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Buying Group Creates  
Industry Opportunities

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Vol. 15 No. 7 October 2015

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Our annual  
training  
guide



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# From the Editor's Desk

Dear Readers,

As I write this, my first missive to you, I realize that I'm approaching my one-year anniversary as editor of my favorite (and I hope yours) magazine, *Concrete Decor*. It's been a busy year transitioning from a freelancer to a full-time editor but one that I've found satisfying. I plan on sticking around as long as you and the Mikkelsens will have me.

By the time you get this issue, the sixth annual Concrete Decor Show will have taken place in Indianapolis where three new Hall of Famers were honored, the 2015 Brawl in the Fall champ was selected and the Concrete Decor RoadShow will have made its awesome debut. But we won't be resting on our laurels. Now that the Indiana show's over, it's the RoadShow's turn to strut its stuff. Keep your eyes peeled for that black 2015 Dodge Ram 3500 and its 32-foot gooseneck trailer in tow . . . coming to a town near you!

In addition to getting the show on the road, the *Concrete Decor* staff will dive into preparations for the 2016 Concrete Decor Show in sunny San Diego next fall. I'm really looking forward to that show and all it promises to be for several reasons. It's the place of my birth, I haven't been back there since I was 5 years old and I hear it's an excellent location for a trade show (not to mention a tacked-on mini-vacation since you're already there). So, make plans now to attend if you're a contractor and to exhibit if you have wares or services to sell. As a special thank you to those businesses that exhibited at our Indianapolis show, we're extending an extra discount on your 2016 registration. Please contact your sales representative for details.

We've got some good stuff to share with you in this issue, beginning with our comprehensive Training Guide. You'll also have the chance to learn how the Concrete Industry Management program offered at various schools around the country is adding qualified youth to our workforce. Find out about a new buying group that has formed to give more clout to its members in the decorative concrete and flooring industries. And cheer on and support one of our own who's running for mayor of his hometown with every intention to win.

Finally, be sure to check out the link to our featured "Online Exclusive" on a metallic floor done for The Vanilla Ice Project. We welcome your input for this online section.

Happy reading,



Stacey Enesey Klemenc  
Editor



**On the cover:** Details of a 70-foot-long carved concrete mural created by master faux-finisher Cindee Lundin for her hometown of Perham, Minnesota. She uses EZChem Inc. products exclusively.

Photo courtesy of A Candid Moment Photography

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**Miracle Glaze H20**  
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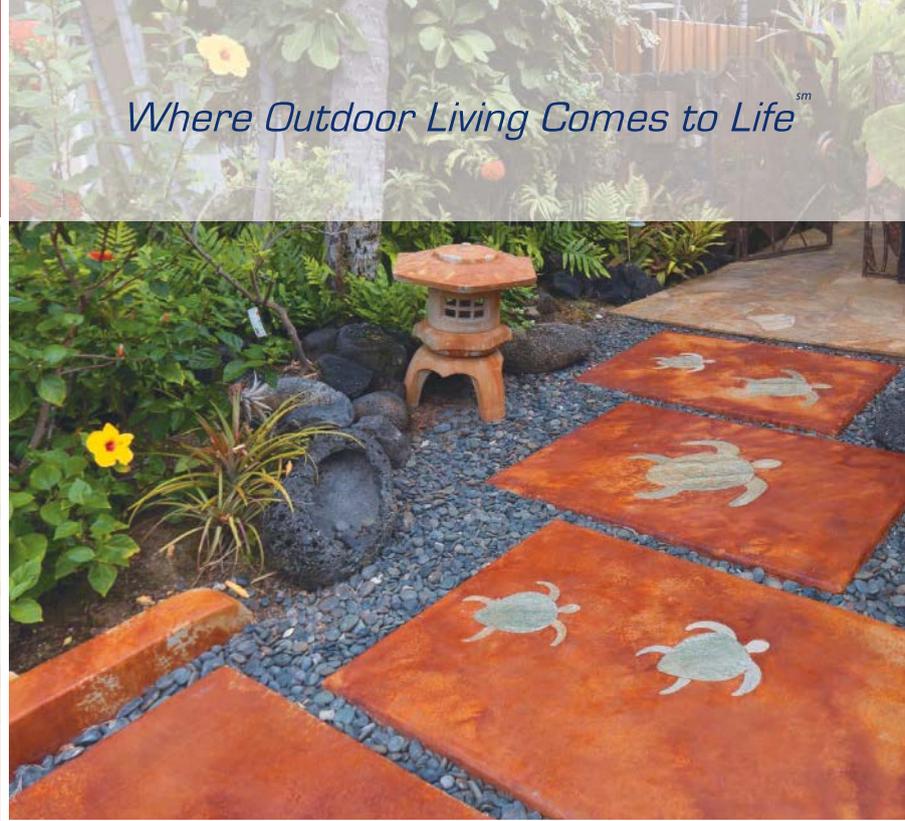
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## concrete DECOR® EXPERTS



**Gaye Goodman** is an artist who fell in love with acid staining 20 years ago. She and her company, based in the high desert of New Mexico, work on decorative projects across the Southwest. Contact her or see training materials on staining at [gayegoodman.com](http://gayegoodman.com). See Gaye's article on page 64.



**Will Mattingly** is head of operations at Mattingly Concrete, the company his father, Dan, started in 1987 in Indianapolis, Indiana. Will joined the company at a young age and specializes in all forms of residential concrete restoration and construction. He can be reached at (317) 867-4049. See Will's article on page 34.



**David Stephenson** owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at [david@polishedconsultants.com](mailto:david@polishedconsultants.com). See David's column, "The Polishing Consultant," on page 62.



**Chris Sullivan** is vice president of sales and marketing with ChemSystems Inc. He has led seminars and product demonstrations throughout North America. Reach him at [questions@concretedecor.net](mailto:questions@concretedecor.net). See Chris' column, "Concrete Questions," on page 60.

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# 2016 decorative concrete training guide

The Training Guide helps you find training opportunities that fit the specific needs of decorative concrete experts, beginners and everyone in between.

This print Training Guide tells you which service providers offer different types of training. The online Training & Events Calendar at ConcreteDecor.net tells you when and where classes are being held. Online calendar information is updated on a daily basis. Have questions? Give *Concrete Decor* a call at (877) 935-8906.

## BUSINESS MANAGEMENT

(Includes Bookkeeping, Estimating, Human Resources, Marketing/Prospecting, Project Management)

### Brickform/Solomon Colors

### Concrete Decor Show

### Engrave-A-Crete Inc.

Rock Tred Corp.

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Brickform/Solomon Colors	●	●				●				
Concrete Decor Show	●	●	●				●	●		
Engrave-A-Crete Inc.	●	●	●	●		●				
Rock Tred Corp.	●	●	●							

## COATINGS

(Includes Epoxies, Metallics, Polyaspartics, Polyurethanes, Sealers/Waxes, UV-Cured Coatings, Waterproofers)

### Arizona Polymer Flooring

Barnsco Decorative Concrete Supply

Blastrac of North America

Citadel Corp.

The Concrete Protector

### Concrete Decor Show

Elite Crete Indiana

Elite Crete of Michigan

Elite Crete Systems

Elite Crete Systems South

Engrave-A-Crete Inc.

GranQuartz

Increte Systems, the Decorative Brand of Euclid Chemical

Jon-Don

McKinnon Materials Inc.

Quest Building Products

Rock Tred Corp.

Rocket Supply

Super-Krete International

Westcoat

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Arizona Polymer Flooring	●	●	●							
Barnsco Decorative Concrete Supply	●	●	●	●		●				
Blastrac of North America	●	●	●	●	●	●				
Citadel Corp.	●	●	●		●	●				
The Concrete Protector	●	●	●	●		●				
Concrete Decor Show	●	●	●				●	●		
Elite Crete Indiana	●	●	●	●		●			●	
Elite Crete of Michigan	●	●	●	●		●				
Elite Crete Systems			●			●				
Elite Crete Systems South	●	●	●	●		●			●	
Engrave-A-Crete Inc.	●	●	●	●		●	●			
GranQuartz	●	●	●	●		●				●
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●			●	●
Jon-Don	●	●								
McKinnon Materials Inc.	●	●	●			●	●			
Quest Building Products	●	●	●	●		●				●
Rock Tred Corp.	●	●	●	●		●		●		
Rocket Supply	●	●	●	●		●				
Super-Krete International	●	●	●	●		●	●			
Westcoat	●	●	●	●		●	●	●		

## COUNTERTOPS & CAST CONCRETE

(Includes Cast-In-Place Techniques, Designing & Choosing Mixes, Fireplaces, Forming, Furniture, Lighting Effects, Precasting, Wall Panels, Vanities, Tubs)

Barnsco Decorative Concrete Supply

Buddy Rhodes Concrete Products

Butterfield Color Inc.

Concrete Decor Show

Engrave-A-Crete Inc.

Quest Building Products

Trinic LLC

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Barnsco Decorative Concrete Supply	●	●	●	●		●				
Buddy Rhodes Concrete Products	●	●	●	●		●	●	●	●	
Butterfield Color Inc.	●	●	●	●		●		●		
Concrete Decor Show	●	●	●				●	●		
Engrave-A-Crete Inc.	●	●	●	●		●				
Quest Building Products	●	●	●	●		●				●
Trinic LLC	●	●	●	●	●	●		●		



## NEW CONCRETE

(Includes Admixtures, Aggregates, Control Joints, Integral Color, Pervious Concrete, Pour-In-Place Applications, Radiant Heating, Ready-Mixed Concrete, Reinforcement)

Blastrac of North America

Brickform/Solomon Colors

Butterfield Color Inc.

Concrete Decor Show

Engrave-A-Crete Inc.

Increte Systems, the Decorative Brand of Euclid Chemical

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Blastrac of North America	●	●	●	●	●	●				
Brickform/Solomon Colors	●	●	●			●				
Butterfield Color Inc.	●	●	●	●		●				
Concrete Decor Show	●	●	●				●	●		
Engrave-A-Crete Inc.	●	●	●	●		●				
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●					●	●

**Bold type** indicates premium listing. **Red type** indicates premium advertiser this issue.

For more information, go to [www.ConcreteDecor.net](http://www.ConcreteDecor.net) and click on "Education."

## OVERLAYS & TOPPINGS

(Includes Bonding & Profiling, Microtoppings, Prep and Repair, Polishable & Stampable Overlays, Self-Leveling Systems, Spray/ Knockdown Techniques, Terrazzo)

### Arizona Polymer Flooring

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books	
Barnsco Decorative Concrete Supply	●	●	●	●	●			
Blastrac of North America			●		●			
<b>Brickform/Solomon Colors</b>	●	●	●		●		●	
<b>Butterfield Color Inc.</b>	●	●	●	●	●		●	●
ChemSystems Inc.	●	●	●	●	●			
<b>Concrete Decor Show</b>	●	●	●			●	●	
Elite Crete Indiana	●	●	●		●			●
Elite Crete of Michigan	●	●	●		●			
Elite Crete Systems			●		●			
<b>Elite Crete Systems South</b>	●	●	●	●				●
<b>Engrave-A-Crete Inc.</b>	●	●	●	●	●			
<b>GranQuartz</b>	●	●	●	●	●			●
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●		●	●
Kingdom Products	●	●	●	●	●			
<b>McKinnon Materials Inc.</b>	●	●	●		●		●	
Polished Concrete Solutions	●	●	●	●	●			
Quest Building Products	●	●	●	●	●			●
Rock Tred Corp.	●	●	●	●	●			
Rocket Supply	●	●	●	●	●			
<b>Runyon Surface Prep Rental &amp; Supply</b>	●	●	●	●	●			
<b>Super-Krete International</b>	●	●	●		●		●	
<b>Trinic LLC</b>	●	●	●	●	●		●	
<b>Westcoat</b>	●	●	●	●	●		●	

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## POLISHING & GRINDING

(Includes Densifiers, Diamond Pad Choices, Dyes, Floor Evaluation, Gloss Meters, Grinders, Polishers, Surface Preparation & Profiling)

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	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books	
Barnsco Decorative Concrete Supply	●	●	●	●	●			
Blastrac of North America			●		●			
<b>Concrete Decor Show</b>	●	●	●			●	●	
<b>Concrete Polishing HQ</b>	●	●	●	●	●			●
CSDA	●	●	●					
<b>Engrave-A-Crete Inc.</b>	●	●	●	●	●			
<b>GranQuartz</b>	●	●	●	●	●			●
<b>HTC Professional Floor Systems</b>	●	●	●	●	●			
<b>Jon-Don</b>	●	●	●					
Polished Concrete Solutions	●	●	●	●	●			
Prosoco Inc.			●	●				●
Quest Building Products	●	●	●	●	●			●
Rocket Supply	●	●	●	●	●			
<b>Runyon Surface Prep Rental &amp; Supply</b>	●	●	●	●	●			
<b>Vexcon Chemicals Inc.</b>	●	●	●					●



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## POOLS & WATER FEATURES

(Includes Pool Decks/Coping, Water Features)

Barnsco Decorative Concrete Supply

**Engrave-A-Crete Inc.**

**McKinnon Materials Inc.**

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books	
Barnsco Decorative Concrete Supply					●			
<b>Engrave-A-Crete Inc.</b>	●	●	●	●	●			
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# 2016 decorative concrete training guide

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	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Barnsco Decorative Concrete Supply										
Blastrac of North America	●	●	●	●	●	●				
<b>Brickform/Solomon Colors</b>	●	●				●		●		
<b>Concrete Decor Show</b>	●	●	●				●	●		
<b>Concrete Polishing HQ</b>	●	●	●	●		●				●
Elite Crete Indiana	●	●	●	●		●			●	
<b>Engrave-A-Crete Inc.</b>	●	●	●	●		●				
<b>GranQuartz</b>	●	●	●	●		●				●
<b>Hi-Tech Systems</b>				●						
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●				●
<b>Jon-Don</b>	●	●								
<b>McKinnon Materials Inc.</b>	●	●	●			●		●		
Prosoco Inc.		●	●	●		●			●	
Rock Tred Corp.	●	●	●	●		●				
Rocket Supply	●	●	●	●		●				
<b>Runyon Surface Prep Rental &amp; Supply</b>	●	●	●	●		●				
<b>Super-Krete International</b>	●	●	●	●		●		●		
<b>Vexcon Chemicals Inc.</b>				●					●	

## STAINING & COLORING

(Includes Acid/Reactive Stains, Acrylic/Water-Based Stains, Color Hardeners, Color Restoration, Color Theory, Dyes & Pigments, Effects, Floor Evaluation, Stenciling)

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
<b>Arizona Polymer Flooring</b>	●	●	●							
Barnsco Decorative Concrete Supply	●	●	●	●		●				
<b>Brickform/Solomon Colors</b>	●	●				●		●		
Buddy Rhodes Concrete Products	●	●	●	●	●	●	●	●	●	●
<b>Butterfield Color Inc.</b>	●	●	●			●		●	●	
ChemSystems Inc.	●	●	●	●		●				
<b>Concrete Decor Show</b>	●	●	●				●	●		
<b>Concrete Polishing HQ</b>	●	●	●	●		●				●
Elite Crete Systems			●			●				
<b>Engrave-A-Crete Inc.</b>	●	●	●	●		●		●		
<b>GranQuartz</b>	●	●	●	●		●				●
<b>HTC Professional Floor Systems</b>	●	●	●			●				
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●			●	●
<b>Jon-Don</b>	●	●								
<b>McKinnon Materials Inc.</b>	●	●	●			●		●		
Polished Concrete Solutions	●	●	●	●	●	●				
Prosoco Inc.		●	●	●		●			●	
Quest Building Products	●	●	●	●		●				●
Rocket Supply	●	●	●	●		●				
<b>Runyon Surface Prep Rental &amp; Supply</b>	●	●	●	●		●				
<b>Super-Krete International</b>	●	●	●	●		●		●		
<b>Trinic LLC</b>	●	●	●	●		●		●		
<b>Westcoat</b>	●	●	●	●		●		●		

**Bold type** indicates premium listing. **Red type** indicates premium advertiser this issue.



Find and use the Training & Events Calendar at [www.ConcreteDecor.net](http://www.ConcreteDecor.net)

## STAMPING & TEXTURING

(Includes Antiquing Agents, Borders/Liners, Engraving, Photoengraving, Releases, Sandblasting, Stamps, Texture Mats)

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
<b>Arizona Polymer Flooring</b>	●	●	●							
Barnsco Decorative Concrete Supply	●	●	●	●		●				
<b>Brickform/Solomon Colors</b>	●	●				●		●		
<b>Butterfield Color Inc.</b>	●	●	●	●		●		●	●	●
ChemSystems Inc.	●	●	●	●		●				
<b>Concrete Decor Show</b>	●	●	●				●	●		
Elite Crete Systems			●			●				
<b>Engrave-A-Crete Inc.</b>	●	●	●	●		●		●		
<b>GranQuartz</b>	●	●	●	●		●				●
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●			●	●
<b>McKinnon Materials Inc.</b>	●	●	●			●		●		
<b>Runyon Surface Prep Rental &amp; Supply</b>	●	●				●				
<b>Westcoat</b>	●	●	●	●		●		●		

## VERTICAL APPLICATIONS & HARDSCAPES

(Includes Faux Effects, Outdoor Space Design, Outdoor Kitchens, Shotcrete Applications, Wall Carving)

	Seminars			Job Site Training/Consulting	Online		Books	DVD/CD	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Barnsco Decorative Concrete Supply	●	●	●	●		●				
<b>Brickform/Solomon Colors</b>	●	●								
<b>Butterfield Color Inc.</b>	●	●	●	●		●				
<b>Concrete Decor Show</b>	●	●	●				●	●		
<b>Engrave-A-Crete Inc.</b>	●	●	●	●		●				
Rock Tred Corp.	●	●	●							
<b>Trinic LLC</b>	●	●	●	●		●		●		

For more information, go to [www.ConcreteDecor.net](http://www.ConcreteDecor.net) and click on "Education."

# SCANMASKIN OWNERS DO IT IN 2 HOURS.

With other grinders, a belt change is an all-day affair that costs you big on downtime and lost productivity. Sometimes you even have to hire a professional mechanic to change the belt for you. To make matters worse, a lot of those belts fail after just 1,000 hours. Who can afford to waste time and money like that?

You can change the belt on a Scanmaskin floor grinder in as little as **120 minutes**. Yep. Just two hours. Plus, each Scanmaskin belt is rated for up to **5,000 hours**.



CALL TODAY  
FOR YOUR **FREE**  
ON-SITE DEMO

How much more could you get done with less downtime?

5,000 hours. Longer belt life. Less maintenance.  
Scanmaskin machines are built to  
**WORK**, not to be worked on.

Find out what else sets Scanmaskin machines apart at  
[www.jondon.com/scanmaskin](http://www.jondon.com/scanmaskin).

**Jon-Don**  
Helping You Make Our World a Cleaner, Safer Place

800.556.6366

[www.jondon.com/scanmaskin](http://www.jondon.com/scanmaskin)



Circle Reader Service Number 27

**A**



**Arizona Polymer Flooring**  
**7731 N. 68th Ave.**  
**Glendale, AZ 85303**  
**(800) 562-4921**

[www.apfepoxy.com/event-concrete-coating-training#.VcOVd\\_9RHU](http://www.apfepoxy.com/event-concrete-coating-training#.VcOVd_9RHU)

Founded in 1985, Arizona Polymer Flooring (APF) manufactures high-performance flooring products and concrete coatings systems for contractors, architects and end users nationwide. Using advanced polymer chemistry, we have formulated a wide variety of high-quality products based on epoxy, polyurethane and acrylic technology. Every product is field tested for performance and durability. We also invest in the research and development necessary to bring you some of the most innovative products and systems on the market. APF offers a wide breadth of decorative concrete products such as concrete stains and dyes, decorative color chip floors, polymer concrete, metallic flooring and architectural sealers. We also specialize in moisture remediation for use in projects that have high levels of moisture to prevent the possibility of issues with adhesion.

See our ad on page 22 · Reader Service 02

**B**



**Barnsco Decorative Concrete Supply**  
**13880 N. Stemmons Fwy.**  
**Farmers Branch, TX 75234**

**(972) 227-6726**  
[www.barnscodecorative.com](http://www.barnscodecorative.com)

Barnsco Decorative Concrete Supply is the authentic one-stop source in the DFW Metroplex for all decorative concrete supplies, tools and equipment. We have the largest store, showroom and selection in the state of Texas. We offer trainings and expert technical assistance, competitive pricing and unmatched support.

See our ad on page 68 · Reader Service 05



Blastrac of North America  
**13201 N. Santa Fe Ave.**  
**Oklahoma City, OK 73114**

**(800) 256-3440**  
[www.blastrac.com](http://www.blastrac.com)

Blastrac University is a surface preparation training program taught by factory expert and global training director Jonn Rippman. Blastrac University focuses on comprehensive education of popular surface preparation methods and equipment designed for contractors, coating specifiers, facility owners, architects, engineers and others involved with application, specification or use of coating.



