good stain samples can win you points with your clients.

Photos courtesy of Hyde Concrete

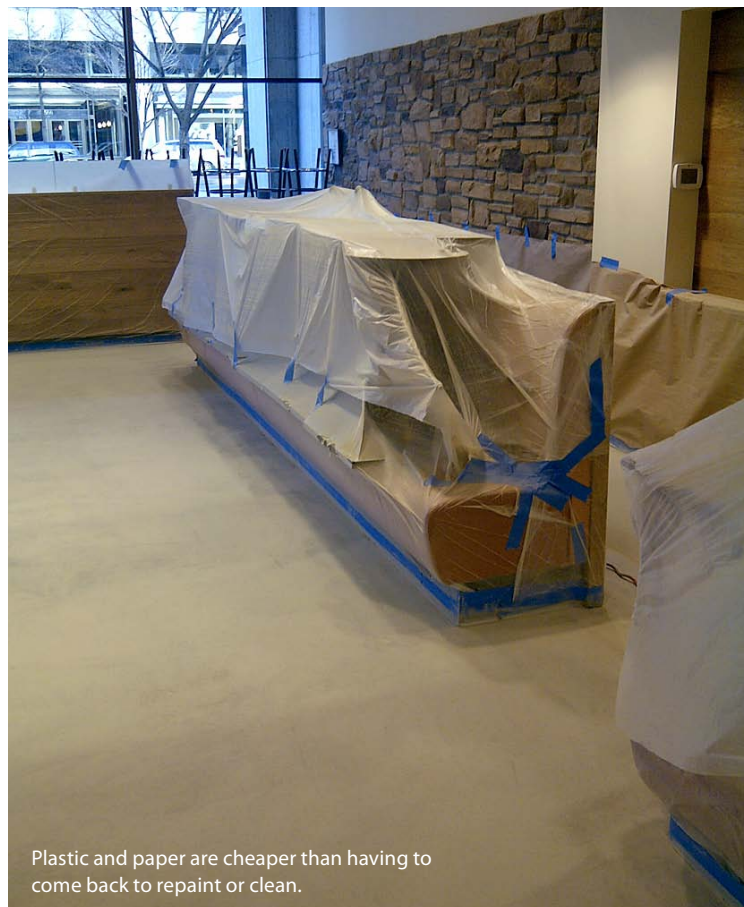


# staining & coloring CONCRETE :

## 3. Protect the space

Protecting the parts of the room that are not the floor is probably the easiest step to overlook, but Hyde Concrete takes it just as seriously as the rest. The company buys painter's tape and masking paper by the case, Hryniewicz says. "I'd rather spend \$3 on a roll of paper and \$7 on a roll of tape than have my guys have to go back and paint the walls."

To shield finished walls, Hyde Concrete hangs plastic sheeting first, followed by masking paper. The plastic is more stain-resistant than the paper, but any oversprayed stain on plastic alone could drip down onto the floor. The paper, on the other hand, will absorb the stain, keeping it from running. For unfinished drywall, they use



Plastic and paper are cheaper than having to come back to repaint or clean.

## PRODUCT SHOWCASE



## Hyde Concrete's DOs & DON'Ts of Staining Prep

- DON'T agree to do a job unless you can do a sample somewhere on the final surface.
- DON'T forget to grind the surface you're using for your samples if you plan on grinding for the final application.
- DON'T set bottles of stain down on your finished surface. There's always a danger of stain dripping onto the floor and leaving an unsightly ring.
- DON'T underestimate the importance of explaining to your client what stains can do and what they can't. If your customer is not comfortable with a floor that retains its character, flaws and all, then staining might not be for them.
- DO take your time getting the masking paper good and tight into any corners. If you don't, it can end up keeping the stains from getting all the way into the corner of the floor.
- DO make sure you have ample rags on hand, as well as masking tape, paper and plastic.
- DO vacuum the tops of doorframes and windows, as well as along the floor under unfinished drywall — all hiding places for dust and debris that you don't want to end up on your floor.
- DO bring your supplies inside, into your mixing area, so they can come to room temperature before you use them.

# Smith's

## Decorative Concrete Products

surface prep • overlay • stain & color • sealer • maintenance

### Royal Seal

- Premium solvent-borne acrylic
- VOC compliant formulas
- Available in Gloss or Low Sheen



### 4 in 1 Overlay

- Spray, trowel, stamp and vertical
- Available in white or grey
- Coarse or fine
- Just add water

Smith Paint Products, Harrisburg, PA USA  
[www.smithpaints.com](http://www.smithpaints.com) | 800.466.8781



**We are your global partner  
 with local presence.**



Nubiola offers:

