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2018 TRAINING GUIDE Inside!

Concrete Decor Show Inspires  
Company to Help Homeless

Education and Training:  
Good for You and Industry

Vol. 17 No. 7 October 2017

## *Bright Idea*

*Artisan Joshua Thiel incorporates  
light, water and concrete*



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# From the Publisher's Desk

Dear Readers,

I hope this missive reaches you before the Concrete Decor Show Nov. 6-9 as I believe our industry has reached a pivotal point in its development.

As a technical trade, which is how I perceive decorative concrete, training is critical to your success and to the industry maintaining its competitive advantage. Your knowledge and ability to apply products professionally are what distinguishes you from other trades and your competition. The concrete industry's effort to control outcome on a wide array of applications is partly why you need to know your business from the ground below the slab to the surface itself.

Our industry has been good at providing technical training but most of it focuses on a product category or a product someone is selling. It works well and so the industry continues to influence and educate audiences in this manner. But we need to acknowledge this information for what it is — product education. It's important to make this distinction. While knowledgeable people are behind this product education, the need for skills development is blurred.

Many businesses have programs that train employees in best practices and procedures that closely tie to on-the-job training. What many businesses lack, however, are the tools to move people through fundamental skills development before they're allowed to attempt more complex tasks. Unions have been successful in fulfilling this need in a wide range of vocational trades. Apprenticeship training often requires up to four years of learning a craft before the individual can earn the journeyman title.

The relative newness of the decorative concrete trade, along with widespread consumer interest, has created a need that all too often is addressed with enough training to land a job. The foundational skills are overlooked in haste to get work. These academics are in place for those who want to place and finish concrete but not for those who want to learn the trade. This must change as it's one of the reasons why industry veterans are asking where all the good installers have gone and who will fill the shoes of industry leaders tomorrow.

This discussion is getting mixed responses. Whereas many don't believe something this big could ever get off the ground, I believe it can if this industry believes in and supports this endeavor. It should start small and it must start now. As training expert Bob Harris will agree, we'll never teach anyone a trade in two or three days. Likewise, people can't learn a trade from the couch watching webinars or YouTube. They must learn by doing.

I look forward to seeing you in Florida where we'll dive deeper into the labor challenges facing our businesses.

Sincerely,



Bent Mikkelsen

**On the cover:** This rooftop setting installed by Josh Thiel in West Palm Beach, Florida, is as indestructible as it is beautiful. The countertop features a 9-foot cantilever engineered to withstand a Category 5 hurricane.

Photo courtesy of Thiel Studio Designs



# concrete DECOR®

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40



54



56

## business & industry

THE BROADCAST

- 20** **Lead Generation SaaS:**  
A new method to find customers  
*by Mathieu Picard*
- 22** **Training and Education is (Literally)  
Good for One and All**  
*by Greg Iannone*

## project profiles

- 46** **Follow the Duck and You'll Find Lunch**  
Joseph Gallieni Kindergarten, Villemomble, France  
*by Stacey Enesey Klemenc*
- 48** **Companies Donate Materials and Time  
to Help Homeless Families**  
HomeAid Orange County Family Care Center,  
Orange, California  
*by Stacey Enesey Klemenc*



2018 decorative  
 concrete  
 training guide

- 24** Company Index
- 30** Training Index

**32** **CONCRETE DECOR SHOW EDUCATION PREVIEW**

## artisan in concrete

- 40** **Joshua Thiel**  
Thiel Studios, Palm Beach, Florida  
*by Jacqueline Valle*

- 7** INDUSTRY NEWS      **70** MARKETPLACE
- 16** PRODUCT NEWS    **72** FINAL POUR
- 45** AD INDEX

## features

- 50** **Joint Ventures**  
*Deciding to use fillers or sealants to finish a job*  
*by K. Schipper*
- 54** **FLOORING IT**  
*Fillers and sealants are fast friends for commercial jobs*  
*by K. Schipper*
- 56** **Coatings and Concrete:  
The Evolution Continues**  
*by Joe Maty*
- THE POLISHING CONSULTANT
- 62** **Retail Polishing**  
How to avoid a specific project's pitfalls  
*by David Stephenson*
- CONCRETE QUESTIONS
- 64** **Match the Mix with the Right Equipment**  
*by Chris Sullivan*
- DESIGN THEORY
- 66** **Scrolling Through a Patio**  
*by Rick Lobdell*

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**Greg Iannone** is area sales manager for Solomon Colors/Brickform. He has worked in the concrete construction industry for more than 30 years and has provided training seminars throughout the U.S. and Puerto Rico, as well as Mexico and Japan. He can be reached at (801) 376-6750, (909) 434-3274 or [giannone@solomoncolors.com](mailto:giannone@solomoncolors.com). See Greg's article on page 22.