**Brickform/Solomon Colors**  
**4050 Color Plant Rd.**  
**Springfield, IL 62702**

**(800) 624-0261**  
[www.brickform.com/events.aspx?type=1](http://www.brickform.com/events.aspx?type=1)

Brickform, a division of Solomon Colors, provides easy-to-use systems that work seamlessly together to resurface and restore aging concrete, or create new colored and textured hardscapes. We manufacture a full array of decorative products for texturing, coloring, polishing, resurfacing, finishing, sealing and maintaining your customers' decorative concrete.

See our ad on Inside Back Cover · Reader Service 50



**Buddy Rhodes Concrete Products**  
**9126 Industrial Blvd.**  
**Covington, GA 30014**

**(877) 706-5303**  
[www.buddyrhodes.com/training](http://www.buddyrhodes.com/training)

Buddy Rhodes invented an industry. He has built a team and sparked an evolution. His team continues to innovate, dream, explore and create. Buddy wants you to join his team, to join the evolution. Take this invitation to join a lineage of artisans who are creating with concrete at the highest level. Learn the craft and join the tradition from its source.



**Butterfield Color Inc.**  
**625 W. Illinois Ave.**  
**Aurora, IL 60506**  
**(800) 282-3388**  
[www.butterfieldcolor.com](http://www.butterfieldcolor.com)

Butterfield Color Inc. manufactures a complete line of decorative concrete products for the treatment of new and existing concrete including integral colors, color hardeners, stains, antiquing and release agents, overlays, sealers, stamping tools, form liners and countertop mix.

See our ad on page 19 · Reader Service 08

**C**

**ChemSystems Inc.**  
**10101 Genard Rd.**  
**Houston, TX 77041**

**(713) 329-9066**  
[www.chemsystemsinc.net](http://www.chemsystemsinc.net)

Manufacturer of a full line of decorative concrete admixtures including integral color, color hardener, releases, overlays, stains, dyes, sealers and accessory products.

**Citadel Corp.**  
**2271 2nd St. N.**  
**St. Paul, MN 55109**

**(866) 765-4310**  
[www.citadelfloors.com](http://www.citadelfloors.com)

Citadel is a specialty floor coating manufacturer that has developed high-end polyurea floor coating solutions and has now expanded to include industrial epoxy and urethane systems. Citadel products are installed in more than 15 countries and on projects ranging from high-end grocery stores to major automotive service centers to specialized manufacturing facilities. Citadel products have earned a reputation as the most reliable, durable, environmental flooring systems in the world.

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 Training & Events Calendar  
 at [www.ConcreteDecor.net](http://www.ConcreteDecor.net)**

# A single-source system for **Ultratop® PC** polishable concrete topping

- ▶ **Mapecrete™ Protector FF** protective coating
- ▶ **Mapecrete™ Hard LI** lithium silicate densifier
- ▶ Pore filler
- ▶ **Ultratop PC** durable, polishable concrete topping
- ▶ Sand broadcast
- ▶ **Planibond® EBA** epoxy bonding agent
- ▶ Concrete subfloor

As a polishable, self-leveling topping for fast-track resurfacing of interior floors, MAPEI's *Ultratop PC* gives a beautiful "salt and pepper" look to commercial, light industrial and residential applications – for both dry and wet areas. The *Ultratop PC* system offers everything you'll need from a single source – from priming and self-leveling, to pore filling and densifying, to final sealing and protection. Trust MAPEI's *Ultratop PC* system for an attractive wear surface for years to come.



Circle Reader Service Number 31





**Concrete Polishing HQ**  
**461 Pioneer Pl.**  
**Las Cruces, NM 88005**  
**(888) 799-CPHQ**  
**www.concretepolishinghq.com**

Concrete Polishing HQ — we take pride in being one of the leading distributors for grinding/polishing machines, dust extractors, burnishers, floor scrubbers, diamond-embedded tooling and concrete flooring chemicals throughout the United States and Mexico. We take pride in our unmatched customer service and loyalty we have for our dealers as well as our customers. We are a fast-growing company that strives to create relationships with our customers and dealers for a long and successful future together.

See our ads on pages 70 and Back Cover · Reader Service 10 & 11



**The Concrete Protector**  
**10 W. Auglaize St.**  
**Wapakoneta, OH 45895**  
**(567) 297-3700**  
**www.theconcreteprotector.com**

We manufacture and distribute products, equipment and training to protect, repair and design concrete! We believe concrete should look great and last a lifetime. The Concrete Protector Co. will teach you to become a successful polishing and coating professional!

See our ad on page 57 · Reader Service 12



**CSDA**  
**100 2nd Ave. S., Ste. 402N**  
**St. Petersburg, FL 33701**  
**(727) 577-5004**  
**www.csda.org**

The association's ST-115 Certification provides instruction on how to correctly measure concrete micro surface texture, discusses the importance of surface preparation and talks about proper tool selection to mitigate damage. The Concrete Polishing 101 class provides an overview of the concrete polishing industry and covers the maintenance of polished surfaces.

**E**

**Elite Crete Indiana**  
**647 Sayre Ct.**  
**Greenwood, IN 46143**  
**(317) 888-4440**  
**www.elitecrete.com**  
 Manufacturer of products for complete decorative concrete and overlay systems, epoxy and urethane industrial floor coatings and concrete restoration and protection.

**Elite Crete of Michigan**  
**23166 Amber Ave.**  
**Warren, MI 48089**  
**(248) 343-0709**  
**www.elitecrete.com**  
 Elite Crete Systems Managing Director  
 North Ohio and Michigan



**Elite Crete Systems**  
**1061 Transport Dr.**  
**Valparaiso, IN 46383**  
**(219) 465-7671**  
**www.elitecrete.com**  
 Elite Crete Systems Inc. is a world-leading manufacturer of specialty products for decorative concrete systems, concrete repair, custom commercial flooring and industrial floor coatings. Products and applications include seamless high-end commercial flooring for retail, hospitality, educational, office buildings, hotels, shopping malls, auto dealerships and restaurants. High-performance industrial floor coatings for manufacturing facilities, warehouses, airplane hangars, service bays, food service/manufacturing facilities, cold storage areas, chemical containment areas, parking decks, medical/veterinarian and municipal buildings. Proud to boast more than 100 specification and technical support offices worldwide to assist architects, project managers and facility managers with projects.

**Elite Crete Systems South**  
**24765 Hwy. 69**  
**Jasper, AL 35504**  
**(205) 522-5333**  
**www.elitecrete.com**

Elite Crete Systems is an industry-leading worldwide manufacturer of decorative concrete and resinous floor systems. We pride ourselves in having the best technical support in the business, bar none. We give honest no-bull trainings from a real manufacturer not a relabeler. We are here to help you in the business from marketing to lead generation. No franchises, no packages, no sales pitch.



**Engrave-A-Crete Inc.**  
**403 Oak Ave.**  
**Mansfield, MO 65704**  
**(800) 884-2114**  
**www.engagecrete.com**

Engrave-A-Crete is the premier inventor, developer and manufacturer of innovative decorative concrete engraving tools. We offer industry leading, hands-on, cutting-edge training in small-group settings. Our unique tools and systems engrave the design in, not on, old or new concrete, indoors or out, with no messy overlays, heavy mats or dust clouds.

See our ads on pages 33 and 67 · Reader Service 19 & 20

**G**

**GranQuartz**  
**4963 S. Royal Atlanta Dr.**  
**Tucker, GA 30084**  
**(866) 639-0960**  
**www.granquartz.com/csc**

GranQuartz was founded in 1971 and is the largest distributor of stone tools, equipment and supplies in the United States. In addition to the stone industry, GranQuartz provides top-quality products and services to the concrete decor and polishing markets as well as the tile industry. GranQuartz operates 13 locations throughout the United States and we have well over 50 knowledgeable team members.

See our ad on page 53 · Reader Service 23

**H**

**Hi-Tech Systems**  
**1190 N Del Rio Pl.**  
**Ontario, CA 91764**  
**(909) 945-5530**  
**www.hitechpolyurea.com**

Progressive Fastening Systems was established in the '80s as a specialty fastener supplier to commercial, industrial and construction markets.

See our ad on page 63 · Reader Service 24

# Faster, Better Results



HTC  
Professional  
Floor Systems



## HTC RX Grinders

### Features

Remote Control

Fits through standard 36" door

Save on tools with mist cooling

Low dust

Separate drive for loading  
and unloading

### Benefits



**Increased Efficiency  
and Production**

- Four Grinding Heads
- Excellent Balance



**Improved Consistency**

- Constant speed on head & wheel



**Reduced Labor Costs**

- Only one operator needed

HTC, Inc.

5617 Tazewell Pike

Knoxville, TN 37918

Email: [info@htc-america.com](mailto:info@htc-america.com)



Circle Reader Service Number 25



**HTC Professional Floor Systems**  
**5617 Tazewell Pike**  
**Knoxville, TN 37918**  
**(865) 289-2311**  
**www.htc-floorsystems.com**

HTC is the global innovation leader in concrete grinding and polishing equipment and diamond tooling. Recent product developments include the AirFlow EZ tool holder that removes grinding dust more effectively and extends the tool life. See our ad on page 17 · Reader Service 25

**I**



DECORATIVE CONCRETE BY  
**EUCLID CHEMICAL**

**Increte Systems, the Decorative Brand of Euclid Chemical**  
**1611 Gunn Hwy.**  
**Odessa, FL 33525**  
**(800) 752-4626**  
**www.increte.com**

For more than 50 years Increte has been one of the leaders in decorative concrete technology. Increte is the original, and still only, one-stop shop and full-service manufacturer for chemistry and tooling as well as training, sales and marketing help. Our turn-key Engineered Systems are easy to learn and to apply. As a brand of Euclid Chemical we have the largest support and sales staff in the industry.

**J**

**Jon-Don**  
**400 Medinah Rd.**  
**Roselle, IL 60172**  
**(800) 400-9473**  
**www.jondon.com**

Jon-Don is a leading distributor of equipment, tools and supplies for specialty concrete flooring professionals, from concrete prep and polishing, to epoxy coatings and dyes.

See our ads on pages 13 and 70 · Reader Service 27 & 28

**K**

**Kingdom Products**  
 45 Underwood Rd.  
 Throop, PA 18512  
 (570) 489-6025  
 www.kingdom-products.com  
 Kingdom Products specializes in manufacturing premium-quality dry powder cement-based materials. Color hardeners, antique release agents, concrete repair and restoration materials, stampable overlay, vertical wall mixes and custom-packaged pigments are only a small sample of products available under our Kingdom brand or are available for private-label packaging.

**M**



**McKinnon Materials Inc.**  
**5612 56th Commerce Park Blvd.**  
**Tampa, FL 33610**  
**(866) 622-7031**  
**www.mckinnonmaterials.com/training-workshop**

We are your one-stop source for all your decorative concrete and epoxy needs. With more than 35 years of experience, we offer the most innovative, reliable and affordable products in the industry, along with training on all our products and 24-hour technical support. Why be forced to choose between quality, performance, versatility or cost efficiency when you can have it all?

See our ad on page 5 · Reader Service 32

**P**



**Polished Concrete Solutions**  
 1625 Main St., Ste. 301  
 Sanford, ME 04073  
 (800) 827-6547  
 www.polishedconcretesolutions.com/training-consulting

Get personalized, one-on-one training with experts bringing more than 20 years' experience in the concrete industry. Learn efficiency tactics to save time and money, how to maximize equipment production, select proper tooling, troubleshoot and think outside the box. Real-world trainings take place on the job, start to finish, with your machines and crew, and the best part is you come to us or we come to you!

**Prosoco Inc.**  
 (800) 255-4255  
 www.prosoco.com/consolideck  
 Prosoco's Consolideck product line includes advanced concrete hardener/densifiers, water-based stains and color-hardeners, protective treatments, and prep and maintenance cleaners. Add in free training, and you've got the ultimate sustainable system for finished concrete flooring.

**Q**



**Quest Building Products**  
 1129 North Patt St.  
 Anaheim, CA 92801  
 (714) 738-6640  
 www.questbuilding.com/news/training  
 Quest Building Products is California's full-service store specializing in decorative concrete products to prepare, protect and decorate your concrete surface. Offering tools and coatings, Quest also provides sales, service and rentals for concrete prep equipment. With a knowledgeable staff and reputable manufacturers, Quest is your one-stop shop for all your concrete needs. See our ad on page 69 · Reader Service 44

**R**



**Rock Tred Corp.**  
 405 N. Oakwood Ave.  
 Waukegan, IL 60085  
 (847) 972-2125  
 www.rocktred.com  
 Manufacturer of innovative polymer coating solutions. These materials include floor and wall coatings, flexible membranes, joint sealants and patching compounds. You will find our products in manufacturing plants, biotechnology labs, food and dairy facilities, institutions, commercial outlets and just about every type of environment you can imagine.

**Rocket Supply**  
 940 S. Jason St.  
 Denver, CO 80223  
 (303) 744-7004  
 www.rocketupply.net  
 See our ad on page 70 · Reader Service 46

**Runyon Surface Prep Rental & Supply**  
 410 W. Carmel Dr.  
 Carmel, IN 46032  
 (800) 896-8665  
[www.runyonsurfaceprep.com](http://www.runyonsurfaceprep.com)

Runyon Surface Prep is a full-service stocking distributor and rental shop with products and equipment for surface prep, decorative concrete and floor maintenance, with brands including Husqvarna, HTC, Ermator, Ameripolish, Prosoco and Metzger/McGuire, to name a few. Runyon Surface Prep is known for its exemplary customer service — committed to meeting your needs at any length necessary.

See our ad on page 21 · Reader Service 47

**S**



**Super-Krete International**  
 303 Commercial Drive  
 Buda, TX 78610  
 (800) 995-1716  
[www.super-krete.com](http://www.super-krete.com)

The original since 1985 - Complete systems for concrete repair, restoration, waterproofing, beautification and protecting including additives, overlays, color stains, paints, epoxy systems, sealers and more. Training available! Serving you from two locations in Southern California and Central Texas. Super-Krete Products are the choice of choice amongst the Hollywood masons and plasterers. Always request the best!

See our ad on page 8 · Reader Service 56

**T**



**Trinic LLC**  
 522 Cascade Valley Rd.  
 Windsor, NY 13865  
 (607) 655-1517  
[www.trinic.us](http://www.trinic.us)

Free training offered monthly. We feel that as manufacturers of cutting-edge products combined with 30 years of experience shared with you at no charge, this will help you expand your decorative concrete business without unnecessary training fees. Your success is our goal. If we help you grow, you will help us grow. Come learn new techniques that will advance your skills and abilities.

See our ad on pages 2-3 · Reader Service 57

**V**



**Vexcon Chemicals Inc.**  
 7240 State Rd.  
 Philadelphia, PA 19135  
 (888) 839-2661  
[www.vexcon.com](http://www.vexcon.com)

Certi-Shine is a leading global brand for polished concrete. Attend our in-depth training and bring your floors to a new level. Become certified to install Certi-Shine FSR (food stain resistant) technology and our interior and exterior silicate Micro Stain. Also, learn how to restore old and worn floors using Fusion, the latest in polished concrete repair, as well as our new polishable overlay.

**W**



**Westcoat**  
 770 Gateway Center Dr.  
 San Diego, CA 92110  
 (800) 250-4519  
[www.westcoat.com](http://www.westcoat.com)

With more than 30 years of industry experience, Westcoat offers innovative, durable concrete coatings and waterproof decking systems for contractors, applicators, specifiers, architects and property owners. Engineered to achieve superior results, Westcoat delivers numerous protective, textured and decorative options for a variety of applications.

See our ad on page 23 · Reader Service 64

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*Manufacturing a COMPLETE line of*

**DECORATIVE CONCRETE PRODUCTS**

**DISTRIBUTION NATIONWIDE!**

**BUTTERFIELD COLOR**

*Engineered Concrete Performance*

1-800-282-3388 | [www.butterfieldcolor.com](http://www.butterfieldcolor.com)

Circle Reader Service Number 08

### ACI calls for presenters for April 2016 convention

The American Concrete Institute will host its spring 2016 convention in Milwaukee, Wisconsin, in April. The session's call for presenters, titled "Getting the Most Out of Decorative Concrete," is now open. The deadline to submit abstracts is Nov. 1, 2015.

This session will bring together expert speakers on the finishing topics covered in "ACI 310 Guide to Decorative Concrete." To be part of this session, decorative concrete professionals and members of ACI 310 are asked to submit 50- to 100-word abstracts for 30-minute presentations. Aesthetic and decorative finishes discussed in the guide will be given preference.

Anticipated topics include:

- Best practices for stamped concrete finishes
- Dos and don'ts in polished concrete systems
- The art of using multilayer stencils
- Key lessons to be learned from "ACI 310 Guide to Decorative Concrete"
- Sealing and curing decorative concrete

Abstracts of 100 words or less describing presentation topics should tell prospective attendees what they will learn during the program and how the topic relates to concrete aesthetics or the materials and methods covered by "ACI 310 Guide to Decorative Concrete."

Along with the abstract, prospective speakers should outline their qualifications and work experience with the subject finishing technique. Prospective speakers should supply complete contact information, including mailing address, phone and email, to the following:

Professor Anne Werner  
Southern Illinois University Edwardsville –  
Dept. of Construction  
5041 Springfield Drive  
Edwardsville, IL 62025-5829

See this link for more information: <http://bit.ly/1gu0UB8>

☎ (618) 650-5191

✉ [awerner@siue.edu](mailto:awerner@siue.edu)

### Holcim and Lafarge complete merger

Holcim Ltd. and Lafarge S.A. completed their global merger in July, launching LafargeHolcim, a world leader in the building materials industry. All conditions for the completion of the merger have been fulfilled following the successful public exchange offer and the issuance of new Holcim shares to Lafarge shareholders.

With the completion of the merger, the mandate of the new board of directors and of the new executive committee with Eric Olsen as CEO has become effective. LafargeHolcim also unveiled its new logo and corporate identity, which is designed to demonstrate that Holcim and Lafarge have united to form one company.

The new LafargeHolcim shares will be traded on the SIX Swiss Exchange as well as the Euronext in Paris.

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

### ASCC revises Safety Manual, Safety Management Plan

The American Society of Concrete Contractors' Safety Manual and Safety Management Plan have been revised and updated to reflect changes in OSHA regulations and the concrete construction industry. Both were written and revised by ASCC's Safety & Risk Management Council.

The 300+ page ASCC Safety Manual assists contractors in managing their business in a safe, efficient manner and

in compliance with applicable safety and health regulations. The document may be customized to make it company-specific.

The Safety Management Plan was prepared to help small or new contractors develop and implement a basic safety management plan that can be customized to meet the needs of the individual company. The plan covers policy statements, safety responsibilities, inspections, accident investigation, safety meetings, training, recordkeeping, first aid, emergency planning

and more. This management plan includes numerous sample forms and tags and is available as a three-ring binder or as a CD.

The ASCC is a nonprofit organization dedicated to enhancing the capabilities of concrete contractors and those who build with concrete, and to providing them a unified voice in the construction industry. The ASCC has about 535 member companies in the U.S. and abroad.

🌐 [www.ascconline.org](http://www.ascconline.org)

## TRANSITIONS

**Mark Chrisman** is now global vice president of sales and commercial excellence for the performance chemicals business unit at Omnova Solutions (NYSE:OMN). He will oversee the worldwide execution of Omnova's overall sales strategy.

**Bernadette Smith Anderson** has been promoted to assistant director of sales, tile and stone installation systems for Laticrete. She joined Laticrete in 2008 as a senior architectural specialist. In that role, she promoted the benefits of the Laticrete systems warranty to architects, specifiers and design professionals.

**Todd C. Pennington** has joined Build Group as president of the Southern California region and will be responsible for all Southern California operations. Pennington will leverage his 30 years of experience and contacts to position the company in this region across all business units, including ground-up, tenant improvements and structures.

**Carrie "Super Carrie" Wynott** has been hired as office assistant for Super-Krete International headquarters in California.



## Wagner Meters celebrates 50th anniversary

Wagner Meters marked its 50th anniversary by reflecting on its history and giving thanks to its many loyal customers in the flooring industry.

Wagner Meters began in the early 1960s when the founder, Delmer Wagner, worked for a sawmill in Redmond, Oregon. As an electrician, he listened to management's frustration with the contact moisture detectors they used to measure moisture in lumber. These detectors — which were hard to use, calibrate and interpret — were in a man-size cabinet and came equipped with radio vacuum tubes. Wagner experimented and came up with the first in-line moisture detector using transistors.

In 1965, Wagner Electronics was founded. The name remained the same until it was changed to Wagner Meters in 2010 to better express the solutions it offers. While the company was formed initially to address needs in the wood products industry, in the early 2000s it first conceptualized what would become Rapid RH, Wagner Meters' first tool to measure moisture in concrete. Wagner Meters and the CTLGroup collaborated to develop Rapid RH, an in-situ relative-humidity testing system for concrete introduced to the flooring industry in 2005.

The single-use Rapid RH was developed to eliminate the hassle of the reusable probes, which are expensive, hard to use and had to be sent back to the factory for recalibration. The Rapid RH 4.0 is the company's most advanced single-use system.