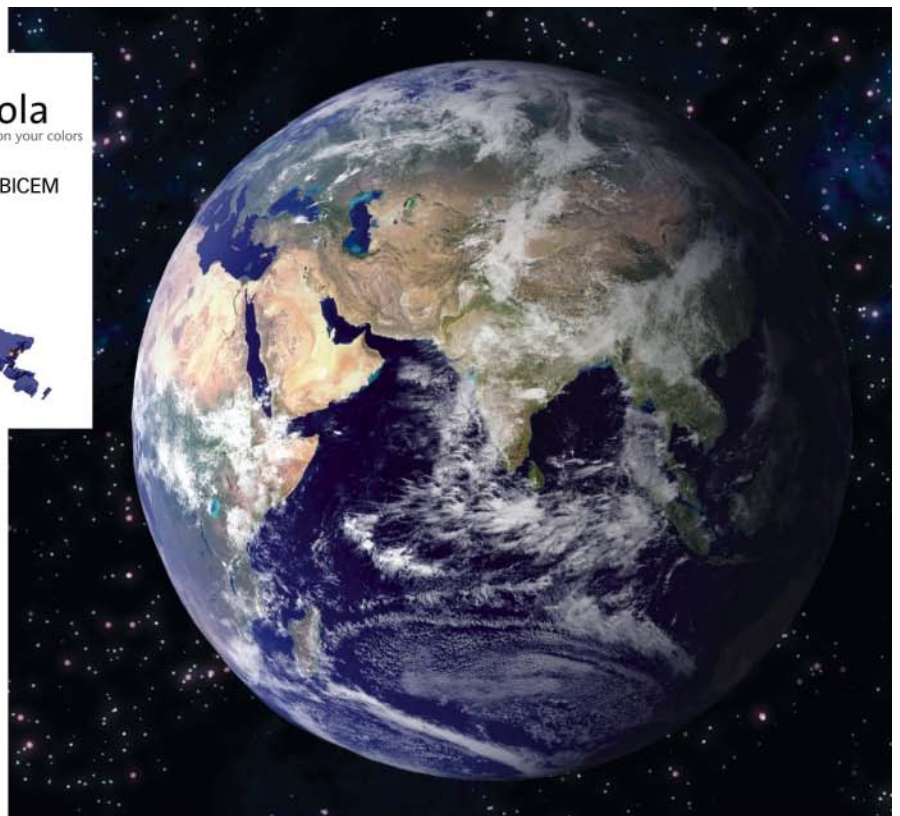
- **Ultramarine pigments:** NUBIX, NUBICOAT, NUBIPERF, NUBICEM
- **Iron Oxides pigments:** NUBIFER
- **Zinc Ferrites pigments:** NUBIFER K series
- **Chrome Oxide Green pigments:** NUBICROM
- **Corrosion Inhibitor pigments:** NUBIROX
- **Bismuth Vanadate pigments:** NUBIVAN



**See the  
 difference  
 you'll make**

[www.nubiola.com](http://www.nubiola.com)

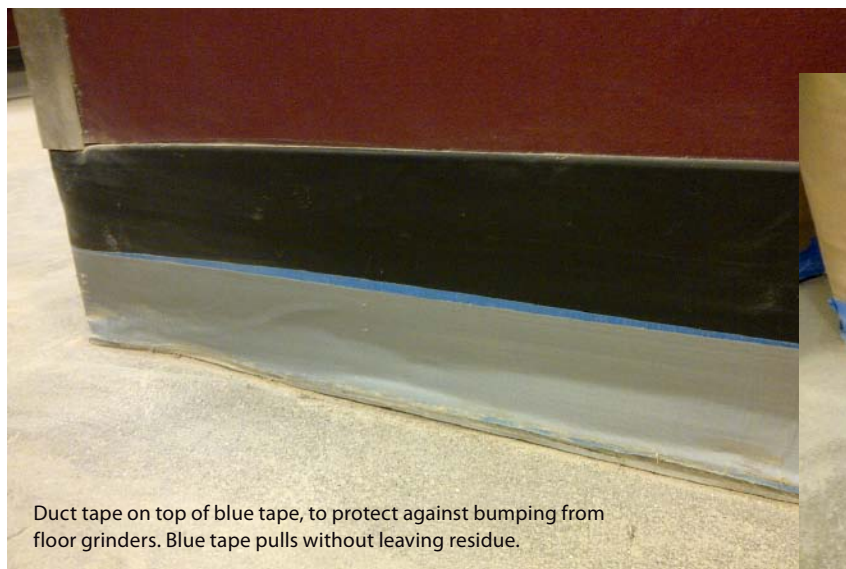
SPAIN - USA - COLOMBIA  
 CHINA - GERMANY - UK  
 ROMANIA - INDIA - JAPAN



**Nubiola USA:** 6369 Peachtree street, Norcross, GA, 30071, USA - T. +1 770 277 8819 - F. +1 770 277 8809 - [nubiolausa@nubiola.com](mailto:nubiolausa@nubiola.com)



# staining & coloring CONCRETE



Duct tape on top of blue tape, to protect against bumping from floor grinders. Blue tape pulls without leaving residue.

just a layer of paper, which will still protect the wall from the bulk of the stain.

The final consideration when it comes to protection is the baseboard. Hyde Concrete not only covers the baseboards in painter's tape, but also puts a layer of duct tape over the top to provide additional protection from the grinders used in prep work.



Place paper snugly to make sure that stain can get right into the corners.

## SPS INTERNATIONAL

**ARE YOU CONSISTENTLY BUYING SEVERAL SPRAYERS TO FINISH ONE JOB?**

**DO THEY STOP WORKING BEFORE THE JOB'S DONE?**

**SAVE \$\$, BUY QUALITY**

**ACID SPRAYERS:**

- Muriatic
- Phosphoric
- Hydrofluoric

*FOR USE WITH ACIDS ONLY*

*Acids Sprayer made of quality they won't melt in your hands*

**YOU ASKED FOR IT: STRONG, CAPABLE, QUALITY**

**High Density Polyethylene Spray Units for the Professional**

**MULTI-PURPOSE SPRAYERS:**

- Xylene • Toluene • Bond Breakers • Curing Compounds
- Sealers (Water & Oil Based) • Citrus Cleaners • Form Oil • Diesel

*Solvent Sprayers capable of spraying up to 30% Solids*

**ACETONE SPRAYERS:**

- Decorative Concrete Applications & Staining
- Overspray Clean-up

*FOR USE WITH ACETONE OR ALCOHOL ONLY*

*Strong Sprayers that last more than one job*

Also available from SP Systems are a wide variety of Nozzles and Spray Shields

1618 Stanford St., Suite C. Santa Monica, CA 90404

PO Box 7098 Santa Monica, CA 90406 Phone 800.457.3440 310.449.1492 Fax 310.449.6912

[www.spsystemsllc.com](http://www.spsystemsllc.com)

## PRODUCT NEWS

### L. M. Scofield debuts Soft Gray dye color

L. M. Scofield Co. has added a new color, Soft Gray, to its color options for its Formula One Liquid Dyes. The addition brings the total colors of dye available to 22.