**Rick Lobdell**, a classically trained artist with a master's in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee will explain how he lays out his well-known designs. He can be reached at [rick@concretemystique.com](mailto:rick@concretemystique.com). See his column, "Design Theory," on page 66.



Entrepreneur **Mathieu Picard** is part of the current "French Tech Revolution" happening in France. He has focused his expertise in lead generation, growth hacking and coding. In 2015, he launched Anyleads, an online SaaS company that helps professionals from all industries to reach their prospects with innovative and automated processes. He can be reached at [mathieu@anyleads.com](mailto:mathieu@anyleads.com). See Mathieu's article on page 20.



**David Stephenson**, based in Dallas, Texas, is president of Retail Polishing Management, a large national flooring installer. Prior to his new position with RPM, he helped as a consultant with retail polishing programs and troubleshooting concrete issues for companies around the globe. He can be reached at [david@the-rpm-group.com](mailto:david@the-rpm-group.com). See his column, "The Polishing Consultant," on page 62.



**Chris Sullivan** is vice president of sales and marketing with ChemSystems Inc. and a member of the Decorative Concrete Hall of Fame. 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 64.

Explore our archive at [ConcreteDecor.net](http://ConcreteDecor.net)

## Expectation builds for World of Concrete 2018

World of Concrete 2018, a major international event for concrete and masonry professionals, expects to attract 60,000 professional registrants and 1,500 leading suppliers from around the world to the Las Vegas Convention Center Jan. 22-26. WOC 2018 is expected to be the largest one in nine years.

The annual event will continue to bring international buyers together with U.S. exhibitors to expand business domestically and overseas. For the 13th consecutive year, the U.S. Department of Commerce has selected WOC as a participant in the International Buyer Program.

WOC welcomes international exhibitors to sell their concrete- and masonry-related products and services, as well as international attendee delegations from across the globe to network, test drive equipment and discover new products and services and benefit from a world-class education program. This year's educational lineup will include everything from interactive workshops and specialized seminars to hands-on, skill-building sessions.

Featured areas on the trade show floor in 2018 will include:

- **Decorative Concrete LIVE!:** showcasing both interior and exterior decorative applications on retail space.
- **The Producer Center:** a marketplace of materials, equipment and demos for concrete producers.
- **Material handling:** offering trucks, excavators and more for material delivery, distribution, concrete placement and earth moving.
- **Concrete repair and demolition:** housing a display of surface preparation equipment, scarifying, sawing equipment, concrete repair and other demolition products.
- **World of Masonry:** showcasing products, tools, information and technology for masonry professionals.
- **Technology for construction:** featuring the newest products and tools for the commercial construction industry from top information technology and systems providers.

- **Concrete surfaces and decorative:** showcasing the popularity of decorative concrete for both commercial and residential applications including concrete coatings, waterproofing products and technologies and more.
- **Precast:** focusing on precast products, technologies and equipment including coring machines, pipe unloaders, precast forms, above/below ground precast, concrete pipe, manhole and septic tank equipment, and more.
- **Concrete masonry:** concrete masonry will showcase everything for the producers of concrete masonry, including block, segmental retaining wall units, veneer, pavers and roof tiles.
- **Concrete reinforcement:** featuring the leaders in concrete reinforcement showcasing reinforcement bending, cutting, straightening and fabricating machinery.

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



### Garage Done Right

Hats off to Jeff Bach of Bach Custom Coatings of Oregon City, Oregon, for being the concrete highlight of the recent Street of Dreams, an annual showcase of new luxury homes in Portland that was held this past summer. This was the third Street of Dreams Bach has participated in.

Bach's impressive garage floor demonstrated the results possible with a chip system applied by properly trained individuals using quality products. "Many of the show's other decorative concrete applications did not meet the standards of our industry," says Bent Mikkelsen, publisher of *Concrete Decor*, who was invited to preview the show.

Bach used a dark brown border with a light tan inlay for each of the parking bays in this oversized three-car garage. "We installed a full broadcast chip floor system that really looks impressive as a finished product, much more so than the standard one-color blend across the entire floor that everyone else seems to be doing these days," he says.