The Rapid RH 5.0 is a reusable system offering faster and more accurate concrete moisture testing, as well as greater convenience and cost savings. Since its introduction, Rapid RH has become the industry's No. 1-selling relative-humidity test for more than 10 years.

In 2006, the original Rapid RH won the "Most Innovative Product" award at World of Concrete. In 2013, the Rapid RH DataMaster won the "Most Innovative Product" award at WOC. A handheld device, the DataMaster pairs touchscreen capabilities with Bluetooth technology to allow users to quickly and easily record all test data for a particular job site.

☎ (800) 634-9961

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

## Blastrac NA expands production capacity

Blastrac of North America, headquartered out of Oklahoma City, Oklahoma, is a manufacturing company that specializes in surface preparation equipment with several locations throughout North America and Canada. Recently Blastrac acquired a high-tech press brake for its manufacturing operations.

This new press brake has a bending capacity of 250 tons up to 10 feet in width. It uses a CNC backstop, quick-change tooling

and material specification control for precise and repeatable angle control. This technology will increase productivity and quality of fabricated parts.

Blastrac, a worldwide leader in portable surface preparation technologies and equipment, develops and manufactures environmentally safe shot blasting, grinding, polishing, scarifying, scraping and milling equipment.

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**Concrete countertop featured on ‘Love It or List It’**

Three alumni of The Concrete Countertop Institute created a concrete countertop featured in a recent episode of the television show “Love It or List It,” which airs on the Canadian channels W Network and OWN Canada and the U.S. channel HGTV. The show is a primetime reality series about homeowners faced with the decision to renovate a home they may choose to keep or ultimately sell. The episode that CCI alumni participated in involved Dave and Sonya, who spent eight years battling a never-ending to-do list in their mid-century home.

The team consisted of Nathan Smith of Rock Solid Concrete Artisans in Huntersville, North Carolina; Rob Martins of Onyx Castings in Okanagan, British Columbia; and Carl Zunker of Arthouse Custom Concrete in Miamisburg, Ohio. They traveled to CCI’s headquarters in Raleigh, North Carolina, where in six days they created 80 square feet of a natural gray-colored countertop and backsplash for the kitchen. Jeff Girard, CCI president, organized and assisted with the project.

Photos of the team in action, as well as



the inside story of the project, are available at CCI’s website. The institute’s mission is to raise the standard for concrete countertops. It provides engineering-based training via hands-on and self-study classes, using from-scratch mixes.

[\(919\) 275-2121](tel:9192752121)

[www.concretecountertopinstitute.com/hgtv](http://www.concretecountertopinstitute.com/hgtv)

# EVENT CALENDAR

**Buddy Rhodes Concrete Products EPIC 2015**

Oct. 15-17, Covington, Georgia

[www.buddyrhodes.com/epic-2015](http://www.buddyrhodes.com/epic-2015)

**American Coatings Association (ACA) Fall Committee Meetings**

Oct. 18-21, Ponte Vedra Beach, Florida

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

**National Precast Concrete Association (NPCA) 50th Annual Convention**

Oct. 21-24, Minneapolis, Minnesota

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

**China Decorative Concrete International Symposium**

Oct. 22-23, Beijing, China

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

**57th International Brazilian Symposium of Concrete**

Oct. 27-30, Bonito, Mato Grosso do Sul, Brazil

[www.ibracon.org.br](http://www.ibracon.org.br)

**International Surface Fabricators Association (ISFA) Annual Member Meeting and Conference**

Nov. 4-6, Austin, Texas

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

**American Concrete Institute (ACI) Fall Concrete Convention and Exposition**

Nov. 8-12, Denver, Colorado

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

**The Big 5 International Building & Construction Show 2015**

Nov. 23-26

Dubai World Trade Centre, UAE

[www.thebig5.ae](http://www.thebig5.ae)



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## New Fox TV show features Quikrete products

Quikrete, Pavestone and Custom Building Products teamed up on "Home Free," Fox's new unscripted competition series featuring couples vying to win their dream home.

The show, which premiered in July, is hosted by famed professional contractor Mike Holmes from "Holmes on Homes" and features nine deserving couples in challenges to revive one run-down home every week using a variety of products including those from Quikrete, Pavestone and Custom Building Products. Viewers are encouraged to visit [www.quikrete.com/homefree](http://www.quikrete.com/homefree) for details on how to win a \$50 gift card by identifying the products that appear on each episode.

During each episode, Holmes presents the couples with tasks designed to test and challenge the skills of these do-it-yourself enthusiasts.

- [www.custombuildingproducts.com](http://www.custombuildingproducts.com)
- [www.fox.com/home-free](http://www.fox.com/home-free)
- [www.pavestone.com](http://www.pavestone.com)
- [www.quikrete.com/homefree](http://www.quikrete.com/homefree)

## Hitachi Power Tools awarded for highest sales by brand

Hitachi Power Tools (Hitachi Koki USA Ltd.) has been recognized for the third consecutive year for highest sales by brand with Sphere 1 members, a cooperative of independent tool and fastener distributors that distribute products used in residential and multifamily construction.

Beating out 94 other preferred suppliers, Hitachi received this top award in May at Sphere 1's Annual Member Meeting in Las Vegas, Nevada.

Hitachi Power Tools offers an extensive line of professional grade power tools and accessories for woodworking, metalworking, drilling and fastening, concrete drilling and cutting, and outdoor power equipment products as well as a complete line of pneumatic nailers, staplers, compressors and collated fasteners. From headquarters in Braselton, Georgia, and satellite offices in the U.S. and Canada, Hitachi Power Tools supports more than 4,000 retail locations and more than 1,000 authorized service centers. Hitachi Koki USA Ltd. is the North American division of Hitachi Koki Japan, a subsidiary within Hitachi Ltd.

- [www.hitachipowertools.com](http://www.hitachipowertools.com)

## Long-time Bomanite contractor runs for mayor of Marlboro Township, N.J.

Although a businessman and not a politician, Ira Goldberg is the Republican candidate for mayor of Marlboro Township, New Jersey, where he's lived for 36 years.

His backers are impressed with the president of Beyond Concrete, formerly Bomanite of NJ. He's run his own award-winning business for 30+ years, has been married to his wife, Ellen, for 45 years and doesn't even have a speeding ticket against him.

"I have no political baggage," Goldberg says. And if he wins the race come this Nov. 3, "I can stay forever."

If you would like to contribute to Goldberg's campaign, please make a check out to Ira Goldberg for Marlboro Mayor and mail it to P.O. Box 270, Marlboro, NJ 07746.

- [www.positivelymarlboro.com](http://www.positivelymarlboro.com)

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## Sustained growth expected in global cement demand

Global cement consumption is expected to show sustained growth in 2015, with further gains forecast for 2016, according to analysis presented in the recently released “Global Cement Report 11th Edition.” The report, which covers key cement market data for more than 170 countries, reveals that total world consumption rose by 2.6 percent in 2014 to 4,140 metric tons, compared to the 7.7 percent growth achieved in 2013. Global demand growth has been driven by the phenomenon of China, which in 2014 increased its share of world consumption to reach 59 percent.

Steady growth has prevailed in the emerging markets where in 2014 consumption (excluding China) increased by 2.7 percent to 1,387 metric tons. In the mature markets of Europe and North America, overall demand growth returned to positive territory in 2014, rising by 2.8 percent to reach 290.6 metric tons.

The top five consuming nations in 2014 were China, India, USA, Brazil and Russia. A total of 10 Asian countries are represented in the top 20, and while two East Asian nations — the Philippines and Malaysia — entered the top 20 for the first time, France and Italy fell out, reflecting the decline of western European consumption.

Demand in China reached a record 2,462 metric tons, translating into an annual increase of 2.6 percent — the slowest growth rate in decades and well below the double-digit levels seen in recent years. These indicators suggest that the country is nearing peak demand for cement as the construction industry resets to a slower, more sustainable growth path. In terms of

regional performances, North America has been leading gains in the developed world where last year demand rose by a vigorous 8.2 percent versus 3.9 percent a year earlier.

The best-performing regions across the world over the 2012-14 period have proved to be in the emerging markets of sub-Saharan Africa, led by central Africa with double-digit rate increases in each year. Looking ahead, general improvements in global growth trends are expected in 2015 and 2016, with forecasted increases of 3.3 percent and 4.6 percent, respectively. North and central Asia are set to excel, as will much of Africa.

Overall growth in Asia is forecast to be around 3 percent to 5 percent, partly reflecting China’s expected lower growth course. The Middle East and Western Europe are expected to rebound, but obvious downside and political risks prevail. The “Global Cement Report 11th Edition” features cement consumption, production and trading data for more than 170 countries with analysis and forecasts to 2016.

[www.cemnet.com/gcr11](http://www.cemnet.com/gcr11)

## Panel discussion in November in Dubai will focus on decorative concrete

In November, Adel El-Hajj, practicing architect and founder of Mizaje surface fine art, will take part in a panel discussion on new trends in decorative concrete at Middle East Concrete at Dubai World Trade Centre, the only event dedicated to concrete in the region. Middle East Concrete is part of The Big 5 International Building & Construction Show slated for Nov. 23-26.

On Nov. 25, El-Hajj will join ready-mix representatives, engineers and designers in a panel discussion on decorative concrete. That discussion will include an overview of the latest trends in decorative markets, common design and installation challenges, evaluating polishing trends, assessing a variety of decorative overlays and highlighting job conditions for best results.

El-Hajj, also co-founder of Triforium Design Associates and manager of the Mizaje Division at Marconi Inter Design in Dubai, has experience that spans more than a decade in providing modern interior surface solutions. With a bachelor’s degree in architecture and postgraduate qualifications in urban planning and computer-aided design, he bases his ideas on research in contemporary material mix components and innovative application

techniques. He believes that interior surfaces should be conceived not just in terms of space boundaries, but as an integral part of the design scheme.

“Concrete is a fantastically versatile surface treatment that, if applied correctly, can combine with other elements to create both modern and traditional moods that are appropriate for both offices in global financial districts and quiet suburban restaurants,” El-Hajj says. “I work decorative concrete into my projects as often as possible.”

Panel events will introduce new green concrete regulations, discuss disputes and claims in contracts, and give updates on the use and development of glass-fiber reinforced concrete. General construction practices and techniques, such as improving structure durability with epoxy-coated rebar, using post-tensioned concrete slabs in a high-rise building and options for recycling waste materials, will be presented in depth.

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

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

[www.thebig5.ae](http://www.thebig5.ae)

## Granicrete gains further NSF certifications

Granicrete International has received updated certifications for its countertop surfacing system from the National Sanitation Foundation. Granicrete is certified NSF/ANSI 51: Epoxy Coating System for Splash Zone with one of the following finishes:

- Sealed with Granicrete Crystal Top Epoxies.
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- Sealed with Granicrete Crystal Top Epoxies and top coated with Granicrete WB-P53.
- Sealed with two coats of Granicrete Poly Low Odor and top coated with Granicrete WB-P53.

In 2011 Granicrete International was the first countertop surfacing system in the industry to receive NSF certification and this updated certification helps its independent installers get specified for commercial projects. The product has appeared on television in “Extreme Makeover: Home Edition,” “Designed To Sell,” “Flip This House, Flip That House,” “I Hate My Kitchen,” “House Crashers” and “Home & Family.”

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## China to hold inaugural concrete flooring show

Jointly organized by Shanghai Stone Association's Flooring Branch and Shanghai UBM Sinoexpo International Exhibition Co. Ltd., the inaugural China Concrete Flooring Expo (CCFE) will take place March 29-31, 2016, in Shanghai, China. It will feature floor material widely used in commercial and industrial places such as garages, hospitals, exhibitions and airports.

Due to its considerable reach, wear-resistance and adaptability of color, the industry is now worth RMB.15 billion per year in China (Chinese currency is known as Renminbi), and the number of members is growing by 20 percent annually.

According to the China Flooring Association (CFA), new technologies and a greater variety of products are two factors driving growth in the flooring industry. CCFE 2016 will be a platform for flooring industry enterprises to communicate on subjects such as ground construction, ground maintenance and repair.

HHD, China Clean Expo and IEQ Expo will open at the same time as CCEF, and these three mature exhibitions will help CCEF to attract more than 10,000 visitors from the commercial real estate, property and maintenance, commodity and manufacturing sectors.

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

## CCC's Super Seal receives AASHTO approval

Clemons Concrete Coatings cure-and-seal line of sealers, Super Seal, was recently tested and approved by the American Association of State Highway and Transportation Officials following the testing standards of ASTM C-309 and ASTM C-1315. By having this approval, the process of submitting this product to local state departments of transportations is streamlined.

AASHTO, an international leader in setting technical standards for all phases of highway system development, serves as a liaison between state departments of transportation and the federal government. Standards are issued for design, construction of highways and bridges, materials and many other technical areas. Approval by AASHTO does not guarantee that the product will be accepted by local state DOTs.

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## CSDA plans fall training schedule

The Concrete Sawing & Drilling Association has a packed fall 2015 training and certification schedule, with seven hands-on courses planned in three different states. The fall lineup begins with a certification class focused on Standard CSDA-ST-115 Measuring Concrete Microsurface Texture.

The standard, released in 2013, is achieving great traction across the concrete polishing industry and CSDA has granted close to 100 ST-115 certifications since classes began in December 2014. This latest class will take place during the Concrete Decor Show in Indianapolis, Indiana, of which CSDA is an association partner.

For companies in the sawing and drilling industry, CSDA has scheduled a series of introductory yet comprehensive classes geared toward people who want to expand their knowledge of cutting disciplines. They are followed by a series of advanced operator certification courses designed for experienced operators looking to gain proficiency in sawing and drilling techniques.

The association has hands-on, classroom and online courses for every discipline and skill level, allowing contractors to provide operators with superior training. CSDA also has an online training website consisting of 27 courses.

☎ (727) 577-5004

🌐 [www.csda.org/training](http://www.csda.org/training)

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

## Michelman named top workplace by 'Cincinnati Enquirer'

The "Cincinnati Enquirer" has named Michelman a 2015 Top Workplace. Each year the publication recognizes 100 companies and organizations in Cincinnati as "Top Workplaces" based solely on surveys completed by their employees.

Michelman, headquartered in Cincinnati, is a global developer and manufacturer of environmentally friendly advanced materials for industry, offering solutions for the coatings, printing and packaging, and industrial manufacturing markets. The fast-growing company has production facilities in North America, Europe and Asia with laboratory facilities in Shanghai, Singapore, Luxembourg, Germany, India and the U.S.

It recently opened the Advanced Materials Collaboration Center at its Blue Ash campus that includes six new laboratories with state-of-the-art equipment, offices, open space and meeting rooms designed for application teams to collaborate.

The Top Workplaces employee survey began in 2006 and is conducted by WorkplaceDynamics LLP, a leading research firm on organizational health and employee engagement. In the past year, more than 2 million workers from approximately 6,000 organizations have taken the survey.

☎ (513) 793-7766

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

## New member appointed to CIM board

Jamie Gentoso, vice president of SIKA USA, was recently elected a board member for the Concrete Industry Management program, a business-intensive program that awards students with a four-year Bachelor of Science degree.

Gentoso joins the current National Steering Committee's executive officers, Chairman Mike Schneider, vice president of operations for Baker Concrete Construction Inc.; Vice Chairman

Alan Nedza, director of sales for Admixture Systems North America, BASF Corp.; and Treasurer Nicole R. Maher, chief operating officer of the National Ready Mixed Concrete Association.

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996. The program gives students many advantages including entering the concrete workforce with exposure to the industry early in their careers. The CIM program is available at Middle Tennessee State University; California State University – Chico; the New Jersey Institute of Technology and Texas State University.

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

## Dalmia Cement expands ventures into India

Dalmia Cement Bharat Limited (DCBL) has launched its superior grade cement in the Maharashtra market. The flagship company of the Dalmia Bharat Group has commenced operations at its cement plant in the Belgaum district in Karnataka. Spread over 380 acres and with a total capacity of 2.5 million tons per annum, the more than 1,300 crore rupees plant will cater to the needs of the customers in Maharashtra and Karnataka markets (Indian currency is the rupee, and crore denotes 10 million units).

The plant is the company's 11th manufacturing facility of the cement group commissioned in March 2015. Dalmia Cement is engaging with more than 800 dealers in the region, who will be constantly supported with end-to-end marketing, technical and logistics support.

DCBL, the third-largest cement group in India, has been a leading player in cement manufacturing since 1939. It is also the category leader in super-specialty cements used for oil wells, railway sleepers and airstrips and is the country's largest producer of slag cement.

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

## Mordor Intelligence releases report on ICF market

Mordor Intelligence released its report on the global Insulated Concrete Form (ICF) market. The report elucidates the situation of ICFs around the world and studies the markets of the ICF types which include polystyrene foam, polyurethane foam, cement-bonded wood fiber, cement-bonded polystyrene beads and cellular concrete. The report is also divided by geography — North America, Europe, the Asia-Pacific (APAC), South America, the Middle East and Africa — where the market share of each region is analyzed and estimates are provided for the next six years.

The global ICF market is expected to show an exceptional compound annual growth rate of 27.5 percent. North America currently dominates the market for ICFs followed by Europe and APAC. The developing regions of South America and APAC are expected to increase their market share in the future owing to the growing construction activity in the developing countries.

Mordor Intelligence is a global market research and consulting firm offering in-depth market analysis reports and consulting services.

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🌐 [www.mordorintelligence.com/industry-reports/global-insulated-concrete-form-icf-market-industry](http://www.mordorintelligence.com/industry-reports/global-insulated-concrete-form-icf-market-industry)

## E-Z Drill expands manufacturing plant

E-Z Drill has increased its production capacity by adding more than 7,500 square feet of floor space — roughly 20 percent more room — to its 36,355-square-foot factory. The expansion will house an office and a new shipping and receiving area, as well as make room for E-Z Drill's growing welding department. The project began in June and should wrap up in the fall.

The expansion also plays a critical role in E-Z Drill's internal logistical network. A new office will pass any generated orders to the production crew. Relocating the shipping and receiving area to the expansion allows the welding department to spread out in the vacant space.

In addition to the shop expansion, E-Z Drill is incorporating a new inventory system to enhance the manufacturing process by minimizing waste and inventory costs. This results in a more efficient and environmentally friendly company.

Established in 1987, E-Z Drill manufactures pneumatic drilling equipment for concrete drilling and doweling applications, including airport runway repair, lane additions and highway maintenance. The company also manufactures slab rider, on-grade and equipment-mounted drills, as well as vertical utility models and concrete drilling accessories. E-Z Drill also can custom design and build automatic drill systems for specific jobs.

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**RZ Industries now has HEPA filtration mask**

The newly designed M2-Mesh Air Filtration Mask from RZ Industries features an abrasion-resistant mesh exterior that allows for easier air flow and keeps wearers cool. More lightweight than the company's neoprene mask, M2 has elastic side straps to allow for a more precise individual fit.

It will accept RZ Industries' current active carbon filter, so the mask can adapt as the user's needs change.

Dual-directional exhalation valves expel the wearer's breath out and away from glasses and goggles. The M2-Mesh mask includes a HEPA filter that allows for 124 percent more breathability than a standard paper mask. The HEPA filter is still 99.9 percent effective at stopping particulates .1 microns or larger.



[\(888\) 777-9422](tel:(888)777-9422)  
[www.rzindustries.com](http://www.rzindustries.com)

**Engrave-A-Crete adds new rechargeable mist sprayers**

Engrave-A-Crete recently added ReCharger Variable Mist Sprayers to its line of decorative concrete accessories designed for applying color to concrete and other cementitious surfaces.

The intelligent solution to aerosols, ReCharger sprayers are easily recharged using compressed air. Their complete portability makes them ideal for decorative concrete applications. ReCharger sprayers are available in 24-, 16- and 8-ounce sizes. All are industrial quality, refillable, have corrosion-resistant working parts, and chemical-resistant interiors and exteriors.

The 24-ounce ReCharger features an adjustable nozzle that ranges from extra fine mist to a pin stream. The 8-ounce and 16-ounce ReChargers come with an extra valve and nozzle assortment including two fine, two regular, two medium, two coarse and one pin stream. ReCharger sprayers are excellent for use with Engrave-A-Crete's Concrete Resurrection Ten Second Color Dye, Water Reducible Concentrate stain, and interior or exterior acrylic sealers.

Engrave-A-Crete Inc. is a family-owned business in Mansfield, Missouri, that manufactures a large line of decorative concrete engraving tools and concrete resurrection products to preserve and enhance existing concrete surfaces.

[\(800\) 884-2114](tel:(800)884-2114)  
[www.engageacrete.com](http://www.engageacrete.com)

**New Metallic Epoxy System available from Super-Krete**

Super-Krete recently unveiled its new Metallic Epoxy System, designed for the installer to simply create a unique, lustrous, decorative metallic floor finish perfect for showrooms, retail establishments and a gamut of industrial areas such as garages, laundries, restaurants and meeting spaces.

The new metallic system provides a beautifully dramatic, chemical-resistant high-performance floor. It's available in 12 exotic colors that can be mixed to enhance the customized aesthetic finish. Additional colors are available upon request.