[www.scofield.com](http://www.scofield.com)

### Ultramarine Blue pigment developed by chemists

Nubiola has developed a new Ultramarine Blue for cementitious formulations. The new blue is available in two pigments that make up the Nubicem B series.

Nubicem B-101 is an Ultramarine Blue recommended for indoor use, as well as outdoors where water contact is not extreme. Nubicem B-201 is Ultramarine Blue modified with Cobalt. It is recommended for use indoors and out.

The Ultramarine Blues are designed to be compatible with cementitious formulations. Thanks to Nubiola's knowledge of pigment encapsulation, it has succeeded in making a product that minimizes interaction with the cement paste.

The line is recommended for applications such as colored mortar, stucco or plaster, ready-mixed or precast colored concrete, or colored grout joints for ceramic tiles. It also has benefits in noncementitious applications such as formulations based on lime, highly alkaline coatings or coatings over a high-alkaline substrate.

[www.nubiola.com](http://www.nubiola.com)



#### 4. Prep the surface

Grinding the surface, while it may not be standard practice for all staining contractors, is a requirement for Hyde Concrete. The crew grinds every slab they stain, even if it's a new pour. With an HTC 500 floor grinder and a few hand-held angle grinders, Hyde Concrete will open up the floor, usually to about the 150-grit level.

There are several advantages to this approach, Hryniewicz says. For one thing, it guarantees that you're putting stains down on a clean floor — the grinding machine will take care of any surface contaminants that could have interfered with the stains. For another, with the combination of the big floor machines and the hand-held grinders, you can ensure that your surface is consistently open wall-to-wall. So many aspects of staining jobs are outside the contractor's control, but by mechanically prepping the surface, Hyde Concrete makes sure surface porosity isn't one of them. "I know that when I go in and I grind that floor, I know that that floor is now open and ready to take stain," Hryniewicz says.

#### 5. Prep the stains

Finally, it's time to get down to business, but before giving your sprayers so much as a pump, there's one more step in Hyde Concrete's prep process. After masking off a space for a mixing station and mixing all of your stains, Hyde Concrete highly recommends straining them thoroughly before filling your sprayers. Straining the stains eliminates particulate matter that would later clog spray nozzles and can mar an otherwise beautiful stain job with unsightly dribbles. 🛠️



Straining stains into a sprayer.

**Manufacturer of  
DECORATIVE CONCRETE  
DESIGN SYSTEMS**

- ChlorStain®
- Super Surface®
- Super Tex®
- SuperTex Wet & Ready®
- Super Veneer Microtopping
- Stamp Tool Patterns
- Color Hardener
- Crack Repair Kits
- Integral Colors
- Bubble Gum Liquid Release®
- Release Powder
- Sealers
- Epoxy Coatings
- Overlayment Systems
- Super Hydro Tone Stain
- Seamless Epoxy System
- Concrete Dyes
- S<sup>2</sup>P Super Polishing Systems

**Super Surface  
Stamping Tools  
& Sealer**

305-681-3561 • 800-456-3561  
**WWW.SUPERSTONE.COM**

Booth 719 YouTube f



# staining & coloring CONCRETE

## TROWEL & ERROR

### Coloring Concrete in Winter Weather

It's the middle of winter, and unless you live in the Deep South or Desert Southwest, the weather is not what you would call conducive to pouring concrete. This does not necessarily

mean you have 3 feet of snow on the ground or subzero temperatures for days on end. In fact, the American Concrete Institute states that cold-weather concrete practices are to be used when the weather is below 40 F for three consecutive days — not exactly what I consider arctic conditions but cold enough



by Chris Sullivan

to affect concrete when it is green and in its most delicate state.

There are many regions where the weather does not seem winterlike but is cold enough to affect concrete placement. This is where cold-weather placement practices become very important. Not following the rules because it does not seem that cold potentially leads to concrete that is weak and substandard.

Take it a step further and add color or a decorative finish, and the cold-weather placement practices may change yet again. Cold-weather practices are proven and have been around for some time, but they don't always apply straight across the board when you are dealing with decorative concrete.

As we all know, to achieve success, the decorative industry must stray from time to time from the tried-and-true placement procedures the gray concrete industry has used successfully for decades. Placement of decorative concrete in cold weather is one of those times. Let's take a closer look at how cold weather affects and in some cases shuts down placement of colored decorative concrete.

#### Northern exposure

I actually know many installers in the colder northern climates who shut down their exterior concrete crews for the winter. To stay busy they turn to inside work, or for those lucky enough to have squirreled away enough cash during the summer, they take the winter off. The shut-it-down approach is actually sage advice in areas where temperatures drop below freezing before Thanksgiving and don't go north of it again until April.