As part of Westcoat's Qualified Contractor/Applicator program, Bach partnered with the company to do the showcase garage. Basically, Bach provided the labor and Westcoat provided all the materials: A combination of EC-12 Deep Tan and Black epoxies were used for the prime coat and the broadcast coat consisted of the two different chips blends. EC-101 Polyaspartic was applied for a high-gloss, abrasion-resistant top coat.

"Garage floors such as these have really become popular. They can be dressed up to create a 'wow' factor," Bach says, that generates rave reviews from homeowners without a lot of fuss on the applicator's end.

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

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**ICC certifies specialty coating systems**

Westcoat's ALX Pro System Specialty Coating Systems, in both standard and custom finishes, has been independently tested to meet the Acceptance Criteria for Walking Decks (AC39) and has received certification through ICC. It joins ALX Standard and Custom on the updated ICC-ES Evaluation Report ESR-2201.

Long known for its Class A and one-hour fire ratings, ALX received the ICC-ES Class I Vapor Retarder (0.1 perm or less) listing in June 2017 with ALX Pro receiving its listing in September 2017. This certification comes at a crucial time when building code standards for waterproofing decks are becoming more stringent. Some cities and counties in California are already enforcing the need for this E96 testing certification prior to any statewide change.

All Westcoat ALX and ALX Pro systems provide a Class A Roof Covering Classification (ASTM E108) and One-Hour Fire Rating (ASTM E119). In addition to



these certifications, when WP-40 Sheet Membrane is applied over the entire plywood substrate, both ALX and ALX Pro meet classification for a Class I Vapor Retarder (ASTM E96). The full listings can be found on the ALX page of westcoat.com.

The ALX Pro system features all the proven attributes and benefits of the existing ALX system, but features an additional fiber-lath resin membrane layer. This additional layer provides greater waterproofing and helps protect against cracking, especially on larger spans or cantilever decks.

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**Volunteers replace vinyl map with colored concrete version**

Volunteers from the Decorative Concrete Council and the Manufacturer's Advisory Council traveled to Oahu, Hawaii, in August to replace a vinyl "sticker" of a map of the Pacific War 1941-1945 with a version in concrete. The DCC and MAC are specialty councils of the American Society of Concrete Contractors in St. Louis.

Clark Branum of Diamatic in San Diego was the project coordinator for the installation. The project consisted of removing the existing vinyl map and substrate, and replacing it with new, colored concrete. Stencils were then used to mask the land masses and text prior to sandblasting the surface.

Assisting DCC and MAC volunteers and staff were soldiers stationed at Pearl Harbor, part of the Concrete Preservation Institute Field School. The school in Pearl Harbor is a U.S. military career skills program that preserves landmark structures and monuments while training active duty military service members for transition into civilian management careers and skilled trade jobs.

The new concrete map provides a safe walking surface, more uniform coloring and clean, crisp labels. Companies supplying tools, materials and manpower were Increte Systems, McMahon Contracting, Ruttura & Sons, Superior Gunitite, TAS Commercial Concrete, Lehigh Cement, Martin Concrete Construction, North S. Tarr Concrete Consulting, Bekaert, BuildSite, ChemMasters, Stego, Decorative Concrete Resources, Diamatic, Innovative Construction Concepts and Concrete Design Solutions New England.

The DCC is the only professional organization dedicated to focusing on the issues, trends and work of the decorative concrete industry, and to meeting the needs of the contractors who pursue this specialty market. Made up of contractors who install decorative concrete, manufacturers and other interested parties, the DCC focuses on its mission of "Advancing Decorative Concrete Contractors Through Education and Networking."

The MAC board advises ASCC on matters relating to associate membership and suggests methods of adding value to all membership opportunities.

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## Art of Concrete opens for business

A strong new specialized presence in architectural concrete enters Aurora, Colorado's design and construction community in the form of The Art of Concrete LLC. The company is committed to working collaboratively with owners, designers and contractors. Proud business partners Karen Keyes, a well-known figure in Colorado's architectural concrete industry, and Ryan Lakebrink, relocating from Washington, Missouri, both derive their passion for specialty hardscapes from growing up in family-owned concrete businesses.



"Our goal is to advance the use of architectural concrete as an artistic investment that will be as visually remarkable as it is durable," said Keyes.

Keyes and Lakebrink are both life-long industry veterans, who see detailed preconstruction services as the most essential component of their ability to help designers understand the possibilities of concrete.

"Our design-assist expertise is complemented by many years of boots-on-the-ground technical knowledge gained as leaders of similar family-owned decorative concrete businesses," said Lakebrink, who serves on the board of directors for both the ASCC's Decorative Concrete and Concrete Polishing Councils.