[\(800\) 995-1716](tel:(800)995-1716)  
[www.super-krete.com](http://www.super-krete.com)

**New tamper reduces vibration up to 70 percent**

The Ergo-Tamp vibration-suppressed pneumatic tamper from MBW has a new and improved design. Looking much different than the previous model, the unit is taller and it is made mostly of aluminum which has reduced the weight of the device by 10.5 pounds. The lower weight still allows the hand/arm vibration to be reduced by as much as 70 percent.

MBW has tamed one of the industry's most disliked and physically abusive compaction tools. Pneumatic tampers produce hand/arm vibration levels that rank among the highest in the industry. Periodic exposure to excessive vibration is known to be a contributing factor in the development of white finger, carpal tunnel syndrome, arthritis and other chronic ailments.

The tool's vibration absorption system easily handles the range of amplitudes typical of pneumatic tampers and is cooled by a constant flow of compressed air through its working mechanism.

The operating weight of the 74-inch (188-cm) tamper is 37.5 pounds (17 kg). The foot diameter is 6 inches (15.2 cm). The device delivers up to 800 blows per minute.

[\(800\) 678-5237](tel:(800)678-5237)  
[www.mbw.com](http://www.mbw.com)

**New airless multicolor coating hides imperfections**

Rust-Oleum, an international manufacturer of innovative coatings, has launched Multispec Airless Pro Multicolor Finish. Now painting professionals can apply a multicolor architectural coating to interior walls using airless spray equipment. This long-lasting, durable coating is made for commercial, industrial and residential environments.

The new coating provides interior walls with a multifleck finish that hides surface imperfections and is on-trend with contemporary wall coverings. It is formulated for drywall, wood, masonry, laminate, metal and other interior surfaces. Popular applications include entryways, doctor's offices, hotels, airports, locker rooms and accent walls in residential homes.

[www.rustoleum.com/multispec](http://www.rustoleum.com/multispec)



**Vari-Cut diamond blades can cut through almost anything**

In 2014, Husqvarna enhanced its popular Vari-Cut diamond blade with an entire product line that includes Vari-Cut Turbo, Vari-Cut Plus and Vari-Cut Tile. This year, due to its performance and sales success, the diamond blade line is being further rolled out.

Vari-Cut is a cost-efficient premium diamond blade designed to cut almost anything a contractor comes across. It cuts steel rebar as easily as bricks, blocks and concrete slabs. It combines a wide application window with fast cutting speed and good life. One of the greatest benefits of Vari-Cut is how it cuts in all types of construction materials. No need to



switch blades, which saves time and money.

The blade has a unique design, combining different segment types: .4-inch (10 mm) turbo segments for increased cutting speed and .4-inch straight segments for increased tool life. This design results in Vari-Cut having exceptional performance and a very wide application window.

Vari-Cut is equipped with a perforated core that allows an optimal cooling of the blade and angled gullets, designed in such a way that they protect the blade against cracks. This makes the blade suitable for both dry and wet cutting applications.

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

### Repair surfaces with concrete-specific mortar

Spectrum Re-Kote TF from W.R. Meadows is a new, single-component, polymer-modified, rapid-hardening, cementitious concrete repair mortar designed for the renovation and resurfacing of deteriorated concrete surfaces. Spectrum Re-Kote TF can help smooth rough surfaces, repair honeycombs and dress up bug holes, as well as provide coating for swimming pools, concrete walls, balconies and other applications. The product works well on both interior and exterior surfaces due in part to its excellent bond strength and breathable properties.

Spectrum Re-Kote TF is color-enhanced for a light gray finish and may be stained, dyed or pigmented. Because of its impressive freeze-thaw resistance, it provides excellent longevity with exterior use. Spectrum Re-Kote TF is available in 40-pound bags. Promotional materials and samples are available by request.

[\(847\) 214-2100](tel:8472142100)

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

### New tool makes pitch identification a snap

Every commercial flooring contractor knows that getting the floor to the perfect pitch to accommodate drainage is vital to a successful installation. Now Coatings for Industry, a leading supplier of industrial coating products, is helping flooring professionals make that part of the job a snap.



CFI is making its self-branded Pitch Identification Tool available to customers who place any size order. It is also available to noncustomers and prospective customers for \$5.99.

Typically, to determine a floor's pitch, the contractor has to put down water and watch where it drains. This always stalls the job, potentially for hours, as the floor dries, because epoxies and other coatings can only be applied on a completely dry surface. As work progresses, further delays ensue each time the process is repeated.

The Pitch Identification Tool uses ball bearing-type rollers to let the installer visually determine where the substrate slopes, as often as necessary, without holding up work. Each tool kit includes two chrome rollers, instructions and a custom CFI drawstring pouch.

Coatings For Industry Inc. started more than four decades ago as a manufacturer of specialized, high-technology industrial, architectural and aerospace coatings. CFI's family of coatings is trademarked under the names Aseal, Siloxseal, Urethabond and Wearcoat.

[\(877\) 723-0919](tel:8777230919)

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



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Visit us at Booth #635 at the Concrete Decor Show!

Call: 800.538.5069

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



### Hybrid urethane/acrylic sealer protects against stains

Fishstone has introduced U-Seal concrete sealer, a high-performance, two-component hybrid urethane/acrylic sealer formulated specifically for the decorative concrete industry. U-Seal is chemically resistant, highly stain- and scratch-resistant and can be used on interior and exterior, horizontal and vertical surfaces alike. U-Seal is a two-part, water-based system available in matte finish and sold in quart and gallon sizes.



This new sealer solves a huge problem with decorative concrete — how to protect the surface from staining. U-Seal is unique thanks to its hybrid nature of being both a penetrating and topical sealer in one.

Fishstone Studio Inc. is a manufacturer of decorative concrete admixtures, sealers and molds offering an extensive lineup of concrete products through its website and via distributors worldwide. Training events are held in Fishstone's corporate location in Crystal Lake, Illinois, and at distributor locations worldwide.

☎ (815) 276-0299

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

### Penetrating sealer enhances color without adding gloss

Clemons Concrete Coatings has recently launched Supreme Shield SB, a new penetrating solvent-based sealer designed for all types of concrete, especially decorative and concrete pavers. Application of this coating enhances color without adding the gloss and plastic look associated with traditional film-forming sealers. Once treated, the surface repels water and oil to prevent staining.



☎ (615) 872-9099

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

### Membrane provides protection from moisture damage

Mel-Dek from W.R. Meadows is a roll-type waterproofing membrane composed of a nominal 53 mil-thick layer of polymeric waterproofing membrane on a shrink-resistant, heavy-duty, 12 mil-thick polypropylene woven carrier fabric.



The two components are laminated together under strictly controlled production procedures.

Mel-Dek is easy to install, dependable and requires no protection from hot asphalt overlays. The product can be used on bridges, parking decks and various other structures where a rugged waterproofing option is needed. It's available in rolls 60 feet (18.29 meters) long by 38.5 inches (.98 meters) wide.

☎ (847) 214-2100

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

### Lackmond Products adds several new blades to its line

Lackmond's newest addition to the STS family is the STS-6 Multi-Application Diamond Blade, the first-ever true multi-application diamond blade using patterned diamond technology. The company's third-generation patterned diamond technology evenly aligns the diamonds into rows within the blade's segment. This precise alignment ensures the maximum amount of diamonds contacting the cutting surface at any given time. The net result is a diamond blade with consistent segment wear rate and approximately 30 percent more footage versus comparable blades.



Lackmond's new 14-inch LSE-Pro Series blade is designed to cut metal, stainless steel, ductile iron, rebar, studs, bolts, pipe, sectional tubing and more. The steel core and high-quality diamonds ensure fast cutting speed and very long life compared to standard abrasives. This blade is engineered for use on high-speed gasoline cutoff saws or higher-powered chop saws, giving the user ultimate flexibility.



The new PRM-RH Series blade is a mid-range product which combines high performance at a competitive price. It is designed to be used on both hand-held and walk-behind saws. This blade is designed to cut hard materials such as brick, concrete, river rock, granite and more. It is engineered with a reinforced hub, which ensures straight and accurate cuts on hard materials. The blade's soft-bond matrix for use on hard materials provides very fast, aggressive, clean cutting with long life. It can be used dry or wet.



Lackmond also introduced its new PRM Series Granite Turbo Blade, designed for cutting granite, marble, engineered stone and other hard natural stone. It is engineered with premium diamonds and a specially designed diamond matrix with narrow cutting flutes that allow for an aggressive clean, chip-free cut. These blades are available in 4 1/2-inch, 5-inch, 6-inch and 7-inch sizes and can be used dry or wet.



Lackmond's new Pro Series Bridge Saw Blade is made using the latest in diamond pattern technology, where the diamonds are arranged in a specific order resulting in consistent wear and cutting. This blade is designed to be used on granite, marble, engineered stone and other natural stone. It is equipped with 26 mm segments which allow for increased life, even in the most demanding stone applications. These saw blades are available in sizes from 12 to 18 inches and are ideal for use on 15+ HP saws.



☎ (800) 850-2044

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

## ROI calculator helps contractors save time and money

Dynamic Systems Inc., a leader in barcode software solutions and specializing in data collection applications, has released a calculator for construction, restoration and cleaning companies that can help them understand in dollars what the Checkmate Tracking Systems can do for their bottom line.

In business since 1981, DSI provides bar code tracking systems for tools, maintenance, equipment, documents, work orders and inventory. Bar code data collection has been proven to be the most accurate and efficient method of tracking or counting items.

The calculator helps contractors save time and money by allowing companies to plug in their particulars such as number of field personnel, tool inventory and losses. It includes an FAQ section that describes how easy the software is to use, how much training is involved, what type of labels are available and other options.

The systems are targeted for contractors and cleaning and restoration companies that want to reduce the loss of tools and equipment and track consumable inventory. The Maintenance Module tracks service performed and due on equipment and improves performance and productivity in the field. If it requires less than one minute to check a tool in and out, and if the company's staff spends even 20 minutes a day searching for tools or servicing equipment, the overhead savings is dramatic.

☎ (800) 342-3999

🌐 [www.dynamic-systemsinc.com](http://www.dynamic-systemsinc.com)

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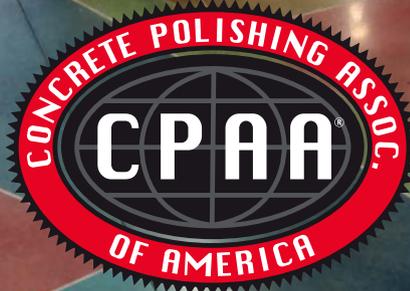
February 3, 2016

Annual Member Meeting  
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38800 Country Club Dr. Farmington Hills, MI 48331 (443) 249-7919 [info@cpaa-us.org](mailto:info@cpaa-us.org)

## Supporting the Polished Concrete Industry Since 2009



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### Prosoco adds new densifier, wet-grind product to its line

Prosoco announced two new items in the Consolideck line of concrete flooring products, Consolideck Blended Densifier and Consolideck First Cut. Consolideck Blended Densifier, designed especially for use on steel-troweled or burnished concrete floors, is a one-step solution that reacts with concrete to quickly create a harder, denser surface that can be burnished for a quick sheen. Safer and easier to apply than conventional sodium or potassium silicate hardeners, this densifier requires no scrubbing or flushing, eliminating any caustic wastewater.

Consolideck First Cut is a new water-based preparation product that makes the wet-grinding process go faster and saves time on subsequent steps. Using a special blend of surfactants, the product pulls concrete slurry solids away from the surface and suspends them, preventing them from being reground into the floor. This increases efficiency and reduces time, labor and maintenance. It also clears the path for diamonds to more efficiently remove the concrete surface. Ideal for new or existing concrete, First Cut is compatible with floors that will be treated with Consolideck densifiers, dyes and protective treatments.

[\(800\) 255 4255](tel:(800)2554255)

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

### Installation kits designed for floor-heating systems

WarmlyYours Radiant Heating has developed four new installation accessory kits designed to offer all the tools to install a TempZone floor-heating system.

The installation kits come in four options: basic, silver, gold and platinum, each specializing in a different type of installation. The basic kit includes a margin trowel and 3/8-inch notched trowel for spreading Thinsert over the heating element and back-buttering each tile for one-step installations. The silver kit comprises four tools, including an epoxy grout float, for one-step installations that include grouting the tile. The gold kit features six tools for two-step installations that don't require underlayment under the heating element. Finally, the platinum kit includes seven tools for two-step installations on a slab that requires an underlayment beneath the heating element.

Each kit offers a variation on these seven tools: a 3/8-inch notched trowel, 1/8-inch V-notch trowel, dense rubber float, epoxy grout float, margin trowel, finishing trowel and kneeler board. These tools also are available for purchase separately for those who already own some of them.

[\(800\) 875-5285](tel:(800)8755285)

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

### Walk-behind trowels excel in limited access worksites

Atlas Copco's new and upgraded BG245 and BG375 walk-behind trowels feature an adjustable clutch to enhance versatility, a maintenance standard to make servicing easy and a centrifugal clutch for safe operations.

The BG245 weighs 130 pounds and is just 24 inches in diameter while the BG375 weighs 185 pounds and is 36 inches in diameter. The new compact trowels are easy to maneuver and can tackle a wide range of projects, from sidewalks to driveways.

The BG245 features a rubber-edged floating protection ring to prevent damaging walls, which makes it ideal for indoor worksites.

The BG375's larger size offers efficient operation on bigger, outdoor applications, such as driveways. Both trowels come standard with a gas-powered, high-capacity Honda engine. The trowels are also offered in an essential line that is equipped with a Vanguard engine.

The trowels' twist pitch controls allow operators more control and feel of the blade angle on the concrete. Both trowels can be operated at variable speeds making it possible to do high-speed burnishing and low-speed, high-torque floating. The units' safety switch disconnects the drive train from the engine as soon as the operator releases the grip. This stops the blades within 180 degrees of rotation, to improve safety and minimize costly damage to the concrete.

The BG375 features a detachable throttle that can be moved from the left handle to the right, which enhances comfort and ease of use for left- and right-handed operators. It also can be equipped with optional transportation wheels for fast and easy maneuverability around the jobsite.

[www.atlascopco.us/usus](http://www.atlascopco.us/usus)

[\(800\) 732-6762](tel:(800)7326762)



### New mobile mixing machine easy to transport

Rapid International, which unveiled its new Trakmix mobile concrete mixing plant, described it as the first of its kind in the market. The machine was designed in response to growing demand for a mobile continuous mixing plant that provides easy transportation without the need for special transport permits.

Patent-pending features include a controls system that weighs all materials and a double-hopper cement-weighing system. The Portadow, Ireland-based manufacturer says that other design highlights include low-friction surface lining on hoppers, bottom conveyor for easy cleanout and out-loading conveyor for easy discharge.

Trakmix offers outputs of up to 250 tons per hour via a continuous rapid twin-shaft mixer and 423 cubic feet (12 cubic meter) aggregate hopper, which includes a division plate for two different types of aggregates. Full weighing capabilities are provided via an integral control system.

Adjustable feeder gates from the aggregate bins are provided in addition to a variable-speed belt feeder to aggregate weigh belt. Powders are fully weighed via a twin-hopper system with twin-screw discharge,

and the flow meter provides metering of the water. An integral 600-liter water tank and provision for admixtures are also standard.

[www.rapidinternational.com/en](http://www.rapidinternational.com/en)

### Eriez rugged vibratory feeders come in nine models

Eriez's Heavy Duty Electromagnetic Vibratory Feeders are available in nine models with capacities to 850 tons per hour, with capacity based on sand weighing 100 pounds per cubic foot.

These low-maintenance units are available with overhead drives, multiple-drive arrangements, grizzly decks and dust covers to meet customers' application requirements. They can be arranged for either base- or suspension-mounting and feature an electromagnetic design that has no moving parts such as shafts, cams or bearings, thus eliminating the need for lubrication.

Eriez's HVF Low-Profile Mechanical Vibratory Feeders are available in nine models with capacities to 2,000 tons per hour. They move high volumes of bulk material reliably and economically and feature a compact design incorporating a standard three-phase motor mounted within the base. These feeders use "off-the-shelf" variable frequency controls to adjust output. Signal-following capability is standard and controls come standard in a NEMA 12 enclosure for dusty environments. Other enclosures are also available. Visit <http://ow.ly/N9nLC> to watch videos of equipment in action and download informative literature.

[\(888\) 300-3743](tel:8883003743)

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

### New Concrete Resurrection Products

**ENGRAVE-A-CRETE** announces three new additions to its prestigious line of Concrete Resurrection products.

**Matte Urethane Interior Sealer** — Provides performance properties equal to conventional solvent-based urethanes without the associated health and environmental problems. It is a hard, fast-curing, matte-finish coating with superior resistance to abrasion, hot tire pick-up, chemicals and yellowing from UV light. Low VOC, low odor and easy to clean.

**Matte Additive** — Reduces gloss levels of solvent-based acrylic sealers to satin or matte finish. Slash inventory costs by adding Matte Additive to your solvent-based exterior sealer rather than offering both gloss and matte finishes. Pourable concentrate for easy use.

**WaterProofer** — Repels water ingress on porous construction materials such as concrete, brick, block, stone and mortar. WaterProofer impregnates and chemically reacts with the material to form an invisible protective barrier that bonds to the unsealed surface without changing its appearance.

[\(800\) 884-2114](tel:8008842114)

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



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# The Next Level

## 10 simple ways to efficiently grow your company

by Will Mattingly

**M**y dad, Dan Mattingly, started Mattingly Concrete in 1987 with little more than a truck and a few shovels. He was knocking on doors looking for work, literally, and even driving to and from the ready-mix supplier to put concrete in a bin in his truck and drive it himself to shovel it into the smaller jobs he would take on. Now, in 2015, Mattingly Concrete is coming off of a record year, completing nearly \$1.5 million in work from nearly 200 jobs over a 42-week season. We're on pace to complete even more in the coming year.

Growing your business on limited resources can seem daunting or nearly impossible, but it is achievable over time with hard work and a clear plan of action. Adding employees can be a tough idea to grasp, when considering additional payroll and human resources. It's another animal to keep additional workers busy, happy and healthy along with office staff. But you'll need them.

**Step 1: Get your name out there and brand everything.** We use fliers more than anything but also rely on a solid website, social media, referrals, truck lettering, yard signs and print advertising. Aside from paid advertising or referrals, branding yourself is the best thing you can do for your business. If you ask people how they heard about you and they reply, "I'm not sure. I've just seen

you around," or "I see you guys everywhere," then you're doing it right.

**Step 2: Reply quickly to every inquiry.** The faster you get to the estimate, the more likely you are to get the job. Most homeowners appreciate a prompt response and your chances of getting the job increase if you're the first one to the site. Your prices matter but responsiveness is even more important.

**Step 3: Find good people and retain them.** Good workers are hard to find, so when they have a problem, try to hash it out without firing them. You need to retain people that understand your company. As for workers that excel: reward, reward, reward! Make sure your best employees know you are the best employer.

**Step 4: Take pride in your work and document your projects.** There's no better way to sell future jobs than by showing potential clients pictures of what they will get. Documenting is also useful for remembering job details and scope and the final outcome.

**Step 5: Be clear in your contract.** Adjust your contract as needed and clearly list work to be completed or omitted. Be transparent with the customer and protect yourself from unrealistic goals. Nine of 10 residential restoration-type jobs will have some form of demo or dirty process involved. Let the customer know what to expect. Be very clear. Irrigation and lighting are the two most common underground items that are not marked well and usually take a beating.

Also, needing to re-landscape in some areas is almost a guarantee. Use this language: "We are concrete craftsmen. The concrete will be beautiful but here is the potential collateral."



Will Mattingly (left) and his father, Dan.

Photo courtesy of Karen Guerrero/Mattingly Concrete Inc.

Then we usually list a few trusted contractors that we like working with in those areas.

Customers appreciate the diligence and detail of this type of proposal. We get some jobs solely because we have the most detailed contracts. We have also lost work due to our warnings. Those clients did not want to face the "collateral" and probably hired a less-prepared contractor who agreed to cover those things.

Also, ask for a 50 percent deposit when you start the job. No sooner, no later. On larger jobs, 20 percent will suffice with common draws during construction. If your reputation and references are solid, most customers will not have a problem with this, but it's a must. This will usually cover your materials plus some payroll and keep your company safe from the occasional disastrous client. It also allows the client a form of comfort knowing you still need to complete the job to collect the remainder. Win-win.

**Step 6: Maintain your equipment and vehicles.** Don't let dangerous items like ripped extension cords and faulty equipment go for long or at all. Stay on top of these issues and preach to your crews about doing the same. Offer compensation



Photo courtesy of Mattingly Concrete Inc.

Document your projects with photographs once they're finished.

for not needing to replace tools as often and you will see a difference. Schedule daily meetings with your crew leaders to discuss safety issues. Keep your teams aware and informed through weekly meetings, and discuss a different safety item each time.