This brings me to an important point: Too often I have seen novice decorative installers try to squeeze out the last few jobs of the year and work well past the point when the seasoned pros have hung it up for the year. Unless your clients have enough money to pay for a tenting operation, the potential for a concrete failure and a callback are not worth forcing those last

**Duet**  
COLORS FOR CONCRETE

COLOR SHOWN - CHANTENAY

BRING A SPLASH OF **COLOR**  
TO YOUR CONCRETE FLOORS  
AS YOU INCREASE **DURABILITY**  
AND ADD **ELEGANCE.**

Water based, odor free Duet colors mix with Lythic Densifier for dual purpose use. Achieve color penetration and add surface hardness in one easy application.

FROM **LYTHIC**

LEARN MORE AT [WWW.LYTHIC.NET](http://WWW.LYTHIC.NET)

**MIRACOTE**

[www.miracote.com](http://www.miracote.com)



jobs of the year. If you work in a climate where it gets really cold, the safe bet says shut 'er down — saving your company's reputation and hard-earned cash.

## In the middle states

Now that we have touched on our friends to the north, let's look at all of those who live in what I call the "winter middle zone," the large zone of real estate that runs the length of the country sandwiched between the warmth of the south and the cold to the north. These places get winter, but they also get enough mild (and I use that term loosely) days to warrant keeping outside concrete operations running year-round. These are places like Kansas City, Oklahoma City, St. Louis and Washington D.C., to name a few. Pouring gray concrete is a no-brainer — if the forecast is above freezing, pull out the blankets and call in the crew. With decorative concrete, it's not quite that simple.

Integral color is susceptible to variation and blotchiness when the weather is perfect in early June, let alone at 37 F with a chance of freezing rain. One of the biggest factors in achieving colored concrete success is maintaining consistency from batch to batch, as well as consistent finishing and curing. When the temperature dips, the humidity usually goes up and curing slows down. All the extra moisture in the air and the slow cure time is a recipe for efflorescence, blotchiness and



**GG ENDURABLE CONCRETE STAIN**  
INNOVATIVE PRODUCTS, INC.

- Easy to Apply
- Mix with water, acetone or alcohol
- Penetrates
- Quick-drying
- High coverage rates
- UV stable
- No haz mat issues

**GG ENDURABLE SEALER**  
INNOVATIVE PRODUCTS, INC.

- Extremely Durable
- 100% UV stable—will not yellow
- No hot tire pick-up
- Low odor and no VOCs
- Safe for countertops
- Resists most chemicals
- High coverage rates

Free training available • 503-719-8580 • [www.gginnovativeproducts.com](http://www.gginnovativeproducts.com)

**CONCRETE TEXTURING TOOL & SUPPLY**

**PIGMENTS • DYES • HARDENERS  
SEALERS • TEXTURE MAT RENTALS**

**MASSIVE INVENTORY OF  
DECORATIVE CONCRETE SUPPLIES**

**WIDE RANGE OF TRAINING WORKSHOPS  
CUSTOM BLENDED & PACKAGED PIGMENTS  
COMPLETE LINE OF KINGDOM PRODUCTS**

*In-stock orders placed by 2:30PM EST ship same day*

**888-824-2383**

**WWW.CONCRETE-TEXTURING.COM**

**westcoat.**  
SPECIALTY COATING SYSTEMS

**In living color**

**BRINGING THE NEWEST COLORS  
TO YOUR CONCRETE SURFACES**



**Our Modello®  
Masking Stencils  
Make Decorative  
Concrete Techniques EASY!**

- ETCHING
- STENCILING
- STAINING
- SANDBLASTING
- EMBOSSING
- INLAID EFFECTS

**The Official  
Masking Stencil of**

**newLOOK**

**www.modello designs.com**

**Advanced Acid Staining &  
Microtopping 2 Day Workshop**

Over 17 Years of training experience.

Visit our website for more information.

**versatile building products**

1.866.570.4682  
[decorativeconcreteworkshop.com](http://decorativeconcreteworkshop.com)

Whether you desire a mottled look, a quick drying system or to be environmentally conscious, Westcoat's Acid Stains, Fast Stains, and Water-Based Stains offer limitless options for design and application.



Visit us at the  
Concrete Decor Show  
Feb 22-24  
San Antonio  
Booth #1010

800.250.4519 • 770 Gateway Center Drive • San Diego, CA 92102  
[www.westcoat.com](http://www.westcoat.com)



# staining & coloring CONCRETE :

color variation. If accelerators are needed, think twice about pouring colored concrete, and if blankets are needed, I say cancel the pour. Once a curing blanket is laid on colored concrete, any chance for color uniformity goes out the window.

If you are stamping concrete, the same rules apply, with the exception of using release powder. The powder can act as a barrier between a blanket and the concrete, allowing stamped concrete projects to have a better chance for success in cold weather compared to integral color pours.

Stains (and dyes approved for exterior applications) are mostly water-based systems. As the temperature goes down, the humidity usually goes up, and concrete becomes more laden with moisture from the air. The more water concrete is carrying, the less it will be able to absorb of a stain or dye. Also, the evaporation rate of the stain carrier slows, and you end up with the stain never penetrating or reacting to achieve full color. Most stains recommend a minimum air and

surface temperature of at least 50 F.

Most overlays are cement-based, and so you would think you should follow standard cold-weather practices with them. However, this is one of those cases where a decorative system deviates from standard practice.

Because overlays are so thin and have reduced cement content when compared to standard concrete, they do not generate as much heat as a 4-inch, 3,000-psi slab does. The lack of heat means that the 40 F temperature benchmark used as a cold-weather guide for when to place standard concrete is too cold for most overlay projects. Based on my experience, air and surface temperatures of 50 F are about as cold as you ever want to go with an overlay, and unless you want to wait a long time for the product to cure, I recommend 60 F as the minimum air and surface temperature for cold-weather overlay applications.