Keyes was president of the Bomanite International Society for two years, is currently a member of the Specialty Contractors Board of AGC Colorado, and is also on ASCC's DCC board. She regularly writes articles for *Concrete Decor*.

The Art of Concrete offers full-service design and construction for nonstructural concrete including colored, exposed, stamped, and polished concrete combining topping systems, integral stains and dyes, and decorative site walls for both interior and exterior environments.

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*Karen Keyes will be involved with the educational offerings at the upcoming Concrete Decor Show in Palm Harbor, Florida. She will be on a panel titled "Mining for Talent in the Decorative Concrete Industry" and teach the "Designing with Decorative Concrete" seminar.*



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**PB Materials completes acquisitions**

PB Materials Holdings Inc., a leading, regional producer of aggregates and ready-mix concrete in the Permian Basin that is majority owned by funds managed by WL Ross & Co., has completed the simultaneous acquisitions of the assets of ARM Trucking Ltd. Co., Kermit Concrete Co. and WUUD Aggregate.

ARM Concrete and Kermit Concrete are leading providers of ready-mix concrete in Lubbock and Kermit, Texas, and the surrounding markets. WUUD Aggregate provides sand and gravel in the Permian Basin and has a significant reserve position in the region.

[www.pb-materials.com](http://www.pb-materials.com)

**Slag Cement Association launches mobile-friendly website**

The Slag Cement Association recently launched [www.slagcement.org](http://www.slagcement.org), its new, mobile-friendly website featuring slag cement-related tools, resources and downloadable materials to serve the needs of ready-mix producers, engineers and other industry professionals.

The new website helps the construction community understand slag cement's different applications and benefits. The website's archive of diverse case studies and downloadable information sheets provide the evidence needed for professionals to introduce slag cement to new projects. Additionally, the site features an easy-to-use new tool that allows users to locate slag cement by state and a Life Cycle Assessment Calculator.

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

**TRANSITIONS**

**David Boyle**, outside sales for W.R. Meadows of Canada, has recently been appointed president of Construction Specification Canada. CSC is a national, nonprofit organization with chapters across Canada, committed to delivering progressive education, certification, publications and professional networking opportunities for the design and construction community. Boyle has been a member of CSC since 2000, obtained his Certified Technical Representative designation 15 years ago and has been working his way up through the rankings ever since.



Equipment, he served as vice president of sales and marketing for Poly-Tex Inc., a company that engineers and manufactures building structures, retail fixtures and shade systems for the retail industry. Prior to that, he was vice president of sales and marketing for Door Engineering. He has an MBA in marketing/finance from Columbia University.

**Ben Smith** has been appointed vice president of Flowcrete Americas, a polymer flooring manufacturer. For the past five years, he held the position of Flowcrete Americas' national manager for Canada. Before joining Flowcrete, he was the performance flooring sales manager of BASF Corp.'s performance products group. He holds a bachelor's degree in environmental engineering and a master's in engineering from Deakin University in Australia. He has 24 years of experience in the polymer floor and wall coatings industry.



**Kevin P. Wadley, P.E.**, has been named vice president of engineering for Zero Energy Systems, a manufacturer of high-performance, edge-to-edge insulated, structural concrete wall panel systems. Practicing in the concrete structures industry for more than 13 years, Wadley has worked in the precast concrete industry in multiple positions. He holds a bachelor's in engineering from the University of Tennessee at Martin, is completing his master's in civil engineering (structures) at Auburn University and is currently licensed in five states.



**Randy Dahl** has joined the light-duty construction equipment manufacturer General Equipment Co. as vice president of sales. Dahl has more than 20 years of experience driving the profitability of industrial, global organizations with respect to strategic planning, business development, sales, operations and finance. Prior to joining General

**David Stephenson**, based in Dallas, Texas, has been named president of Retail Polishing Management, a large national flooring installer. Prior to his new position with RPM, he helped as a consultant with retail polishing programs and troubleshooting concrete issues for companies around the globe. Throughout his career, Stephenson has owned contracting companies that installed floors as well as manufacturing companies that made products that changed the industry. He can be reached at [david@the-rpm-group.com](mailto:david@the-rpm-group.com).