**Step 7: Clean up!** When you leave a jobsite, try to make it look as if you were never there. Aside from obvious ruts in the yard and the expected items, clean everything each day you wrap up and certainly make sure the house and everything are secure. Just keeping someone's mailbox clean creates a lot of goodwill. Save the headache and the callbacks and put someone in charge of cleaning up jobs or sealing them. This way, they will get good at it and know what to look for.

**Step 8: Organize the office.** Hire an office person and train him or her. This person will be imperative to success by dealing with invoicing/finalizing/sending contracts, organizing work orders and purchasing stock for daily use. This person can also be in charge of employee time-keeping (electronic version suggested), job tracking and scheduling.

Once work gets going, the office person will keep your clients in the loop on progress. Maintain a 30-day calendar at all times. Whenever it rains or you have a delay simply push the schedule back one day and move on.

**Step 9: Stockpile commonly used items.** Everything should have its place around your shop/storage. Keep things organized and maintain a running tally of decorative products and regular items such as rebar, sealers, expansion material, even gravel. Everything should be rebilled to each job to track expenditures on each job.

**Step 10: Be efficient!** Always keep efficiency in mind for every task at hand. Your labor adds up quickly and payroll is of utmost importance in a well-oiled company. Once you contract a job, take pictures of the existing site and staple them together with the original contract and any permits and info detailing everything you discussed with the homeowner or business owner. Put that in a binder for your manager to keep handy at all times.

If everything is working perfectly, you get the job, your office creates the work order, your guys pick the necessary items

and equipment from your shop based on the work order (no high-cost individual trips to Lowe's or Home Depot), and your manager takes his ready-for-action team to the job. No hiccups.

These 10 simple steps and processes can dramatically change the way your company gets things done. You can start profiting more without raising your prices based solely on organization and operations streamlining.

But take it slow. This won't happen overnight. It took us 28 years to get here without any loans, by inching our way in the right direction. We are still trying to improve our systems with every passing moment. If you must take out loans, make them small and only for important items. 🚚

*Will Mattingly is head of operations at Mattingly Concrete, the company his father, Dan, started in 1987 in Indianapolis, Indiana. Will joined the company at a young age and specializes in all forms of residential concrete restoration and construction. He can be reached at (317) 867-4049.*

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Circle Reader Service Number 34

# DECORATIVE CONCRETE HALL OF FAME

## Grows by Three

**T**HIS year, three more men joined the ranks of the prestigious Decorative Concrete Hall of Fame established in 2010 by Professional Trade Publications, parent company of *Concrete Decor* magazine. Chris Sullivan and Michael Murray were inducted and presented plaques at a dinner Sept. 29 at the Concrete Decor Show in Indianapolis. Michael Eastergard was inducted posthumously following his untimely passing earlier this year.

The Decorative Concrete Hall of Fame recognizes individuals and companies whose contributions have impacted the future of decorative concrete, both as a business and an art form. Since the Hall of Fame's inception, 23 individuals and two companies have been bestowed this honor for unselfishly giving their time, energies, loyalty and resources to help the decorative concrete industry grow.

The new inductees were chosen by Hall of Fame members.

### Chris Sullivan

Since 2009, Sullivan has been vice president of sales and marketing for ChemSystems Inc., a Texas corporation formed in 1996. Prior to ChemSystems, Sullivan spent nine years as national sales manager for QC Construction Products.



Besides sales and marketing, Sullivan also manages product development at ChemSystems, with an emphasis on troubleshooting and technical issues. He's a frequent presenter at the World of Concrete and the Concrete Decor Show and has written extensively for various concrete magazines. He has been a columnist for *Concrete Decor* since 2009 and a technical writer and expert for Concrete Network since 2008. He recently published his fourth book on current trends in decorative concrete.

Sullivan earned his bachelor's degree in chemistry from the University of Pittsburgh. He's active in both the American Society of Concrete Contractors and the American Concrete Institute.

### Michael Murray

Murray began his career as a concrete finisher in 1964. In 1979 he founded Murray Concrete, a concrete contracting company near Kansas City, Missouri. Later he began installing stamped concrete and opened Murray Decorative Concrete Supply.



In 2014, Murray established a consulting firm and turned much of his attention to Concrete Cares, a foundation he started in 2012 to raise awareness and funds for cancer research. The organization also works with ready-mix suppliers to display Concrete Cares' pink trucks at events. "I'm still going to work with concrete until I die but I want to do it for Concrete Cares," he says. He is now actively building Concrete Cares programs in all 50 states.

Murray is an ACI fellow and believes in the power of education and industry certifications to raise the bar for the industry. Murray is an educator for a tool called the Super Air Meter that distinguishes air void analysis in the field.

### Michael Eastergard

Eastergard, the Hall of Fame's posthumous inductee, passed away unexpectedly in March 2015 at the age of 42. A well-respected, talented and friendly decorative concrete artisan, he was active in educating a new generation of concrete professionals.



Eastergard owned Carefree Pools and Spa and was CEO, owner and innovator of PreiTech, an Evans, Georgia-based corporation that developed a new foundation for creating concrete countertops. Prior to his death, Eastergard filed four patent applications on new processes and products for the concrete countertop industry and introduced products from two of those applications. He was able to set up a network of more than 120 distributors across the globe.

He spent countless hours training students of concrete through his work with the ASCC. A Concrete Industry Management scholarship program was set up this year in his honor. 📖

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# ARTISAN IN CONCRETE

## Clastic Designs Jimmy Hazel, Sparks, Nevada

by Vanessa Salvia

**J**IMMY Hazel began his career working in the family stone business, but quickly tired of the monotony once he discovered decorative concrete's variety. "My father's been in the stone industry for 20+ years and after working there for a little while I just really wasn't into working with tile or granite," Hazel says.

"You are already given the slabs and then all you really had to do was cut them and polish the edges, where concrete offers so much versatility and being able to design a product. You're really making something from nothing, which is interesting to me."

Hazel joined the family business in 2008. Back then, he raced motorcycles professionally, but decided it was time to get a "real job." He worked under his father for a few months and then branched off to get his own contractor's license.

"I just had to find something else," he says. "I got started because I looked in a magazine — it was probably *Concrete Decor* — and I saw it and said, 'Hey, why don't we try this?' and it kind of snowballed from there."

### The trial-and-error method

He chose the name Clastic Designs thinking that there was already a glut of businesses with concrete in the name. "Clastic is a type of rock that's actually derived from bits

and pieces of older rock and in a way that's kind of what we do," he says. "We have aggregate and all these other refined materials that are used to create this new rock."

He didn't take a lot of training courses, instead teaching himself from trial and error. "Some people are blessed with an understanding of how concrete chemistry works but for me it was more coming from, 'what should it look like installed?' For us the learning curve of the chemistry of concrete was quite a struggle. The first time we put in a superplasticizer it blew my mind in the way it altered the chemistry and the matrix of concrete, which is a simple powder."

His first kitchen, installed in 2008, had to be redone four times. Luckily the client was understanding, but Hazel recalls that it was challenging to go from

a sample to an actual large kitchen and make it look like it was supposed to.

### Precast takes precedence

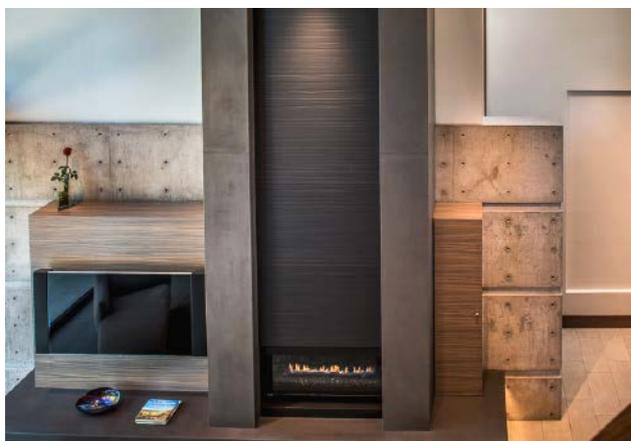
In the years since, Hazel has become an expert in everything precast. "We do a lot of fireplaces, kitchens, bathrooms," he says. "Really anything you could think of."

Hazel and his crew of five have the most fun with large-scale projects such as focal-point fireplaces. Thanks to





Photos courtesy of Clastic Designs



his granite background, he has a rich understanding of how things are fabricated. That enters into his concrete work in the sense that he will create things that most concrete contractors typically don't do, such as board-forming and mitering the corners on his concrete.

"One board-form fireplace that we did was really neat because we matched the grain coming from the sides and along the front and then back to the side where some guys might make that a 3-D panel," he says. "We mitered the corners because it was such a large scale that if we were putting panels

up we didn't think we would be able to lift them in once we got to the top."

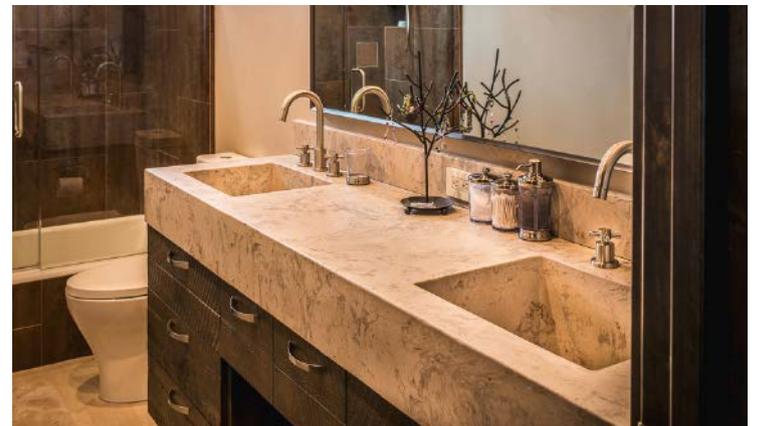
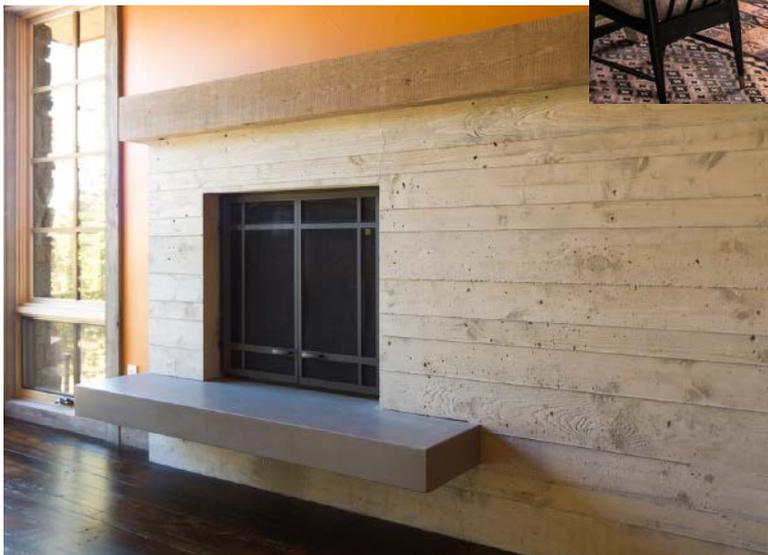
While Clastic has created many kitchen and bath countertops and sinks, it's the concrete fireplaces Hazel enjoys the most. "Fireplaces are the centerpieces of the whole room and to me fireplaces really showcase the unique abilities of concrete," he says.

"Also fireplaces are neat in that we can do these really large-scale 3-D objects that accentuate the concrete's unique value. And unlike working with stone, there's so much involved in the processes of concrete from start to ending and you have to be so

meticulous along the way."

Another favorite fireplace project was one with two 20-foot-tall black columns on either side of a large hearth. The columns were so heavy it took 10 guys on scaffolding who lifted them straight up into the air. "We do a lot of pretty complex installations," Hazel says.

"We really emphasize what the final project is going to be like. Instead of making something and putting it in and saying, 'That's just as good as it's going to get,' we strive to figure out how we can make it better and make it look better."



## Business is growing

Hazel both designs projects for his clients and also works with their designers and architects. He says his clients often come to him with an idea and he collaborates with them and their other contractors to bring the project to life.

Clastic is located in Sparks, Nevada, east of Reno. Hazel is only 29, but has honed his craft continuously since getting started. He's also been privileged to work in some large, elite developments being built near Lake Tahoe. He's developed close relationships with architects and designers in that area

who are familiar with his portfolio and are appreciative of what concrete can do.

Hazel says he is starting to branch out into the San Francisco Bay area, which he's excited about. One current job in Kingman, Arizona, involves replicating an old mineshaft. "We get to do an Old World play on concrete for this job," says Hazel. "There are a lot of neat finishes that play into that."

Hazel and his wife, Ryann, who manages the back-end of the business, also have three young children. It's a crazy household, he admits, but he and his family find the passion in everything they take on.

"Every project has its high moments that I really enjoy," he says. "We just keep going. We learn how to make one thing and then keep learning how to make different things and larger things and more unique 3-D things. It's a never-ending process of self-discovery and growth."

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

See more photos from this feature online at [ConcreteDecor.net](http://ConcreteDecor.net)

# Lightweight Topping Provides Seamless Walls and Flooring

## Burnett Residence, Sydney, Australia

by Vanessa Salvia

**H**ONESTONE Seamless Flooring Systems in Tuggerah, New South Wales, is responsible for some of Australia's most cutting-edge decorative concrete projects. The company, which offers seamless flooring and wall solutions for high-end commercial, industrial and residential projects, finished the Burnett residence in 2012. The work was a second-place winner for multiple applications in the 2014 American Society of Concrete Contractors – Decorative Concrete Council awards.

The residence is in Paddington, an inner city suburb of Sydney, Australia. “The area is densely populated with warehousing and terrace-style housing from the late 1800s early 1900s, with many of the buildings being heritage listed,” says Rick Hendricks, Honestone’s director. “This original brick and timber warehouse had been converted to a three-level commercial space many years ago.”

The space was completely revamped from offices into a three-bedroom penthouse outfitted with a large lounge, spacious dining and kitchen area, three outdoor living spaces, a private lap pool, study, grand entrance and private garage. The new owners wanted the feel of a New York loft apartment — an industrial, open feel — with the addition of an upper level for the

### Project at a Glance

**Client:** Homeowners purchased a three-story office building in a Sydney, Australia, suburb with the intent to convert it to a four-level loft-style residence.

**Decorative concrete contractor:** Honestone, Tuggerah, New South Wales

[honestone.com.au](http://honestone.com.au)

**Scope of project:** The space was completely revamped from offices into a three-bedroom penthouse with a seamless lightweight concrete topping finish throughout.

**Challenge:** The building’s historic nature meant that the topping’s weight was a primary concern.

**Products used:** Ardex’s A38 Rapid Set Screed, Pandomo floor and wall finishes, and WPM 300 primer.



Photos by Zeitgeist Photography for Honestone

master suite and terrace to take in the view of Sydney’s skyline. The finished home is on four levels spanning more than 7,534 square feet (700 square meters).

The architecture firm working with the couple, Baker Kavanagh Architects, and the builders, HTC Builders, recognized early on that a typical concrete topping or overlay

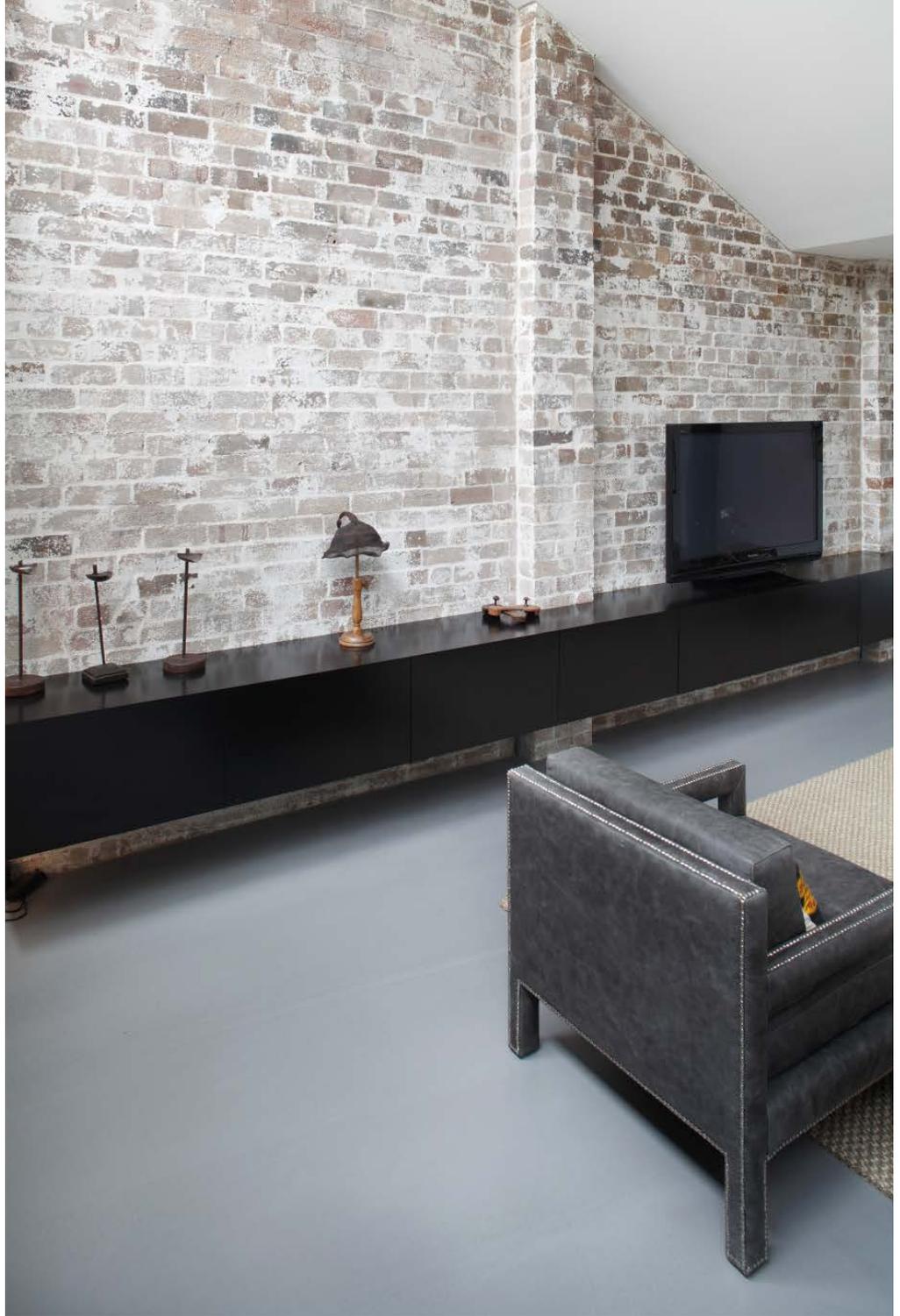
was not feasible due to the weight. That was when they approached Honestone for a lightweight alternative. The homeowners also wanted the same finish throughout the entire space, so minimizing weight was the single most-important issue to overcome with this project. “The industrial look the client wanted hinged on the architect





sourcing a contractor capable of delivering the look and feel of concrete, but not the weight that comes with the associated thickness required of concrete,” explains Hendricks.

This job had several unique challenges because of the historic setting and the density of the development in the area. “Paddington has very narrow streets, so access with the volume of material we required was particularly difficult,” says Hendricks. “Because we were doing the entire floor area, we had to just do a level at a time, working our way out the building.”



To achieve the industrial feel the clients wanted, Pandomo wall finish from Ardex was used in a soft gray, along with some bolt-like indents in the bedroom and the entrance, to replicate precast concrete panels.

Inspections were required to ensure the original timber flooring structure could support the weight of the topping. “The timber floor was found to be 5.91 inches (150 millimeters) out of level, so we had to install high-density foam sheeting at various thicknesses to minimize the volume of topping material needed to correct and make a sound substrate for the final

.23 inches (6 millimeters) of decorative topping.” For this substrate topping Hendricks and crew used Ardex A38 Rapid Set Screed which also incorporated the clients’ request for internal floor heating.

“We used a high-density polystyrene foam to minimize screed material and weight,” says Hendricks. “Due to the tight space we also used a machine new to Australia called a trailer-mounted screed pump, which meant we could mix our products in the basement and feed it to the appropriate floors through a line tube.”

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# Land of 10,000 Lakes Inspires Carved Concrete Mural “Waves of Discovery,” Perham, Minnesota

by Vanessa Salvia

**S**ISTERS Cindee Lundin and Chenoa Pickrain were raised on a dairy farm near Perham, Minnesota. Lundin is an expert in faux finishing and horizontal and vertical carved concrete. Pickrain is a graphic designer and photographer. Together, they brainstormed how to improve the drab brick facade of a historic building in their hometown. Thanks to their talents, a 70-foot-long carved concrete mural now greets visitors to the town.

Lundin studied fine art in college, and developed a successful faux-finishing and decorative concrete business in Perham before relocating to Arizona. The city of Perham approached Lundin about creating a mural on the exterior of the historic building.