## Sealing in the cold

Decorative sealers are pretty cut and

dried. The universally accepted minimum air and surface temperature for sealer application is 50 F, unless you are using a special coating, such as a polyurea, which can handle application temperatures below freezing. If you must seal concrete in temperatures close to 50 F, wait until the middle of the day to allow the concrete to get as warm as possible. Another hint that may save a headache: Consider using a high-quality cure-and-seal if the concrete is below 60 F and the humidity is high. The chemistry of cure-and-seals allows them to handle moisture contact better than a straight sealer.

At the end of the day, the responsibility of making the decision to pour or not to pour in cold weather lies squarely with the installer. The pleading and pressure from a homeowner waving a check in your face, asking you to squeeze in that last project of the year, can be tempting. Unfortunately, that pleading is usually long-forgotten when the callback comes next spring. 🚗

Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. He has led seminars and product demonstrations throughout North America. Contact him at [trowelanderror@protradepub.com](mailto:trowelanderror@protradepub.com).



**KINGDOM PRODUCTS™**

## Quality Materials for Flawless Results

COLORS & RELEASES • SOLVENTS & CLEANERS  
SEALERS & WAXES • COUNTERTOP PRODUCTS

- ✦ Superior, reliable products ensure consistent quality on every job
- ✦ Brought to you by **Bart Sacco**, a former professional contractor
- ✦ Every product is extensively **field tested** at our in-house training center

**Acid Stain**  
**Kingdom Cure**  
**Imperial Epoxy 1040**  
**Color Hardener**  
**Antique Release Agent**  
**Imperial Concrete Countertop Mix**

**See our complete product line at [Kingdom-Products.com](http://Kingdom-Products.com)**

**Distributors:** Increase sales with reliable products you can be proud to sell. Factory incentives, support and freight allowances available.

**Like us on facebook**

Chris Sullivan will offer several courses and participate in a panel at the 2012 Concrete Decor Show. For more information, go to [ConcreteDecorShow.com](http://ConcreteDecorShow.com).



See our  
online  
**Training  
Guide**  
at [concretedecor.net](http://concretedecor.net)



## How Stamping Contractors Should Handle Maintenance

by Jason Geiser

I WAS in the office one day when a couple walked in the door with a look of disgust on their faces. I could tell right away they were not there to tell me how great stamped concrete is.

They began to explain that they had a stamped patio installed a few years ago and were ready for it to be resealed. After multiple unsuccessful attempts trying to get ahold of the contractor that installed the patio, they had taken matters into their own hands.

They proceeded to their nearest DIY warehouse where they were told to apply Thompson's Water Seal over the top of the solvent-based acrylic sealer. Bad idea. The new material didn't bond correctly with the older sealer, and one thing led to another. They explained to me how it looked now and wanted to know what they could do to restore their investment.

At this point in the conversation all I could do was shake my head. After I told them their options, they uttered the worst words anyone in our industry can hear: "If we would have known that stamped concrete was going to be like this we would have done something else."

Unfortunately, these types of conversations happen about once a week. There's only one good way to handle this problem. Take steps to incorporate a maintenance program for your customers.

Let's look at several ways you can promote maintenance services that help relieve headaches and save the industry from a tarnished reputation.

### Create care sheets

Throughout my years as a contractor, we made it mandatory at the end of each project to send a care sheet with the final bill and receipt. In this care sheet we included the following information on formal letterhead:



Showing homeowners how to properly apply sealer can save you a lot of headaches down the road.

- Specific color and pattern used
- Type of sealer used
- Signs that indicate that the surface needs resealing
- Total square feet of the project
- Cleaning instructions
- How to take care of snow and ice removal

Along with the care sheet we included detailed instructions on how to reseal. This way, if the customers decided they wanted to save money and reseal it themselves, they were equipped with the necessary information. By including this information, you send the message that you care about their investment and want to keep it looking nice too. This in turn could lead to more referrals or repeat work from that customer.

It is important to not only create a care sheet for your customer but also to make a copy for your records. There have been many times when I have had a past customer call and I was able to reference

their job sheet and let them know how much it would cost to reseal because I had the dimensions of their slab recorded. And I knew the colors used so I could make any touch-ups if necessary. This saves you from having to make an extra trip to the customer's house.

### Educate the homeowner

I feel strongly that it is our job to educate homeowners about everything that is involved in maintaining their stamped concrete investment, regardless of if they or you will be performing the future maintenance.

While stamped concrete is a relatively low-maintenance material, I have found from my experience that many homeowners are under the misconception that because it is concrete it will be maintenance-free. From the outset, it is important to not cover up the fact that there will be maintenance involved. You must manage the expectations

Photos courtesy of Deco-Crete Supply



# stamping & texturing CONCRETE



The sandblasted surface on the bottom half is ready to be resealed. As you can see in the top portion, sealer had been overapplied, leaving the surface discolored.

of your customers and make them aware of what comes along with stamped concrete.

For example, make them aware of the different types of sealers that are available: penetrating, solvent-based, water-based, etc. Not all sealers are the same so it is important to let them know what options are available,

which one you will be using on their project and the dangers of mixing them together.

Along with informing homeowners about different types of sealers, it is crucial to teach them the signs that indicate their stamped concrete needs to be resealed. Many times the sealer wears off unevenly and the result is a blotchy surface that has nothing to do with the structural integrity of the surface and is more of an aesthetic issue. If the homeowner is not educated on this, they may get nervous and feel they must put something on top of the concrete or else it will start falling apart. A lot of headaches will be avoided if you make them aware of what to look for.