**EVENT CALENDAR**

**ACI Concrete Convention and Exposition**

Making Connections  
Disneyland Hotel  
Oct. 15-19, Anaheim, Calif.  
[www.concrete.org](http://www.concrete.org)

**PCA Annual Summit**

Hotel Del Coronado  
Oct. 29-31, San Diego, Calif.  
[www.cement.org](http://www.cement.org)

**Concrete Decor Show** concrete 2017 DECOR SHOW INNISBROOK

Innisbrook Golf & Spa Resort  
Nov. 6-9, Palm Harbor, Fla.  
[www.concretedecorshow.com](http://www.concretedecorshow.com)

**ICRI Fall Convention**

Hyatt Regency New Orleans  
Nov. 15-17, New Orleans, La.  
[www.icri.org](http://www.icri.org)

**World of Concrete**

Decorative Concrete LIVE!  
Las Vegas Convention Center  
Jan. 22-26, Las Vegas, Nev.  
[www.worldofconcrete.com](http://www.worldofconcrete.com)

## ACI and ASCC form joint committee

ACI 117 – Tolerances has become a joint committee of the American Concrete Institute and the American Society of Concrete Contractors of St. Louis, Missouri, according to Bruce Suprenant, ASCC technical director. Suprenant is vice chair of the ACI technical committee, and Eric Peterson of Webcor in San Francisco chairs 117.

The mission of ACI 117 is to collect, develop, coordinate and specify tolerances and related information for concrete construction and materials through liaison with other ACI committees and related industry organizations. ACI is the major sponsor of the joint committee and ASCC is the minor sponsor. “In addition to committee assistance,” said Suprenant, “ASCC will provide technical input during document review and will be instrumental in selecting committee leadership.”

The organizations have informally worked together on this subject for the past several years.

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Circle Reader Service Number 05

### Spike in air travel propels demand for cement needed to expand airports

Increased demand for U.S. air travel is expected to help drive increased cement consumption over the next 25 years, according to the Portland Cement Association. Population spikes, overall economic growth and airport expansion are among the factors driving the demand for more air travel, a recently released report from PCA shows.

“With more people traveling by air, you will need more capacity at airports. That means more cement is needed for concrete used in runways, terminals and other airport facilities,” said PCA Chief Economist and Senior Vice President Ed Sullivan.

According to the principal author of the PCA study, Brian Schmidt, there are several factors driving airport-related cement production, including business and leisure travel, as well as the need to move more cargo by air.

- Personal air travel: The number of personal travel passengers is projected to grow to 910 million annual passengers by 2040, compared with 625 million in 2017. Depending on a variety of factors, the number of passengers could climb as high as 1.015 billion annual passengers. Average annual growth could top 2.1 percent.

- Business travel: The number of business travelers is projected to grow to as high as 409 million annual passengers by 2040, compared with 279 million in 2017. Average annual growth could reach 1.7 percent.
- Cargo carried by air: Cargo freight tons are expected to climb as high as 21 million tons annually by 2040, compared to 12.7 million tons in 2017, representing an average annual growth of 2.2 percent.

PCA expects cement consumption in the airports market to approach 2.4 million metric tons annually by 2040 — possibly topping 2.6 million metric tons — compared with current levels of 1.5 million metric tons. According to the PCA, areas of airport-related cement consumption is likely to break down in the following way:

- Of the 2.4 million metric tons total, 65 percent, or 1.56 million metric tons, will likely be attributed to runway replacement.
- Runway expansion is projected to contribute around 561,000 metric tons, accounting for about 23 percent of airport-related consumption.
- New terminal expansion is expected to account for 11 percent of consumption in the airport market and generate around 267,000 metric tons of consumption.

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

### Awards honor accomplishments in association leadership efforts

The Portland Cement Association recently named the winners of the 2017 John P. Gleason Jr. Leadership Awards, honoring individuals who have exhibited leadership in association activities in support of member company objectives and operations. The awards are named for Gleason, who was PCA president from 1986 until his retirement in 2007.

Presented at the PCA Fall Congress in Chicago, the awards recognize individuals for their efforts in three categories: business continuity, market development and young leaders.

The following individuals were named as the 2017 John P. Gleason Jr. Leadership Award winners in each of the three categories:

**Business Continuity winner** – Daniel Nugent, senior vice president of technical services and government affairs for Buzzi Unicem USA.

**Market Development winner** – Matthew Wood, sustainable products and promotion manager for Ash Grove Cement Co.

**Young Leaders winner** – Ruben Guerrero Jr., director of corporate affairs for Salt River Materials Group.

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

### Dur-A-Flex upgrades website

Dur-A-Flex Inc., a leading manufacturer of commercial, industrial and institutional resinous floor and wall systems, has released its new, enhanced website featuring redesigned drop-down menus giving quick access to product and market information, cutting edge visuals, a live chat feature nicknamed “Kyle,” a robust search engine and fewer clicks to access the same content that architects, facility owners and contractors have come to rely on.