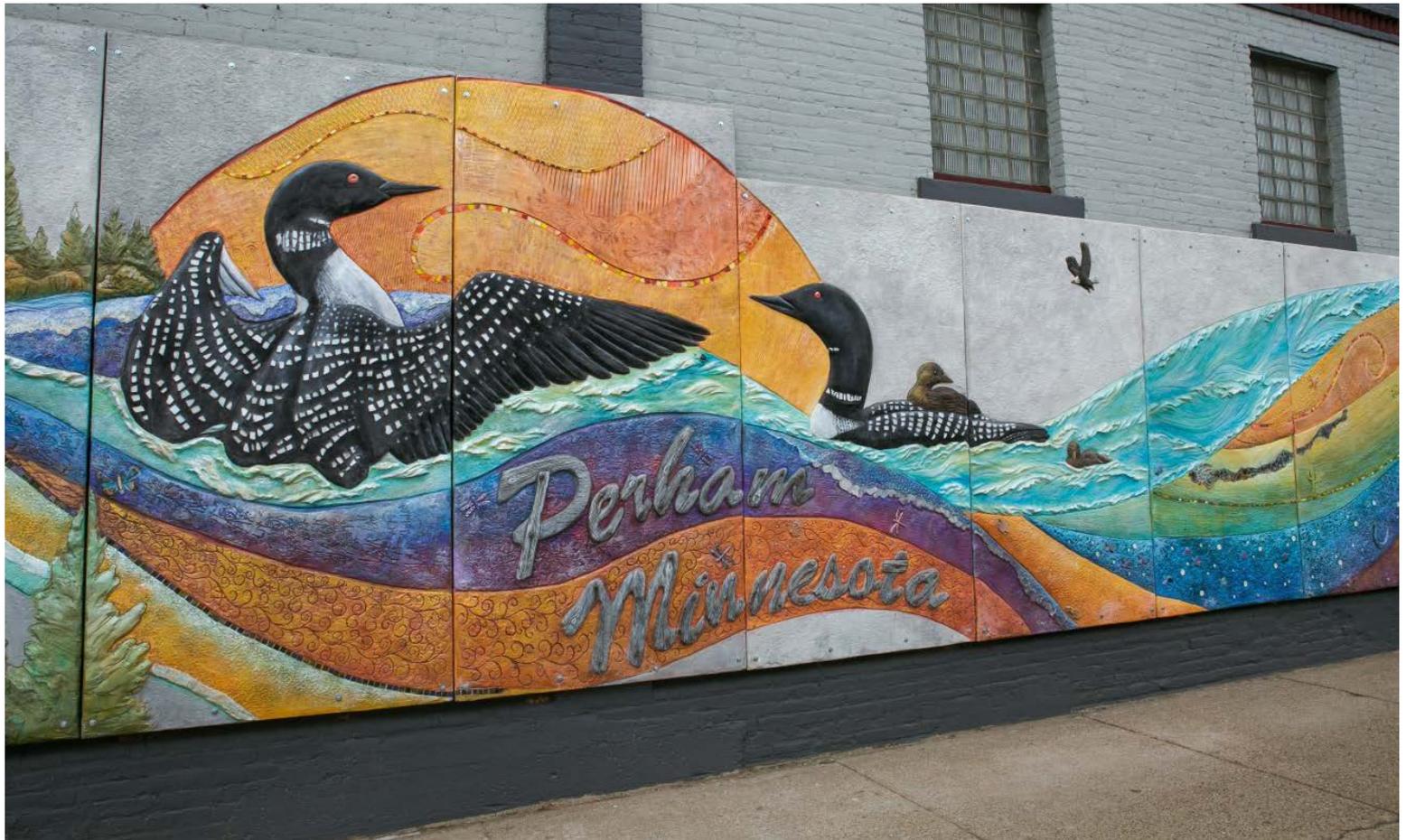
“They knew I was an artist and they asked me what I could do on this building,” Lundin says. “It was such an honor being approached by a town that is really dear to your heart. This whole piece was inspired by our love for the Minnesota lakes and by growing up in the heart of it. I hope that as people explore Perham, Minnesota, they will take the time to enjoy the colors and the textures that surround them.”

## Mural on panels

The mural resides on the outside wall of what was the first solid brick building in Perham, built in 1887 using brick from the Perham brickyard. Because of the old brick, the building’s facade was soft and crumbly. “I knew I couldn’t do anything directly on this building,” she says. “So we created panels that I could work on in my studio.”

Photos courtesy of A Candid Moment Photography



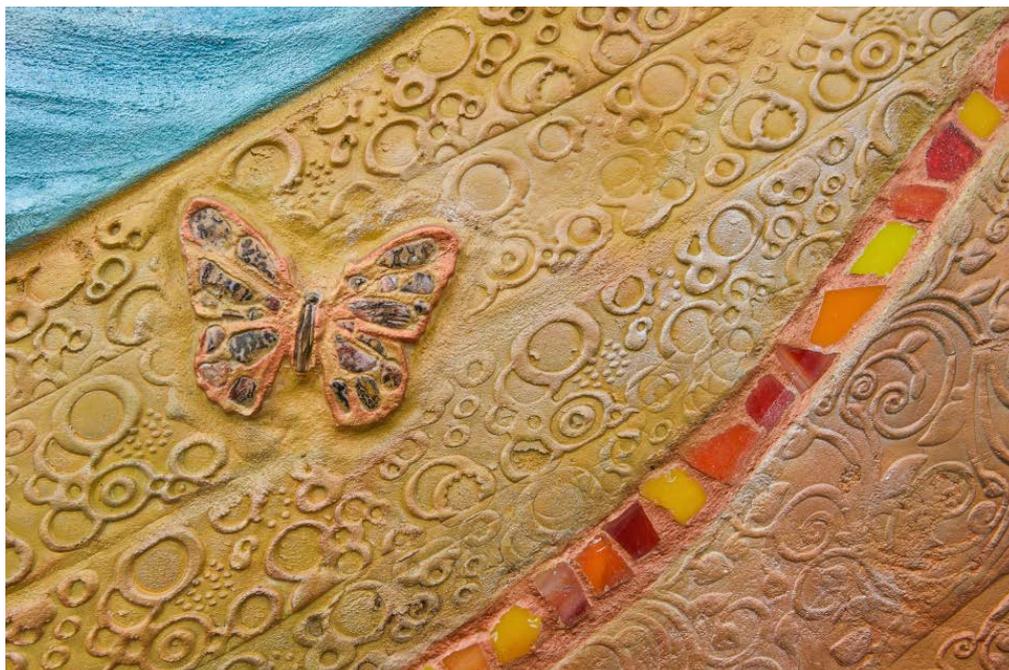


The design was created on 18 weatherproof panels, each 4 feet wide and either 7 or 8 feet tall. Lundin uses EZChem Inc. products exclusively — she covered the panels with a scratch coat of Texture Blend 2K, followed by a thicker coat of

the company's Vertical Stamp Mix for the carving layer.

Pickrain used her graphic design skills to create a computerized sketch of each panel. Once the background texture was applied, the computerized image was projected onto

the panels. Using that as a guide, Lundin carved using hand tools and created textures on the stamp mix using forks, roller stamps, brushes and other found items. "Each panel took from two to four days of carving before it was ready to color," Lundin says.



*Fifty hidden objects related to the town's history and natural environment are carved into the concrete, for people to seek and find.*

A large loon, trees and vibrant bands of color are highlighted with metallic UV-stable colors. Enviro Seal mixed with metallics followed by a UV-protective urethane was used as a top coat. The backs of the panels were sealed with an additional waterproofing coat of epoxy. Once the panels were completed, each was



protectively wrapped and shipped 1,900 miles to Minnesota. The mural was dedicated to the community Dec. 22, 2014.

### Discover the details

Numerous detail objects were added, including fused-glass elements such as wings of dragonflies and turtle shells. Fifty hidden objects related to the town's history and natural environment are carved into the concrete for people to seek and find and, Lundin hopes, "spark a conversation, a memory or an emotion," about Perham. A flier listing the objects, their whereabouts and their meaning is available at the Perham Chamber headquarters.

"I was sent a picture of someone bringing their grandson to look at the mural and find the hidden objects," she says. "I was so pleased with this photo because it is doing exactly what I was hoping . . . it is creating a reason to go outside, enjoy art and encourage communication among its viewers! I had another person call me to tell me that they took their whole family to look and find the different carved details. This just thrilled me!"

### Hooked on concrete

The mural was funded by more than \$45,000 in donations from local businesses and individuals. This spring, Lundin returned to Perham to install an overlay in front of the mural that resembled a river running over the sidewalk. Lundin also created a faux-bois bench that sits in front of the mural. The second phase of work was completed in time for Perham's annual summer Turtle Fest that celebrates the turtles living in the more than 1,000 lakes surrounding the city.

Lundin created her art using paint and plaster before her husband, Mark, told her she needed to add decorative concrete to her repertoire. At first she resisted. "Mark and I worked together for several years and he wanted to add decorative concrete but I felt we had so much work already doing murals, plasters and furniture I didn't feel we could add another element," Lundin says.

"But he really thought we should add decorative concrete and was adamant about it. That's when he went to learn and came back and shared it with me. I was hooked from day one. Concrete is my favorite medium now. It's what I do for a living, full-time." 🛠️





LANCASTER

# The Jury's In

## Concrete is truly an art form for this artisan

by Vanessa Salvia

**M**ost decorative concrete artisans don't submit their work into juried art shows, but that's the world that Thomas Lancaster is trying to ease into.

Lancaster, owner of Lancaster Concrete Designs in Alpine, Texas, has done many lines of work in his 39 years, including bull riding, which he started at the age of 16.

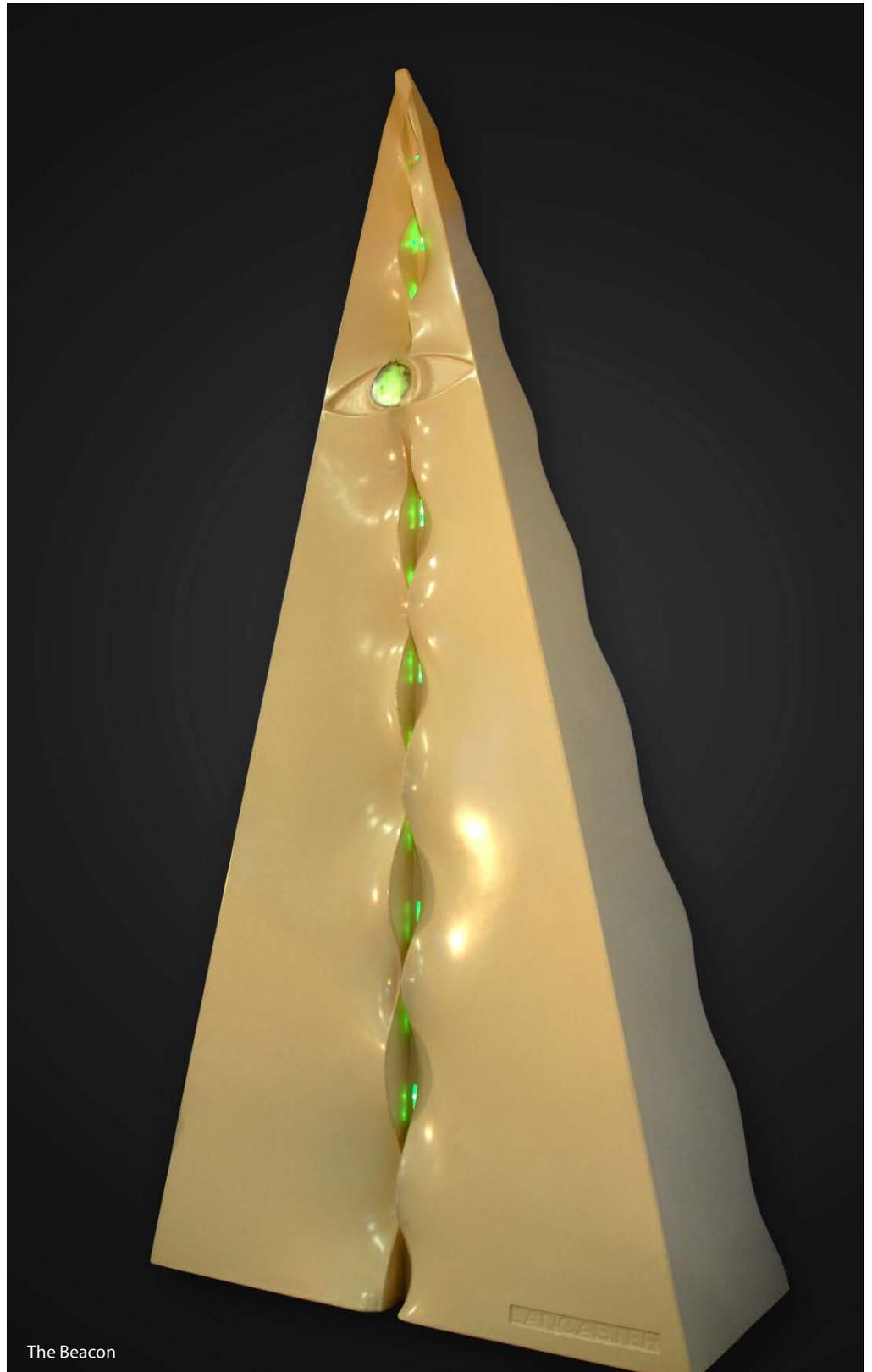
He was one of 219 out of 1,500 applicants accepted into his first juried art show in 2015 in Fort Worth, Texas. "That went really well," Lancaster says. "The art lets me show off the other things I can do and that sparks a lot of people's interest."

Alpine is about seven hours southwest of Fort Worth and an hour from Mexico, in an area known as the Chihuahuan Desert. After he and his wife, Belle, met, they moved to South Korea and taught English. They took over an in-debt family oil business and made that profitable, while Lancaster also learned graphic design, website development and photography.

He and Belle bought their Alpine property off the Internet, sight-unseen. He then spent three years building their home, mostly without help. Toward the end of the home-building experience, he purchased a book written by concrete pioneer FuTung Cheng about concrete countertops and installed one in his kitchen.

After he finished building his house, he found himself with nothing to do and no job. "Design and photography weren't tangible enough," Lancaster says. "I turned to concrete countertops instead."

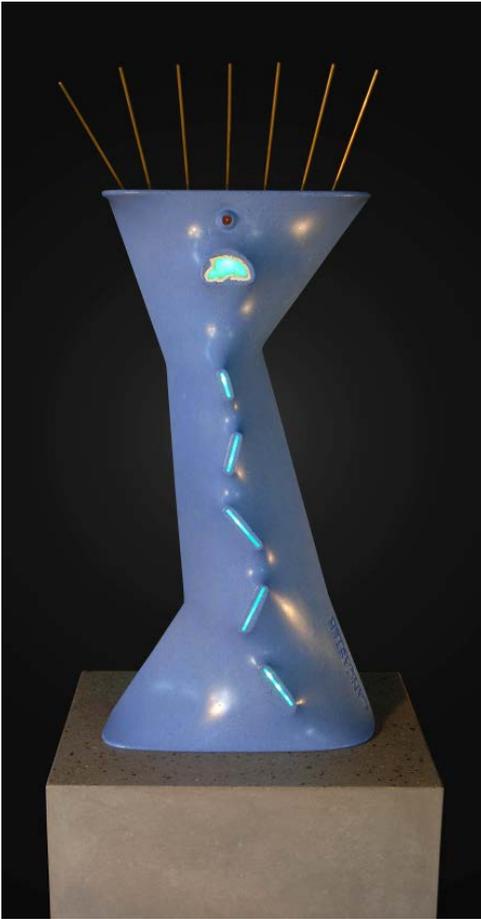
Lancaster attended The Concrete Countertop Institute's Ultimate Class and returned from that realizing he needed a studio for his work. He then spent a year



The Beacon



Photos courtesy of Thomas Lancaster



building that and opened for business in 2012.

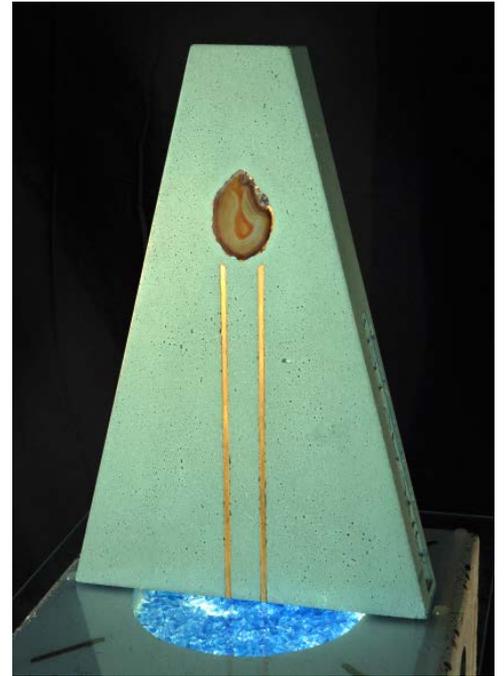
Since then, the majority of his work has been countertops with some furniture elements. But it's been the artistic pieces that he's most interested in pursuing now. "I consider myself an artist and I chose concrete to be my medium," he says. "I've been learning the material and I'm pursuing an art career using concrete partly because it doesn't seem like there's a lot of artists out there working with concrete."

It can be difficult to learn to work with concrete without the technical training, and once people get the technical training they're not likely to use their skills for art. "But with the experience I've gained I know there's so much you can do with this material," he says. "It's the most versatile material in the world and I can't consider working with anything else now."

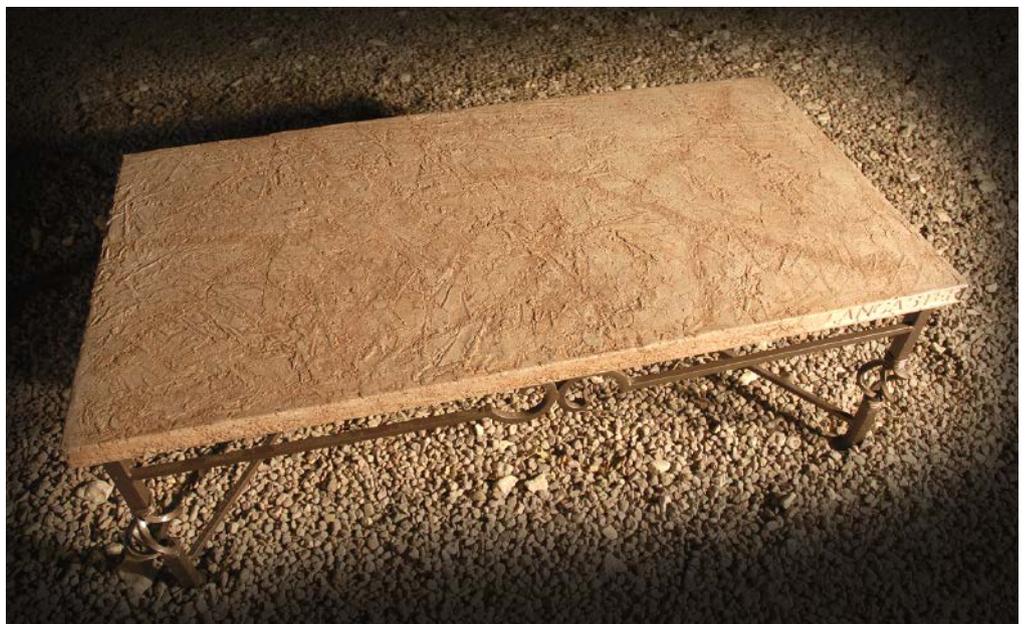
Lancaster's current primary source of income is creating concrete countertops and furniture, but he is actively looking for artistic representation and is applying for art grants. When he opened his business, his first job was a bar top and concrete tables and benches for a nearby pizza parlor.

Most of his art pieces are created using glass-fiber reinforced concrete. The Beacon is a pyramidal-shaped statue that is 42 inches wide at the base and 8 feet tall, with an undulating design in the middle set off by multicolored LED lights. Another sculpture, The Sentinel, a rectangle standing 7 feet tall and 42 inches wide, is made of concrete, LED lights, glass and stainless steel.

"The idea for this sculpture came from



The Sentinel





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my childhood desire to have a futuristic protector to keep me safe during my imaginative adventures,” Lancaster says. “The armor-like texture resembles a shield and the light scans for danger.”

Lancaster likely won’t need The Sentinel to protect him as his art career gets a firmer footing. Perhaps his experience in learning to love a different side of this difficult medium will enable more people to appreciate the virtues of concrete beyond the kitchen and bath.

“I’m really serious about pursuing a career as an artist with concrete as my medium,” he says. “I’m excited about it and I look forward to doing a lot more with it.”

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Circle Reader Service Number 23

# There's a New Network in Town

## Decorative Surface Solutions Group is first buying group for flooring industry.

by Gail Elber

**S**UPPOSE your little decorative concrete flooring business suddenly could make deals as if it were a coast-to-coast firm?

That's the principle behind buying groups, which exist in many industries. Carpet stores have Carpet One Floor & Home. Commercial flooring contractors have Fuse Alliance and Starnet. Restaurants, plumbers, furniture stores and many other retail businesses can join buying groups, enjoying rebates, discounts and marketing assistance.