If your homeowner insists on doing their own reseals, they have to be told what

is involved with the process, including the equipment needed, the time of day it should be applied, thickness required, potential problems, and the nightmare of trying to correct it if it is not applied properly. They will hopefully read these things on the care sheet, but if they don't they have at least heard the facts once from your lips.

One thing I have done over the years that is helpful is to invite my customers to watch me apply the initial application of sealer. This way they can see how thin it needs to be applied and know that more is not better. When you've shown them, they will be able to make a judgment call on whether or not they are capable of resealing.

## Do due diligence

When the new VOC laws were introduced here in my home state of Ohio, I knew contractors who didn't take the time to educate themselves and had horrible experiences, which scared them away from attempting future reseals. These experiences and the idea that there is no money in reseat (along with being too busy) have led to homeowners being ignored.

Contractors, these are no excuse for not returning phone calls! You have a responsibility to your customers and this industry to do your due diligence and at the very least, take care of your past customers or find somebody who can.

There is no set guideline or specification



## The Leader in Liquid Mold Rubber for Cast Concrete



Polytek products have proven they perform BEST!



Make the longest lasting molds, liners and stamps!



Create the most realistic castings and textures!

800.858.5990  
www.polytek.com

**RANDOM COBBLESTONE**  
THE MOST EXCLUSIVE PATTERN IN THE INDUSTRY

**matcrete**  
DECORATIVE CONCRETE PRODUCTS

CALL TODAY 800.777.7063 www.matcrete.com

**Water Is FREE...  
Why Pay For It?**

**HALF-PRICE POLYMER**

HIGH PERFORMANCE  
CONCENTRATED POLYMER

**POLY 600**

DRUM (55 GALLON) = \$999  
(\$90.81 / 5 GALLON BUCKET)

**POLY 600**  
LIQUID POLYMER  
5 Gallons  
**\$99.00**

Buy Direct from the Manufacturer!

**PERFORMANCE  
POLYMERS**

TO ORDER CALL: (800) 983-6993

www.PerformancePolymersLLC.com





on how to reseal decorative concrete, so it is up to you to figure it out.

Start by figuring out what the sealer you are using needs to effectively bond to the previously sealed surface. There are products out there to aid in reseals. Start researching what products are available by contacting the manufacturer or local distributor of the sealer. They should be familiar with what is available to make reseals less frustrating. If they can't help you then find someone who can give you the technical support you need.

Also, educate yourself to know when the

sealer has gone through its full life cycle, been overapplied or has some other issue that is affecting the overall appearance.

And no, the answer is not always a xylene bath, which is basically like polishing a turd. The surface may look good initially, but in a short amount of time, it may return to what it looked like before. We have to be able to identify when we need to strip the sealer and just start over.

I'm glad I have finally gotten all of this off my chest. Maintaining stamped concrete and the lack thereof is one thing that has given this industry a black eye, and my goal is to try to keep the stamped concrete industry thriving. 🛠️

Jason Geiser owns Deco-Crete Supply and Cornerstone Concrete Designs, both based in Orrville, Ohio. He can be contacted at [jason@deco-cretesupply.com](mailto:jason@deco-cretesupply.com).

Jason Geiser will offer several courses and participate in a panel at the 2012 Concrete Decor Show. For more information, go to [ConcreteDecorShow.com](http://ConcreteDecorShow.com).



Featuring our full line of Decorative Concrete Sealers



330-682-5678 [Deco-CreteSupply.com](http://Deco-CreteSupply.com)

## PRODUCT SHOWCASE

Feb 19-17 2012 Concrete Solutions  
Las Vegas, NV  
Phone: 800.422.2023

Feb 16-17 2012 R.A.T. Training (Big Bamboo Studios)  
San Antonio, TX  
Phone: 817.657.5262

Feb 16-18 2012 Guest Building Products  
1123 Rusty Post St.  
Ann Arbor, MI  
Phone: 734.736.0843

Feb 20-24 2012 Concrete Decor Show & Spring Training  
San Antonio, TX  
Phone: 541.941.3395

Feb 24 2012 Guest Building Products  
1123 Rusty Post St.  
Ann Arbor, MI  
Phone: 734.736.0843

**See our online Training Guide at [concretedecor.net](http://concretedecor.net)**

**TRU WHEN LOOKS DO MATTER IMPRESSIONS**

Imperial Ashler - Voted #1

**WOC special: \$50 off any sale \$500 or more. Call and mention AD Ends Feb 28, 2012**

**[www.walttools.com](http://www.walttools.com)**  
888 263 5895  
1262A Leah Rd, Morris, IL 60450

**proline decorative concrete systems**

**WWW.PROLINESTAMPS.COM**  
**800-795-4750**

- STAMPING TOOLS -
- SEAMLESS SKINS -
- EDGELINERS -
- COLOR SYSTEMS -
- CUSTOM STAMPS -
- MUCH MORE -

**20 Years of Relentless Innovation**

You can now find us on Facebook!



# walls & hardscaping :

## PROJECT PROFILE

### Silicon Valley Sculpted Hillside Saratoga, Calif.

by Chris Mayo

**W**HEN we think of sculpting, most of us probably picture statues or abstract artistic shapes, not a combination of walls and steps and terraces that enhance the natural surroundings. Yet that is what the sculpting of a hillside is ... shaping the landscape into an attractive blend of man-made and natural elements.

A great example of hillside sculpting done right is a job that California-based Tom Ralston Concrete recently completed in Saratoga, Calif.