Dur-A-Flex’s previous site was widely praised by customers, architects, specifiers and end users alike. With that at the forefront, the new site was designed from the start with the user in mind. Customers rely on the website for its ease of use and access to needed product data sheets, system specifications, LEED data and more. The website was also designed as a platform for more useful content and a better experience for customers.

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

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## H&C Diversified, ARCOM agree to customize resources for specifiers

H&C Decorative Concrete Products, a Sherwin-Williams Corp. brand of decorative concrete coatings, has entered into an agreement with ARCOM, a leader in specifications. H&C product data and customized specifications are now available to architects, engineers and design professionals through ARCOM's software platforms.

ARCOM and H&C have worked together to create customized versions of the industry-trusted MasterSpec sections to accurately specify H&C's products. Along with these specification sections, H&C's product catalog and data sheets are easily accessible to specifiers.

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

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

## ACI staff member recognized

Lauren Mentz, the director of event services for the American Concrete Institute, has been recognized as one of the "Rising Leaders for 2017" by the Michigan Society of Association Executives. Winners

were chosen by the impact they've made on their community and industry, as well as how they've exhibited motivation, forward thinking and leadership.

Mentz received her bachelor's degree in hospitality and tourism management from Grand Valley State University, and obtained her Certified Meeting Professional designation through the Events Industry Council. This designation is recognized globally as the badge of excellence in the meetings, conventions and event industry.

At ACI, where she has been employed since 2007, Mentz directs the successful development, organization and execution of 100+ meetings, conferences, workshops and special events for the institute.

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

## Sanveo opens new office in Denver

Sanveo Inc., a pioneer in bringing next-generation technology solutions to the construction industry worldwide, is expanding into the Intermountain region and recently opened an office in Denver, Colorado. This will be Sanveo's fifth office

location worldwide.

"Sanveo has built an extremely strong presence in the West Coast since its inception in 2008, and our vision is to gradually spread this presence across the U.S.," said Irshad Rasheed, company COO. The company chose Denver because "The area is rich with diverse talent, is in the midst of increasing construction activity, has a strong economic outlook, and is well positioned to service some of the major cities in the Intermountain region."

Leading this office is Patrick Olson, who joins Sanveo after more than two decades of experience in construction technology. His niche is his expertise in BIM/VDC solutions for all MEPF trade contractors. In the past, Olson has worked with some of the largest trade contractors in the Denver region.

Sanveo has already landed its first big project in this region with one of the largest electrical contractors in Colorado.

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# Welcome to the Mall of Concrete at Decorative Concrete LIVE!

**D**ECORATIVE Concrete LIVE! turns its attention this year to concrete's impact on retail space old and new with aesthetically pleasing and sustainable vertical and horizontal applications during World of Concrete 2018 in Las Vegas Jan. 22-26.

This year's exhibit will show concrete professionals, builders, architects and other visitors the ins and outs of what decorative concrete is made of. Consisting of four individual buildings encompassing a plaza complete with a made-on-site concrete fountain, the display measures 78 feet long by 55 feet wide.

The nearly 4,300-square-foot retail space — more than double Decorative Concrete LIVE!'s residential-focused space last year — will be situated directly across from the entry to the Las Vegas Convention Center's South Hall in the Concrete Surfaces & Decorative Outdoor area.

The buildings will feature walls constructed with insulated concrete forms (ICFs), concrete filled building blocks provided by Fox Blocks. "Portions of walls and floors will be left undone so concrete professionals can demonstrate how to install and finish various applications," says Bent Mikkelsen, organizer of Decorative Concrete LIVE! and publisher of *Concrete Decor* magazine. Demonstrations will be



held throughout each day of the show.

Treatments such as trowel-applied coatings, stenciled or embossed patterns and carved toppings will grace the walls while the floors will feature an array of stamped and stained concrete including textured surfaces that have been saw cut, carved, imprinted or broomed. "You'd be surprised at how creative you can get with a broom," Mikkelsen says.

Besides exhibiting a wide array of simple to refined architectural finishes, this year's display will also delve beneath the beauty to reveal the products that contribute to concrete's sustainability, such as vapor barriers, and durability, such as rebar. "We want to show how important underlying products are to an installment's success and service life," Mikkelsen says. And that decorative concrete is more than "just a pretty face."