This year, Decorative Surface Solutions Group became the first buying group for the decorative concrete and flooring industries. Curt Thompson, a flooring industry executive, and Mike Price and Jonathan Vasquez, of Bay Area Concretes, introduced DSSG in January and rolled it out at World of Concrete in February.

Instead of offering a discount directly to in-network contractors, suppliers will provide a rebate — typically a low percentage of sales, Price says, depending on the margin of each product — to DSSG. DSSG will take some of the rebate for its own costs and then pass along the rest to contractors based on their purchase volume.

Suppliers will be able to afford the rebates because they're getting access to the cream of the industry's customers. "Manufacturers are not always so happy about offering discounts," Price says. "But the DSSG member is best in class. [The supplier will think] 'We have less callbacks, we have less sales issues with our products that are being contracted and put down. So we don't have to expend any more dollars to market through this channel other than our rebates.'"

### One supplier's take

One of the suppliers that joined DSSG early on is Ardex Americas, which manufactures supplies for substrate preparation, flooring installation and concrete restoration and repair. The company already participates in buying groups for the commercial and residential

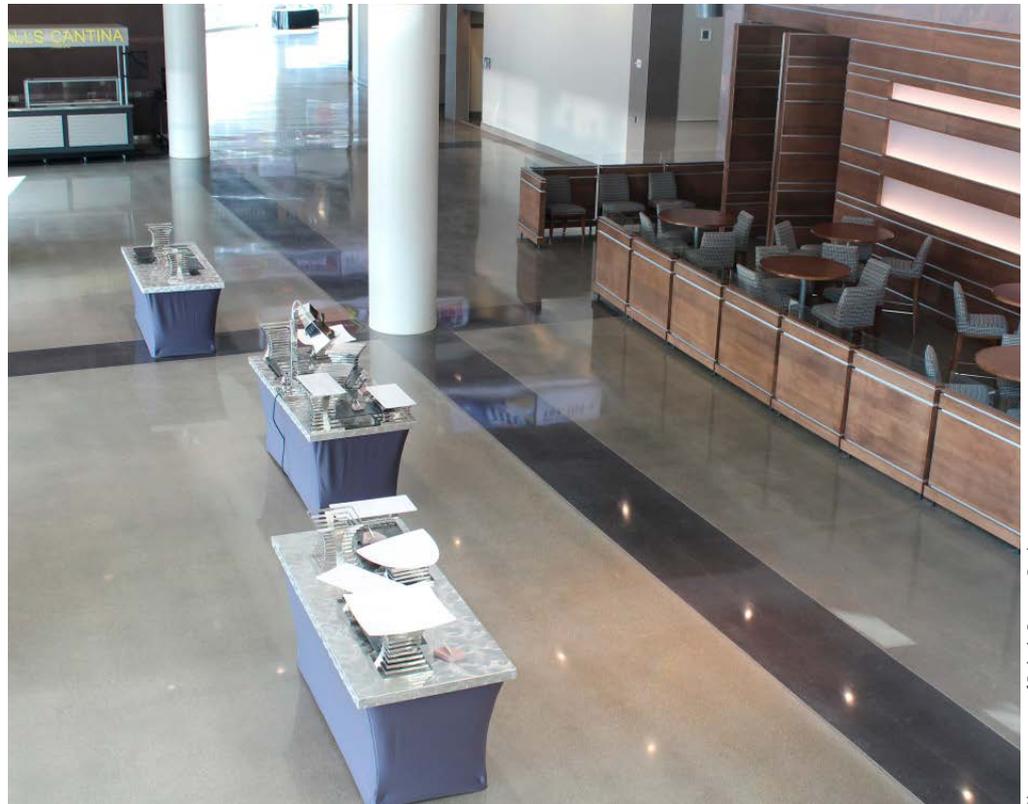


Photo courtesy of Bulach Custom Rock

The Denny Sanford Premier Center in Sioux Falls, South Dakota, completed in 2014, has more than 80,000 square feet of corridors and steps. They were dyed and polished by Bulach Custom Rock of Inver Grove Heights, Minnesota, a charter member of the Decorative Surface Solutions Group.

flooring industry, such as Fuse Alliance and Starnet. But it welcomed the opportunity to network specifically with decorative contractors, especially contractors vetted for good performance by DSSG.

"This is a pretty unique organization," says Bob Dalton, director of customer operations and commercial excellence at Ardex Americas. "They're very focused on the decorative contractors and vendors. The other buying groups will do some of that, but not with the same focus that DSSG has.

"The big advantage it provides for us is we provide a topical, leveling layer to get a uniform look from project to project, and unless you have a really educated installation group, there are a lot of problems that can happen," Dalton says.

"Managing the difference between expectations and results for designers and architects, it's critical that you have a well-trained, knowledgeable, good-understanding group of contractors that know how to do this type of installation. If you don't, you're opening yourself up to problems. If the customers are unhappy, they're not going to buy that type of floor again."

### Buying options abound

Price says the network will include multiple suppliers for each product. "No contractor wants to be shoved in a box and told this is the manufacturer you're buying from 100 percent of the time, and this is what you're going to say and this is how you're going to sell it," he says.

“These guys are entrepreneurs. They don’t want anyone telling them how to run their business. What they want is an opportunity to join a group like DSSG that has multiple channels for each product that they may want to install.”

In addition to suppliers of tools and materials, DSSG is negotiating with financing and insurance companies, vehicle manufacturers and wireless service providers. As time goes by, DSSG may roll out additional services, such as conferences and dashboard software for purchasing, that members would pay for.

### Size doesn’t matter

The network will include contractors of all sizes. “There’s no minimum size that a business has to be on the contractor side,” Price says. “All contractors are treated equally, whether they are a \$300 million annual concrete company or a \$2 million annual polished concrete company.”

Decorative concrete professionals, polishing contractors and flooring contractors will be invited into the network. “We decided, let’s bring everybody together,” Price says. “We’re going to teach everybody within the network how to work with each other, so the polished concrete guy in San Francisco can work with the flooring guy

in San Francisco. We’ll create a partnership if you will, bring down the cost of doing business together, and go into the market as one entity where you control the project.”

Contractors will pay a flat, one-time fee for admission to the network, regardless of their sales volume. Suppliers and manufacturers will pay an annual fee based on their revenue.

Sold on the idea? Well, you’ll have to wait for DSSG to call you. Contractors will be admitted to the network on the referral of suppliers and other contractors. But DSSG will be happy to review contractors’ own requests to join DSSG, Price says.

“They have to be vetted by our board of directors here at DSSG as a best-in-class business enterprise. They have to be best-in-class people-wise, too. We’re not just bringing anybody onto the network,” Price says.

“Think of maybe a country club or an exclusive group where everyone has to be of similar mindset in that they want to be the best that they can be. They’re going to use the best products available on the market. They’re not going to cut corners. They have an excellent contractor reputation,” Price says. “So with each and every person we bring on board, the process isn’t as easy as just saying in advertising, ‘Hey, want to be a DSSG member?’”

“We want to keep it an elite group of partners, and that doesn’t mean we’re the highest price points in the market. It just means we’re the best, we’re good people, because part of this success of this formula is the ability to have the flooring guy work together with the concrete guy in a market and trust each other.”

### Appealing perks

Steve Bulach of Bulach Custom Rock is one of the first contractors DSSG invited to join this winter. For him, the idea of being part of a network of trusted contractors was appealing. Bulach compares joining the network to his association with other groups, such as the American Society of Concrete Contractors and the Decorative Concrete Institute. “We do quite a bit of traveling in our work, and it’s good to know other contractors in other cities to help out with labor and equipment when we get work out of town,” he says.

Bulach says he’s been looking over the price lists he’s received from in-network suppliers and is planning to experiment with some new diamonds for polishing. He says he hasn’t really explored all the possibilities because he’s in the height of his short Minnesota construction season.

In fact, one of the things that intrigues Bulach about DSSG is the potential for extending his season with interior floor work. “We’re a seasonal business, and we think of pouring concrete,” he says. “But there are millions of square feet of concrete floors out there that need repair work.”

When his business slows down later this year, Bulach plans to incorporate his DSSG association into his branding — for example, in the monthly project profile he mails to architects.

“You’ve got to get creative and think outside the box here,” he says. “Working with other associations for 30 years, just knowing the power of good contractors working together is exciting.

“Relationships are huge,” he concludes. “And trusting people.”

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## DSSG announces 12 charter members

On July 29, Decorative Surface Solutions Group announced its 12 charter members — contractors selected for their good reputation who will form the basis of a network intended to create opportunities for contractors, suppliers and customers.

“The initial charter members of the DSSG organization exemplify the types of contractors who are the best of the best, which was our mission from the onset,” wrote Curt Thompson, president and CEO of DSSG, in the announcement. “These companies include some of the nation’s best thinkers and leaders who are literally at the intersection of these rapidly evolving markets. Each one brings something unique to our platform.”

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### California

American Terrazzo, San Francisco

Anderson Carpet & Linoleum, Oakland

Polished Crete, Livermore

Bay Area Concretes, Livermore

Ogden Contract Interiors, San Francisco

Trademark Concrete, Oxnard

Performance Floor Systems, Orange

### Michigan

Nobel Concrete, Jenison

### Minnesota

Bulach Custom Rock,

Inver Grove Heights

### Utah

Architectural Concrete & Design,

Draper

### Wisconsin

Bast Concrete LLC, Watertown

# CIM College Program Graduates Can Land Good-Paying Construction Jobs

by Erik Pisor

**C**OLLABORATION between industry and academia has created a mix of in-class learning and hands-on experience that is helping to solve an ongoing challenge for the concrete sector — adding youth to the workforce.

Demand for business-minded college graduates in the concrete sales, production and contracting sectors is so high that 100 percent of students from the Concrete Industry Management (CIM) program are immediately offered jobs after they graduate.

Offered at Middle Tennessee State University, California State University – Chico, the New Jersey Institute of Technology, Texas State and soon-to-be Florida International University, the CIM program consists of core, mandatory courses along with pathway-specific classes focused on concrete contracting or concrete production, sales and service.

The program “is still to some degree an unknown,” says Heather Brown, an MTSU research professor who since 2001 has chaired the program there and has also taught a class focused on the applications of concrete. Brown notes the CIM program does not have a Midwest presence and program administrators are targeting that region next.

To gain more exposure, the program’s initial two courses — Intro to the Concrete Industry and Intro to Blueprint Reading — are open enrollment classes with no prerequisites. Program administrators hope these courses will spark students’ interest in concrete and influence them to enter the program.

CIM graduates, which total 50 to 60 per year at Middle Tennessee, receive a bachelor of science with a business minor and obtain American Concrete Institute and Occupational Safety and Health Administration certifications.

“I can easily graduate 10 or 15 more than this graduating class and get them jobs,” Brown says, adding sales positions, along with entry-level quarry and plant



A de-molded texturing tool rests on a piece of textured concrete.

Photos by Clark Branum

managers are popular jobs for recent grads. If graduates are willing to move away from home, she adds, they’ll definitely land a job.

Hands-on experience is a focal point of the CIM program, as students are required to complete a 400-hour internship and go on one paid industry trip. Additionally, undergraduates are often presented with the opportunity to work on unique projects at historic sites.

## Refurbishing Alcatraz

This past summer, CIM students from California State University at Chico and the New Jersey Institute of Technology were involved with a preservation project on Alcatraz Island in the San Francisco Bay.

Invited by the Concrete Preservation Institute, which oversaw the renovations in conjunction with the National Park Service, CIM students took part in a 12-week

program alongside returning, post-9/11 veterans, according to Scott Burghardt, director of operations for the project and CIM lecturer at Chico State.

With the aid of Clark Branum, a CIM instructor and a project manager at Diamatic USA, students created texture skins for various repairs to the infamous Alcatraz federal penitentiary.

For five years, Branum taught a decorative concrete class as part of Chico’s CIM program. He didn’t teach a class during the spring 2015 semester, he adds, because an interim director nixed it. The decorative class was replaced by a course geared toward concrete sales.

The repair mixture used by Branum and students to create the textured skins was made out of specialized rubber urethanes and fibers. The skins were made to mimic the look of the prison’s old granite stone.

Samples were prepared in advance of the work to show the intended result.

Prior to coloring and antiquing, the team used SureCrete's black Eco-Stain to color wash the repair surface. A diluted microtopping was also used as a white wash before coloring, Branum says.

The summer crew's work focused on repairing various parts of the main prison building. Work included replacing/pouring

## Mandatory CIM courses

Students enrolled in the CIM program must successfully pass the following courses to receive a degree:

**Introduction to the Concrete Industry** – Students hear from various industry speakers.

**Introduction to Blueprint Reading**

**Fundamentals of Concrete** – Students learn how to test ready-mix concrete and receive ACI certification.

**Concrete Construction Methods** – Course involves performing a project on campus.

**Concrete Construction Management**

**Applications of Concrete** – Students discuss and look at the technical aspects of various applications, such as roads, bridges and walls.

**Concrete Batching and Dispatching**

**Concrete/Cement Production Facilities**

**Concrete Diagnosis and Repair**

**Concrete Capstone** – In this senior course, students formulate a business plan for a new company or the expansion of an existing firm and put together bid packages.

Elective courses include Decorative Concrete, Precast Concrete, Concrete Masonry, Computer Applications in Concrete and Study Abroad in Concrete.



Students color a sample that was cast using the texture skin they helped to make. The samples will be used when they pour footings for the wall panels.

railings, working on stairwells and old guard walks, demolishing and replacing beams, and improving landings and bottoms of stairs. "Most of the work was outside of the building where exposure to the elements is greater," Branum notes.

CIM students received a \$3,000 stipend and, when not on the island, stayed at a dorm-type facility in Marin County run by the parks service. Students were picked

up and dropped off daily and boated out to the island. According to Burghardt, poor weather — namely fog and wind — was often an issue when it came to transporting students by boat and completing outside work onsite.

In situations of bad weather, students took part in classroom work, touching on various cement, ready-mix and precast concrete topics, situations and procedures.

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# Pitch-Perfect Concrete

By Vanessa Salvia

**T**roy Oliver graduated from the Concrete Industry Management program at Middle Tennessee State University in 2012, and was able to help pay for his degree by selling his extensive collection of vinyl records and other music memorabilia. Vinyl records became an important part of his senior project and are now the basis of his start-up business.

Because of Oliver's early interest in skateboarding, he wanted to get a CIM degree to help him get a job designing and building skateboard parks. Oliver lives in Nashville, where 60 percent of the world's vinyl records are made. When his senior project involved either creating a fictitious business or conducting research, he chose research.

"I had to do something with the concrete and I didn't know what to do," he says. "I passed a record plant here in town and asked them if they had scrap. They said yeah so I took some. I took 23 percent sand out of a mortar mix and put in 23 percent vinyl records. That's how that all started."

Oliver settled on the 23 percent number based on the three day's time it took to sit in front of the mortar mixer to get the amounts required to make the sand replacement from crushing the vinyl scrap. After he tested his mix and submitted his paper, his research adviser told him his work was publishable and that he was onto something he should stick with.

The data was gleaned from following American Society of Testing and Materials (ASTM) 2012 standards C305 (Standard Practice for Mechanical Mixing of Hydraulic Cement Pastes and Mortars of Plastic Consistency), C1019-11 (Standard Test Methods for Sampling and Testing Grout), C192 (Standard Practice for Making and Curing Concrete Test Specimens in the Laboratory), C187 (Standard Test Method for Amount of Water Required for Normal Consistency of Hydraulic Cement Paste), C109/C109M-11b (Standard Test Method for Compressive Strength of Hydraulic Cement Mortars) and C157/C157M-08 (Standard Test Method for Length Change of Hardened Hydraulic Mortar and Concrete).

The finished strength of his "record-breaking" mix was very comparable to that



of the control (full-sand) mortar mix. The control on a 28-day compressive strength results was 10,099.17 PSI and the 23 percent replacement came in at 9,954.67 PSI. After deciding to create an actual business selling vinyl aggregate, Oliver collected more scrap, which can range from basic black, clear and blue to green, orange, neon and even glow-in-the-dark.

He invested in a granulating machine, which allows him to process the aggregate more quickly and efficiently. This method turned out to be much more effective than a chute rigged onto a lawnmower blade, which is what he was doing to get started!

Oliver calls his aggregate line Music City Aggregate, and his business name is 138 Recycling, named after a song by one of the punk bands he used to collect and also George Lucas' first cult-classic movie "THX 1138." He's starting small, selling bags of aggregate and concrete coasters and skateboard decks made from his vinyl-enhanced mix.

"The aggregate is available in whatever colors I've got on hand, because I'm restricted to what happens at the plant and whatever color might be getting pressed that day," he says. "But, there's a lot to choose from. I have glow-in-the-dark vinyl and three different colors of neon that will glow with a black light."

Oliver has twisted some of the vinyl scraps into the shape of roses which he is selling in bouquets shipped for \$50 per dozen (glow-in-the-dark is \$75 per dozen). Concrete coasters made with Music City Aggregate are \$30 for four, and he's already received orders from different organizations for dozens of coasters for events. Uses for the aggregate are unlimited. Whatever it is, it's sure to sound as good as it looks.

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Photos courtesy of Troy Oliver

## A solid career path

While it's no Alcatraz, an ongoing study conducted by the American Society of Concrete Contractors is receiving input from CIM students at MTSU. The study questions the new ACI 437 documents, specifically those that focus on vertical wall finishes. Students and the ASCC will determine if U.S. contractors can apply these German-based documents, says Bev Garnant, executive director of the ASCC.

"We're showing kids you can get into a good construction career," says Garnant, who is also on the CIM National Steering Committee, a group of industry executives intent on ensuring the program's success and expansion. "You're not going to be hammering nails your whole life," she says. And, with a CIM degree, you won't always be the one shoveling concrete.

According to Brown, the average salary for a 2014-15 Middle Tennessee CIM graduate was roughly \$44,600. 📄

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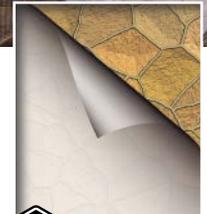
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# Newer Antiquing Systems Are Cleaner with Multiple Color Options

by Chris Sullivan

**Q**uestion: I have a stamped concrete patio and the antiquing/highlighting color is missing. What can I do to add more color variation and accent colors? The concrete was placed one week ago and has not been sealed.

**W**ELCOME to the new age of antiquing stamped concrete. When it comes to antiquing and/or providing accent colors on stamped concrete, installers today have more options than ever. The traditional method of using a colored powder antiquing release is still quite common, but new methods of coloring stamped surfaces to give them a realistic look have gained in popularity over the last decade. These new post-coloring systems, while varied in their makeup and methods, have one thing that sets them apart from using traditional antiquing release powder — cleanliness. How they work is a question I find myself answering more often these days.

I'm not sure who can claim the title of the first person to use liquid release, but one thing is for sure . . . they — and the concrete they antiqued — are a lot less “colorful” after the job is done. Clear liquid release, a blend of light solvents often spiked with bubblegum fragrance to hide any off-putting odors, does the same thing powder release does in regard to keeping the stamps from sticking to the concrete. However, it's clear so there's no secondary highlighting color.

Without highlights and antiquing, stamped concrete does not look very stone-like and, in many cases, looks downright fake! So why stamp and color concrete this way? It's all about cleanliness and safety. As anyone who has used or even been around when antiquing powder release is being applied, it is messy! It can also pose a health risk if proper dust masks are not worn. While testing has shown that release powder is not hazardous, repeated exposure to fine powders has become a health concern for many installers. For this reason, commercial jobs and/or regional areas have banned the



Photo courtesy of Chris Sullivan

Here is an example of three ways stamped concrete can be antiqued. The portion on the left was done with traditional antiquing release powder. The center was antiqued with a water-based acrylic color dissolved in water. At right, an antiquing release powder was dispersed in a liquid release and applied.

use of surface powders in some cases.

The desire to add color to stamped concrete after imprinting with clear liquid release has ushered in the new generation of post-coloring systems. They all basically work the same, but based on their ingredients and how the systems are applied, you can end up with very different results.

## Carriers and colors

There are two key ingredients to all post-coloring systems for stamped concrete — a liquid carrier that makes up the majority of the system and a coloring agent.

Like its name implies, the carrier “carries” the color to the surface, and then its job is done. In most cases, it evaporates, leaving just the color behind. In some cases, where the post-coloring system is also a sealer, a resin is left behind that helps lock in the color. Carriers used in post-coloring systems include water, acetone, alcohol, liquid release and resin, among others. Because most any liquid will work, many

installers have created their own coloring systems using different liquids.

The color portion of these systems is some type of UV-stable pigment, usually iron oxide or acrylic-based. The color makes up a small percent of the whole system, but imparts 100 percent of the final color. How the pigment and liquid carrier interact has everything to do with how the post-color system works and the type of highlights it will produce.

## Soluble and insoluble systems yield different results

There is more than meets the eye when you post-color stamped concrete. In broad terms, a colored liquid is applied to a concrete surface to create color highlights and produce a “natural” color effect. Depending on what type of post-coloring system is used, the entire surface can be stained or only the low-texture areas will retain color. This is where the carrier and color interaction come into play.