"When I met with the customer the first time, I realized that we were looking at an opportunity to do something special," explains Tom Ralston. "The property is in a great location, on a hillside which affords a fantastic view of the Silicon Valley. It's absolutely stunning at night. There was an existing swimming pool, a deteriorated exposed aggregate pool deck, a pretty feeble retaining wall holding the hillside from eroding onto the deck, and some stones cut into the slope for steps. All in all, it was a fairly decrepit backyard in need of a serious facelift."

The owner viewed the whole expanse as something he wanted to dramatically improve, so Ralston went to work on planning and designing.

He had to consider a number of issues: what the owner wanted, the structural engineering requirements of terracing a hillside with retaining walls, steps and an upper circular deck, and how to make it all blend together to appear as though it was meant to be there.

#### Zen and the art of hillside hardscaping

There is an element of Zen, or maybe tai chi, to Ralston's approach to sculpting a hillside with concrete. His goal is to allow the landscape to show him what to do rather than impose a design upon the site.



Photos courtesy of Ryan Huebel

"The key is really to work with the existing landscape to enhance it rather than to try to force something upon it," says Ralston. "At the same time, however, you have to take structural components into consideration. You have to make sure retaining walls and footers are strong enough, that drainage is accounted for, and that you still end up with something that blends with the natural surroundings in an artistic and attractive way."

According to Ralston, planning and designing is the key to success. Rushing the design process can doom a project to failure. Ultimately, this job required three site visits and about 24 hours of desk time to get all the components onto paper. Then there were additional meetings with the customer, an engineer and other subcontractors.

"We ended up with 44 separate line items on this job," says Ralston. "We had

to consider how much dirt we were going to move and how we were going to move it, how deep the footers for the retaining walls would need to be and at what intervals we would place piers for added structural strength, how we would manage drainage, how we would incorporate vertical and

#### Project at a Glance

**Client:** A homeowner in Saratoga, Calif.

**Contractor:** Tom Ralston Concrete, Santa Cruz, Calif.

**Project Description:** Create a series of retaining walls, stairs, and an upper deck on a hillside. Remove and replace existing pool deck and add a new jacuzzi.

**Challenges:** Achieve a blend of horizontal and vertical curves, and color the concrete to blend in with and enhance the natural surroundings.

**Materials Used:** Alcantar color hardener in Nutmeg, Matcrete Dustone color hardener in Limestone and Phoenix Tan





horizontal curves and arches into each aspect of the job to provide artistic continuity, and ultimately how we would manage it all from a manpower point of view.”

### The end result

When Ralston’s crew went to work they were faced with the daunting task of moving more than 200 yards of dirt to accommodate footers, piers and steps — and they had to move most of it by hand, because they couldn’t get any excavating equipment onto the upper section of the site. They removed the existing pool deck and retaining wall and formed for three separate new retaining walls, which create terraces within the hillside. They also formed for stairs curving upward to a new upper deck and a curved coping for a new jacuzzi next to the pool. The walls, stairs, upper deck and jacuzzi all sport curves with matching radii, blending with the natural curves on the hillside.

Drainage was directed to two separate 4-foot square by 5-foot-deep perc pits (percolation pits) which were lined with filter fabric and filled with 3/4-inch gravel, with the fabric wrapping over the top of the rock. The filled pits were then covered with topsoil, which allowed for planting shallow-root landscape plants.

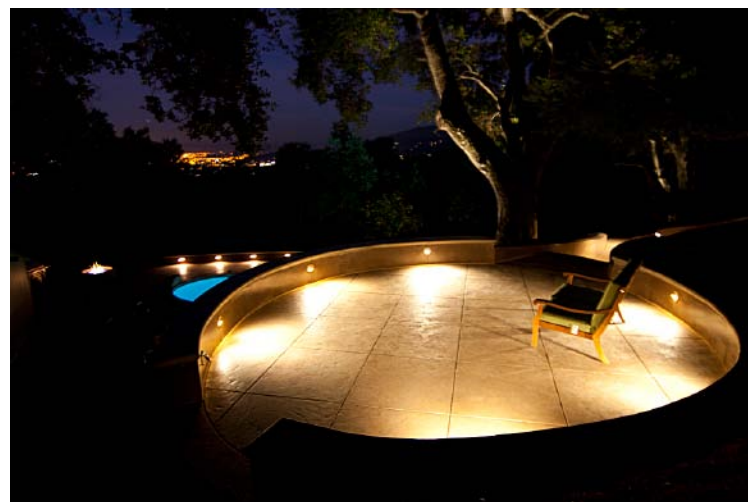
The crew placed 145 cubic yards of concrete in six separate pours. On wall pours, forms were pulled within three hours, and the visible facings of the walls were troweled and finished with color hardener. The vertical contact facing alone totaled 1,326 square feet. The dirt-side face of each wall was waterproofed to prevent staining from

water seepage into the exposed, finished faces.

From beginning to end, the job took more than three months and 2,263.25 man-hours.

### Function and form

“Taking on a challenging hillside like this — the designing, engineering, planning, and then doing the actual work — can be really stressful. You have to constantly stay on top of details,” says Ralston. “But in the end, everyone involved gets to see how all





# walls & hardscaping :

the individual components end up in a beautiful blend of decorative concrete and natural landscape. It can be one of the most rewarding aspects of what we do."

Ralston approaches each hillside as an artist. His concrete palette includes more than 800 different colors, which he applies with a variety of techniques. To him, each project is an artistic collaboration with the homeowner, landscape and lighting designers, and his talented crew. "A hillside lends itself to letting us show off some of the beautiful ways a hardscape can enhance the softscape," he says.

The results can be breathtaking.