In addition, Mikkelsen continues, "We want to heighten people's awareness that they don't need to bring in other finishes if there is concrete on a job



Photo by Concrete Decor staff

site. It's just so versatile as to what it can be used to create."

Safety precautions will also be front and center during this year's Decorative Concrete LIVE!, says Mikkelsen, who has been promoting safe practices in *Concrete Decor* magazine since the show last year. "And this year, we're going to help bring greater awareness to the concrete community that following safe practices increases professionalism."

In addition to promoting safe practices, the exhibit will include features that will make walkways compliant with the American with Disabilities Act (ADA).

For more information about Decorative Concrete LIVE! or how you can get involved, call (877) 935-8906. 📞



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### New GFRC products released

Trinic has recently released a complete line of preblended GFRC products including an Engineered Cementitious Composite/Self-Consolidating Concrete (ECC/SCC) version with the fiber included.

“Thanks to a unique blend of Trinic’s all-powdered specialty admixes and Owens Corning HD fiber, we have created a true just-add-water, simple-to-use mix that allows you to cast GFRC like wet-cast concrete without the risk of fibers showing,” says Trinic, owner Bob Chatterton.

Trinic is also offering completely preblended face coat and backer coat mixes for your convenience.

☎ (800) 475-1975

🌐 [www.trinic.us](http://www.trinic.us)

### Whiter mix, thin edge form dazzle countertop market

Concrete Countertop Solutions Inc., creators of the Z Counterform and Z Poolform systems, recently released two new revolutionary products: White Countertop Mix and the EuroForm.

The new mix will replace the one CCS is currently selling. Formulated to be even whiter, stronger and easier to use, the mix comprises 50 percent crushed marble aggregate and is able to achieve more than a 9,800 psi compression strength.

It is highly flowable and works incredibly well with the company’s FG50 Fiberglass Mesh and Z Clip system. The new white mix is nearly self-leveling for cast-in-place or precast pours. It also has an extremely high flexural strength that allows it to be cast under 1 inch thick.

Because this mix can be cast as thin as 7/8 inch for a countertop application, it is being released to coincide with the launch of a new thinner edge form: the EuroForm. The form is similar to CCS’s popular Square Edge Form.

However, the front edge is only 1 1/4 inches thick.

“This thinner edge profile has become very popular in the European market and we see it catching on here as well,” said Ed Baldoni, owner of CCS. “Our European distributor has been asking us to come out with this thinner form for quite some time but our biggest hiccup was the mix. We needed something strong enough that could be poured at 7/8 inch and not sag or crack under the stress of the spans and overhangs of a standard countertop. Now we are proud to announce that this product finally exists for concrete countertops.”

In addition, CCS is releasing a new Z Clip and Faucet Knockout which will work with the EuroForm and a Bright White Color-Pack. This Color-Pack can be added to the White Countertop Mix to make it even whiter. This is ideal for customers looking for the whitest possible solution or who will be polishing the concrete, which typically makes concrete appear less white.

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

☎ (570) 587-3799



### Portable vacuum system is ideal for surface prep

Ideal for use with its extensive line of surface grinders, planers and other surface preparation solutions, the new VS220 Portable Vacuum System from General Equipment Co. offers an effective dust control system that balances power, performance and utility.



Featuring a 99 percent efficient at 0.5 micron prefilter and a 99.7 percent efficient at 0.3 micro HEPA secondary filter, the VS220 captures fine dust particles, allowing users to comply with OSHA respirable crystalline silica exposure regulations (OSHA 29 CFR 1910.1153). The unit includes separate 2- and 3-inch diameter dust-port connections for either simultaneous or independent operation.

Constructed of high-density polyurethane with a heavy-duty welded steel frame, the vacuum is easy to maneuver with 5-inch diameter casters. It’s designed to offer a low center of gravity, providing greater stability over traditional vertical, canister-style vacuums that are prone to tipping over and being damaged when pulled by the hose.

Emptying the dust collected simply requires engaging the foot-operated hopper release lever. The integral clean filter indicator light makes it obvious when filter cleaning is required. In addition, the manual filter shaker system design is user friendly, more reliable and lasts longer than automatic, pulse-style cleaning options.

The vacuum is powered by two, 115 VAC, 60 Hz single-speed electric motors, which produce a peak of 2.6-horsepower. It produces an air flow volume of 220 CFM (6.3 CMM) and water lift suction of 110 inches (2,794 mm). Overall filter size is 18.3 square feet (1.7 m<sup>2</sup>). The dust hopper capacity is 12.5 gallons (47.3 L).