If the pigment used is soluble in the carrier — meaning it completely dissolves, like salt in water — you'll end up with a post-color system that acts more like a stain or paint, coloring some or all of the entire surface. Most of these types of systems are made by mixing a liquid color agent with a compatible carrier, such as a water-soluble color paste in a water-based sealer.

The installer can manipulate color variation by diluting the soluble system and controlling how much is applied. It produces greater color variation where heavier concentrations of color end up in the low areas. However, in most cases, color will remain wherever this type of post-color system is applied. Systems such as acid stains, water-based stains and tinted sealers make up the majority of this coloring system category. It is best used when a major color change is desired across most of the stamped concrete surface.

If the pigment used is insoluble — meaning it does not dissolve, like oil in water — you'll end up with a post-coloring system that acts like an antiquing agent, depositing color primarily in the concrete surface's low texture areas. Most of these

systems are made by mixing an insoluble colored powder with a liquid carrier, such as a release powder mixed in liquid release. The solution is then mixed or shaken to break the pigment into smaller particles.

When applied, typically by sprayer, the color system runs to the low areas of the textured surface and puddles. Since the pigment is not dissolved in the carrier, it stays in it until the liquid evaporates. This process allows the liquid to carry a high concentration of color to the low texture areas, creating highlights and antiquing more closely resembling concrete stamped with powder release.

Systems such as color powders in water, release powder added to liquid release, or release powder added to a sealer or coating make up the majority of insoluble coloring systems. It should be noted that when using colored antiquing release powder with any carrier, no more than 1/4 cup of powder should be added to a gallon of carrier. This is especially critical when adding powder to a sealer, as high concentrations of powder color in a sealer can create issues with the sealer's ability to bond to the surface and/or form a proper film.

## Surface deep

Anytime post-coloring systems are used, keep in mind that your highlighting and/or antiquing color is topical and, unless mixed with a sealer, there is no binder. In most cases, a sealer system is required to lock in the color and provide a level of protection.

Installers also should convey to their customers that the color in these systems is only on the surface, and as the surface wears, so goes the color. Additional maintenance may be required to keep the color and overall stamped surface looking its best.

No matter the system or method you use to stamp concrete, understanding post-coloring techniques is a good tool to have in your arsenal. 🛠️

*Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. He has led seminars and product demonstrations throughout North America. Reach him at [questions@concretedecor.net](mailto:questions@concretedecor.net).*

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# The Polishing Consultant

## Samples, Repairs and Managing the Customer's Expectations

by David Stephenson

**O**VER the years, I've seen articles and presentations galore addressing different ways to manage customers' expectations. And today, as I review multiple projects by multiple contractors around the country, it's still one of the largest issues I deal with. As a former contractor, manufacturer and now basically an owner's representative on most projects, I'd like to share a relatively simple formula that will handle this issue for 90 percent of your projects.

### Right size your sample area and don't try too hard

The first and simplest mistake I see are contractors who regularly make the sample area too small. If you are installing a polished concrete floor, generally your machine-cutting path is almost 3 feet across. If you do a 5-by-5-foot sample or even a 10-by-10, you'll grind and polish the sample two or three times more than you ever will the floor because you can't turn your machine around properly in the space you've allowed.

Generally, when you're polishing a floor you take long passes and turn around at the end of the run. The smallest area you can realistically provide a good finished sample is about 300 feet. Twenty feet long by 15 feet wide gets you five to six 20-foot-long passes with room to turn just like you would on the floor.

Recently, I was on a project where the sample had an average gloss reading of 70. But when I came to review the final product on the main sales floor, it had an average gloss of 45. The issue, after working it backwards, was that the contractor had done significantly more to the sample area than to the main floor.

I see contractors concerned with selling the job put extra effort into the sample. While occasionally this helps you win a project, more often than not it makes the project overall hard to sell, which in turn means it becomes harder to collect your money at the



Photo by David Stephenson

When concrete consultant David Stephenson suspects he has a customer who is going to be hard to please, he gets that customer to literally sign off on the prepared sample area to show his or her acceptance.

project's end. If you had to choose between losing a project at the start, before you have spent any money, and not being paid at the end, after you are heavily invested into the project, which would you choose?

As a contractor, I would rather lose the job early on. Teach your crews to do the sample exactly as they will the rest of the project and leave the sample in place as a comparison. It will make the customer experience much smoother.

### Choose sample area that needs repairs

Instead of doing your sample in a project's best-looking area, choose an area with some damage. It doesn't need to be the worst area, but if you pick the best area then that's the finish the customer will expect everywhere.

Have some repairs in your sample, especially on remodels. Try to show several different types of repairs so that you have reference points later if you run into areas

where the damage is worse. If possible, do spall or hole repairs, a crack repair, joint repairs and pinhole grout fill repairs in the sample.

You can take your customers back to the sample (which you have left in place for reference) and show them a joint repair or a large hole that was repaired with polishable overlay material and say, 'This is what I believe the damaged area will look like when the job's complete.' By doing a larger area, you are much more likely to encounter these scenarios than if you did a smaller section.

Joints are a big issue in samples. Selecting a complementary joint color is extremely important. Installing it in the sample allows the customer to see your selection and agree or disagree with the final color choice. I recommend doing at least 10 feet of joint fill in the sample area. With the larger sample, you could even install two colors and let customers select which one they like

best. Choices like this help your customers become more involved in the selection process. This small tip goes a long way toward helping to get projects closed out and getting you paid in the end.

### Include edges in your sample

Edges are the last major thing that should be addressed when it comes to samples. Without providing customers with a good example of the quality of edgework that can be completed on their project, you will fail at managing your customers' expectations.

Samples are done in the middle of the slab all the time, but this doesn't allow customers to see what the hand-finished, porous and rough-textured edges will look like after they are polished. They are not given the opportunity to see what the height difference looks like.

When you eventually polish the edges to the best of your ability, and they fall short of what is demonstrated in your sample, the customers are dissatisfied. When you try to explain the issue, as often as not, the customers think you're just trying to get out of doing the extra work. This creates disagreements, and even if you prove it to them, the goodwill of the project is irretrievable.

You are much better served to provide what the edges will look like as part of the sample. The issues can be addressed at the beginning of the job and potential alternative solutions agreed upon. This may allow for a change order for extra work, or an alternative decorative option may be agreed upon. I recommend you do at least 10 feet of edge work in your sample. Twenty feet is better.

### Manage expectations

With all of the topical guards available today, there seems to be a lot of floors sold on the shine and merits of the stain protection rather than the quality of the mechanical polish. On my projects, I always require that half the sample be stain protected and the other half left unprotected. This allows the customer to see what the slab will look like after the topical stain protection has worn away.

This will keep you from having to come back later and explain why the gloss is gone in the traffic areas. Again, this sets that expectation and allows opportunities for maintenance discussions. It also shows the customer the quality of your work without a

stain protection product dressing it up.

If you provide a large sample with the same finish process that's going to be used on the main floor, with repair options, joint fill and edge work, customers can't say you didn't give them an accurate representation of your work. This will keep them from feeling they are receiving less than what they paid for when the job is complete. Managing your customers' expectations through the sample allows you to get paid easier and the goodwill between you and your customers to remain strong.

As a final aside, over the years I have had a lot of difficult customers. These are the people who have a hard time being happy with whatever is done. Whenever I thought I might have one of these customers, I did something that lightened the mood — as well as tied the customer to project agreements.

After the customer reviews the sample and we have something he or she agrees to, I ask: "If I can get the floor to look just like this sample, would you be OK with that?" Inevitably, the answer is yes. Then I pull out a big Sharpie and say: 'Great! Sign your sample showing me that you love it.' Then I take a photo and send it to the customer.

We leave that sample in place until the very end of the project (make sure they sign in the unprotected area) and then we hit the signature with 100 resins and a hand grinder and polish it out with no residue. This has worked many a time with difficult customers. Just remember, keep it light and fun. 📱

*David Stephenson owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at david@polishedconsultants.com.*

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Circle Reader Service Number 24

# The Elements of Style for Contractors: Color Wheeling and Dealing

by Gaye Goodman

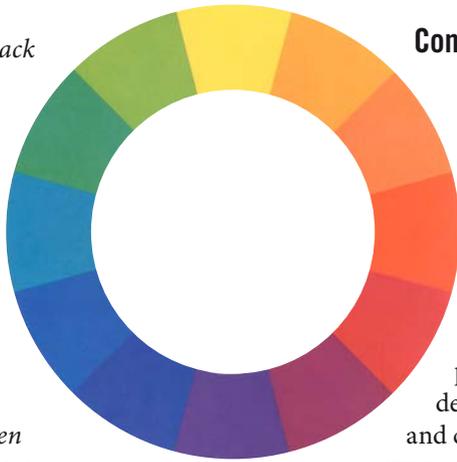
There is a famous paperback called "The Elements of Style" by Strunk and White. Many writers treasure it as a guide to writing clearly and succinctly while avoiding common grammatical errors. The handbook itself is a model of clarity.

I had 26 years of studio work and art classes behind me as a fine arts painter when I gave up in disgust at the ploys involved in marketing art. In comparison with the world of galleries and critics, what contractors asked me to produce on floors came as a refreshing whiff of common sense.

Fifteen years later, I decided to teach some principles of design and composition to my contractor-students. Having some knowledge of the way artists think about filling space truly helps in choosing materials and structure. Therefore, I undertake this series of articles to present *The Elements of Style for Contractors*.

**L**AST issue I wrote about the color value scale, from white to black. This time the topic is color mixing and useful color combinations. For those of you who use dyes on floors, a working knowledge of the artist's color wheel will heighten the impact of your work. You may learn some color-mixing tricks which will save time and may rescue you if you run out of a shade and need to mix it from alternative colors.

Any given color has three aspects: hue (or chroma), value (the degree of darkness or lightness of the color) and saturation (the intensity or purity of the hue). As with many parts of your craft, the best way to understand color is hands-on, by building your own color wheel. (See sidebar.) This shouldn't be done as a mental exercise. The changes to colors as you mix them really need to be seen to be believed. I've been mixing colors for 40 years, and it still astounds me how a tiny dab of red can change the color of a large pool of green.



## Complementary colors

Here is a typical color wheel for use as a guide. This comes from Johannes Itten's book "The Elements of Color," although I have altered it.

Itten, a famous art instructor and painter at the Bauhaus, developed more theories and color exercises than anyone else in the 1920s and

'30s. My instructions make a slightly different color wheel, since the blues and violets alter when mixed with paint, as opposed to printer's inks. My instructions will make a sturdy color wheel that you can laminate and carry to any jobsite, so that your crew can begin to learn color mixing as well.

Now, referencing your color wheel, let's talk about some important color schemes.

The most eye-catching combinations involve colors directly opposite on the color wheel, such as red and green. These are called "complementary colors." If the values of the complements are the same and they are placed side-by-side, the contrast is so intense that the line between them seems to jump.

If you place a large amount of green around some dabs of red, it heightens red's impact. This is called "simultaneous contrast." If Claude Monet painted a yellow flowering tree, he would make its shadow a shade of violet, employing simultaneous contrast to intensify the yellows nearby.

Impressionist painters noticed when they placed dabs of pure color on a canvas, the viewer's eye would blend some colors from a distance and perceive others as standing out from the picture plane. As a rule, cool colors recede (good to know when painting distant mountains), while warm colors like red and orange advance. Monet used the complements red-orange and blue-green in this early painting, below, which gave the



Impression, Sunrise, 1872 by Claude Monet

Image courtesy of Musée Marmottan Monet, Paris, France

Impressionist movement its name. He added some white to all of the colors, which is called tinting. (If he had added black or gray he would have made “shades” of the same colors). He kept the values of both hues about equal, so that they vibrate against each other.

The most interesting thing about complementary colors is that if mixed together, they always make brown or gray. As you know from working on floors, there are at least 30 different varieties of brown that can occur with stains and dyes. If you are mixing dyes and your brown looks too “cool” (i.e. too blue), don’t add a different brown. Just add a small amount of blue’s complement, orange, to quickly neutralize it.

These color mixing rules do not apply to acid stains, since acid stains create color by chemically reacting with the concrete mix. The color mixing I’m referring to pertains only to dyes or pigments.

The way we perceive color is based on the rods and cones in our eyes. If you stare at one intense color for a few seconds and then close your eyes, the after-image you see will be that color’s complement. That is how these color-mixing “laws” arose.

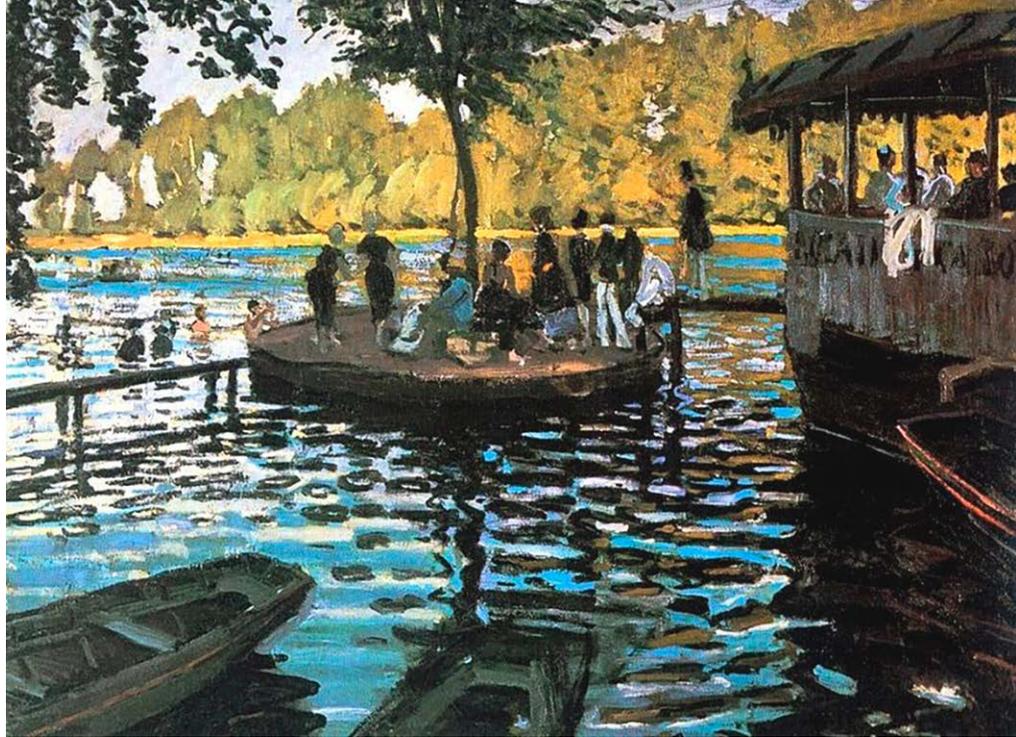


Image courtesy of Metropolitan Museum, New York City

Bain à la Grenouillère, 1869 by Claude Monet

This painting by Monet, above, done three years before Impression, Sunrise, has larger strokes and “split complementaries,” yellow-orange and its two opposites, blue and violet. Whereas I’ve only seen reproductions of this painting, I’m certain the darkest shadows in the water were done with deep

violet mixed from pure blue and red and not black pigment. Black from the tube would have ruined the effect. Impressionists all played with color and shared the results of their experiments with each other. They wanted to create intensity and motion, which this little painting does to perfection.

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Concrete Decor file photo

## Analogous colors

A very popular color scheme for floors involves “analogous colors,” defined as any three colors in a row on the wheel — for example, the secondary green, with its neighbors, yellow-green and blue-green. This illustration is from an article on toppings in *Concrete Decor* February 2007, page 39. The artisan who did this floor wisely used brown to enhance the array of greens — a warm brown which incorporates the red-orange complement to his green.

A more subdued example of analogous colors is found in a sailfish design (*on facing page*) done by Specialty Concrete Products in *Concrete Decor* May 2009, page 39. Acid stains lend themselves naturally to analogous color schemes. In fact, if true complements are

## Make your own color wheel

You'll need:

- Artist's acrylic paint in yellow, blue, red, black and white
- Several 3/4-inch-wide, flat-bristle brushes
- 2 14-by-14-inch poster boards
- Compass and pencil
- Paper plates
- Scrap paper
- Glue

With a pencil and compass, draw two concentric circles on each poster board, with the outer circle about 10 inches in diameter and the inner one about 5 1/2 inches.

Using the hole left by the compass as a guide, find and mark 12, 3, 6 and 9 o'clock. Then section the circles into 12 equal spaces. One board will be used to make the color wheel while the other one will be cut into pieces so you can make your color swatches. You probably should cut a few extra swatches for trial and error. About 20 swatches is good.

For the best results, you need to buy the most brilliant, saturated primary colors you can find. I use Cadmium Yellow, Ultramarine Blue and Cadmium Red Medium as my primaries. These three primary colors will be used to make every color on your wheel. If you opt to buy a beginner's set of paints or dyes, it will include the primary colors, plus black and white and some secondary colors.

First paint your three primary swatches and glue them at three equidistant spaces around the wheel, so that the yellow is at 12, blue at 4 and red at 8 o'clock.

Now mix the secondary colors, which are made, in theory, from equal amounts of the primaries on either side of them. So, green will be mixed using half primary yellow and half blue. Place this painted swatch between them at 3 o'clock. Since artist's acrylics and oils do not come in exact primary colors, you may have to fudge a bit to get a close match. You'll also find when you try to mix half blue and red to get violet, so much light is absorbed by the two darkest primaries that you must “cheat” by adding white to obtain a color that looks like violet.

Save extra blobs of your chosen secondary colors on the palettes, since the wheel's next colors, called tertiaries, are mixed half and half from neighboring colors on each side. For example, yellow-green is made from primary yellow and the green secondary on the other side of it. Finish your wheel by mixing and placing all the tertiary colors.

Disposable plastic lunch plates make fine palettes for mixing colors with a bent-handled palette knife. When you have your correct color, paint a swatch evenly on scrap paper, set aside and let dry before applying glue to the underside and attaching it in place on the wheel. You might need to mist your palettes now and then with water to keep the paints from drying too fast.



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wanted on the same stained floor, the area of a complement usually needs to be masked off and dyed later.

Below is a long wall mural done in complementary colors by Dakota Warren in Compton, California, which appeared on page 33 of *Concrete Decor* September/October 2009. Warren stained the wall with Deso Dyes from Colormaker Floors. The cavorting dolphins are so neutral, they seem to disappear between the red and green waves.

In the next article, I'll address more color effects, including some strange optical illusions which may have mysteriously arisen during your floor staining work. 🛠️

*Gaye Goodman is an artist who fell in love with acid staining 20 years ago. She and her company, based in the high desert of New Mexico, work on decorative projects across the Southwest. Contact her or see training materials on staining at [www.gayegoodman.com](http://www.gayegoodman.com).*

Photo courtesy of Dakota Warren



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# Swimming with the Stars

by Vanessa Salvia

**A**RCHITECT and homeowner Betty Trent selected a diamond-polished concrete floor finish for her new house in Austin, Texas, feeling that the warm gray concrete flooring with brown and beige pea gravel aggregate would be what she calls “the perfect combination of utility and art.”

“I felt its colors would enhance the cinnamon vertical-grain wood used on the living room walls and provide a modern clean look,” she says. “I also knew that with its impervious surface, the polished concrete would stand up to any water tracked into the home from the new pool in the backyard.”

The pool, then, needed a finish worthy of the rest of the home. Luckily, her contractor-husband, Jeff Barger, handed their concrete contractor, William David Reynolds, a copy of *Concrete Decor* magazine that featured a patio embedded with fiber optics, providing the elegant touch the pool needed.

After Barger and Trent consulted with Reynolds on many details involving their custom pool, Reynolds developed a plan for 60 linear feet of 6-foot-tall by 4-inch-thick shotcrete wall panels in various lengths that

make up a steel and concrete fence system, along with a technique of eliminating tile by running the poured-in-place concrete coping underwater. After being inspired by the fiber-optic patio, Reynolds suggested adding fiber-optic accent lighting in a random pattern to the pool coping.

Reynolds randomly unraveled fiber-optic filaments into the formwork, varying the strand number and location to complete the desired look. The fiber-optic strands were sheared off at surface level. Reynolds honed the surface down 1/4 inch, exposed the

aggregate and polished the concrete coping. The coping also was sealed with Con Seal 1000, a permanent penetrating concrete sealer from Waterproofing Engineering Technologies.

“The strands were connected to the LED illuminator box hidden in a vault under the lawn near the pool coping and the effect was perfect!” says Trent. “It turned out better than we hoped. When we and our guests are using the pool as the sun sets and the skies darken, we smile and swim surrounded by stars.”

Trent appreciates the finished look so much that she’s planning to repeat the technique. She is currently finishing the design for the city of Austin’s Bowie Underpass for a hike and bike trail which will include fiber optics embedded in concrete blocks lining the sloped walls of the tunnel. “I wanted to be sure travelling through the underpass would not be intimidating, and I think this is the perfect solution,” she says. 📱

Photo by Patrick Wong, Atelier Wong Photography



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