"There's nothing more dramatic than seeing a beautifully sculpted set of stairs traversing down a hillside between curving retaining walls that mimic the undulations of the natural landscape," Ralston says. "Combined with plants and lighting it can be stunning."

What Ralston wants above all is to make his clients happy.

"It's a joyous thing to produce work that people are thrilled with," he says. "We develop a relationship when we're doing the project, and we often remain friends afterward. We're really happy when we see each other, kind of like a couple of dogs wagging their tails. That's what I love."

[www.tomralstonconcrete.com](http://www.tomralstonconcrete.com)

## Stucco tools that save you time



*"Stucco sprayers help us make the magic happen."*  
— Nathan Giffin  
Vertical Artisans

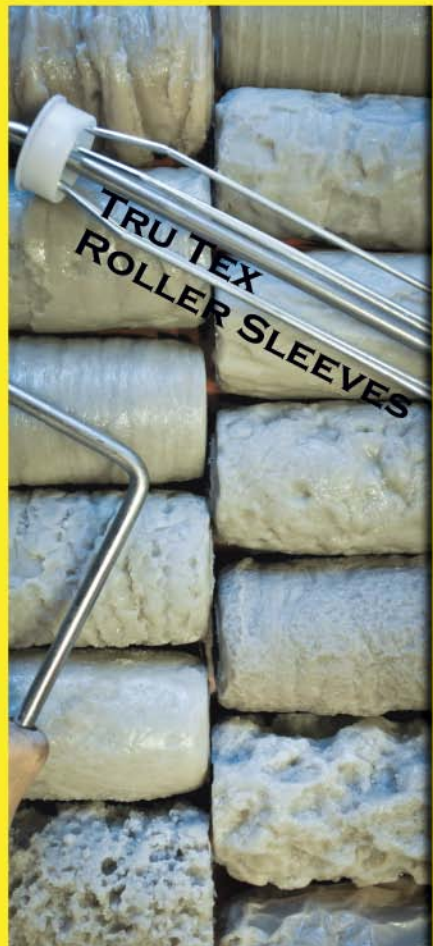
**Stucco Sprayer for Walls and Ceilings**

- Reduces intense labor of ceiling application
- Ideal for faux rock and vertical wall projects
- Applies stucco, plaster, shotcrete, papercrete, earthen mixes and more



See more sprayers at  
[www.Mortarsprayer.com](http://www.Mortarsprayer.com)  
Call us now 800-669-3272

## TRU WALTTOOLS UTEX TOOLS



**TRU TEX ROLLER SLEEVES**

We showcase the largest vertical tool kit in the world

[www.walttools.com](http://www.walttools.com)  
888 263 5895  
1262A Leah Rd, Morris, IL 60450

Tom Ralston will teach "Sculpting Hillside with Decorative Concrete" and participate in a panel at the 2012 Concrete Decor Show. For more, go to [ConcreteDecorShow.com](http://ConcreteDecorShow.com).





Tired of Your Phone Ringing at 6 am to Sell You Diamond Tooling?  
Tired of Local Contractor Stores Being Out of Stock on the Item You Need?  
Tired of High Pressure Sales or Low Quality Products Off the Back of a Truck?

## **ANNOUNCING: A Better! Faster! Cheaper! Way To Get the Concrete Blades, Cup Grinders, Core Drill Bits, Saws and Drill Motors You Need...**

KNOXVILLE, TN – On the bottom left section of a relatively unknown website, there are 4 tabs that could mean less stress and added profits for concrete contractors nationwide.

**You've Got a Friend in Tennessee** may sound more like a tourist claim than a business idea, but for one supplier, the tag line fits just right. The supplier, Braxton-Bragg, has been a friend to stone fabrication shops since 1995. Now, they have teamed up with Diamond Products to change the way concrete contractors get their supplies and tooling.

No more cold-calls, no more expensive tool trucks, no more local shops with low inventory.

### **What's the difference?**

You may already know Diamond Products is the largest manufacturer of concrete tooling in the world. You probably know they are also the best selling concrete tooling in the world. You know they are a U.S. company and can deliver on even the toughest custom products.

But did you know that when you order through Braxton-Bragg, you are **GUARANTEED** the lowest prices—period. How? Bottom line... they keep their overhead low so they can pass the savings on to you.

Plus, they'll guarantee the quality and availability too. Don't believe it?



**Call them at 1-800-575-4401 and make them  
prove they really are Better! Faster! Cheaper!  
Go Ahead, I Double Dog Dare Ya!**

Call 800-575-4401



Fax 800-915-5501

**BETTER! FASTER! CHEAPER!**





Sent to you by:

Presorted Standard  
U.S. Postage PAID  
Permit No. 39  
Lebanon Junction, KY

## SAN ANTONIO

Spring Training: February 20-24, 2012

Exhibits: February 22-24, 2012

ConcreteDecorShow.com

# RZTORE

## Color Restoration System for Stamped Concrete Surfaces

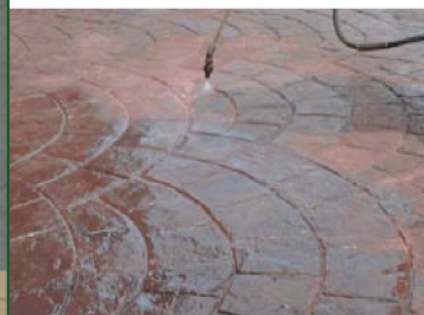
BEFORE

AFTER

### SIMPLE 3 STEP SYSTEM



Color Base



Accent Antiquing



Surface Seal

## THE NEXT GENERATION OF CONCRETE PRODUCTS



concreteearth.com

800-441-6646