☎ (800) 533-0524

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

### Carbide hammer drill bit offers speed in masonry applications

When it comes to life and speed, the Bosch BlueGranite Turbo Carbide hammer drill bit is hard to beat. Delivering five times the life and twice the speed compared to standard masonry bits, the bit features an upgraded four-grind head, which offers more cutting angles and a faster bore than a two-grind bit. Its multigrind centering tip provides precision drilling and prevents skating in materials that range from concrete and brick to masonry.

The impact-rated bits have been redesigned with a hex shank for use in hammer drills and impact drivers.

The bits provide faster drilling thanks to milled flutes that allow rapid dust removal. The bit’s new hex shank design offers an aggressive hold in high-torque power tools. BlueGranite Turbo bits are easy to chuck in the tool and are designed to prevent slippage.

☎ (877) 267-2499

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

## Split-drive anchors made for concrete

Concrete Fastening Systems recently introduced a line of split-drive anchors that are ideal for use in solid concrete.



The anchors feature either a round head or a flat countersunk head and come in a variety of lengths.

The flat head split-drive anchors are used in applications in which wood is fastened to concrete. The round head split-drive anchors are best suited for applications in which the anchor head will sit above the surface of the item being attached.

The zinc-plated fasteners made for concrete only cannot be removed once installed. No special tools are needed. Simply drill the hole and drive it in with a hammer.

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

## Framing nailer series mimics an old favorite

Hitachi Power Tools recently released the new A5 series of pneumatic framing nailers including a plastic strip nailer, plastic strip nailer without depth adjustment, paper strip nailer and coil nailer. The new A5 series gives the pros exactly what they've been asking for: a nailer just like the original NR83 model that delivers the feel they know, the speed they need and the durability they expect.

The infamous NR83 nailer models have been around for decades and have a reputation as workhorses. These A5 framing nailers have the same legendary durability and reliability professionals have come to trust, but now with an improved trigger design. They share

all the same internal parts as the original NR83A.

They feature Hitachi's unique cylinder valve driving system, which uses the cylinder to open and close the valve. Made with no plastic, the cylinder valve system is self-cleaning and highly resistant to grease and grime buildup.

The A5 series nailers are outfitted with Hitachi's all-new patented Selective Actuation located on the trigger so the user can transition from sequential to contact mode quickly. They accept nails ranging from 2 to 3¼ inches long.

There nailers come with Hitachi's five-year warranty, a rafter hook and a pair of safety glasses.

[\(800\) 829-4752](tel:8008294752)

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



## Moisture Measurement in Concrete Slabs Webinar

Wagner Meters is proud to offer "Moisture Testing of Concrete Floor Slabs," a webinar presented by Howard Kanare, a leading expert on concrete moisture issues. Kanare speaks about breakthrough scientific data that seriously challenge what we have believed regarding traditional methods for moisture testing of concrete slabs. This free presentation was created to bring you the most current information on accurate moisture testing of concrete slabs.

**When:** For times and dates, please visit online at: [www.moisturewebinar.com](http://www.moisturewebinar.com) or email [rapidrh@wagnermeters.com](mailto:rapidrh@wagnermeters.com) or call (800) 207-2164.

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### Measure coating hardness with accuracy

Measuring coating hardness is now more accurate, repeatable and reproducible than ever before, thanks to the new Elcometer 3045 Pendulum Hardness Tester.

Using infrared technology, the Elcometer 3045 provides a fully automated Persoz or König pendulum hardness test with no human intervention, ensuring accurate, repeatable results. Simply fit the pendulum onto the loading pins, load the sample and close the door. The pendulum automatically moves to the start position, the sample table rises and the test begins.



Key features of the Elcometer 3045 Pendulum Hardness Tester include:

- Repeatable: Once the sample is in position and the door closed, the unit completes a fully automated test at the press of a button.
- Accurate: Performs a full calibration routine and automatically adjusts the unit to meet the specified standard for confidence in the test results.
- Easy to use: Simple menu-driven operation is in multiple languages.
- Adjustable: With an integrated bubble level on the specimen table users can quickly identify if the table is correctly aligned. If not, simply adjust the rotating feet at the base of the unit.
- Durable: Sturdy, dustproof and robust design ensures a stable environment for tests with repeatable and consistent results. The rigid door allows easy access for sample positioning. If opened during a test, a warning signal alerts the user and the test stops. The test will not begin again until the instrument is reset.
- Powerful: Batch memory stores all test data for output to PC via ElcoMaster Data Management Software.

The Elcometer 3045 Pendulum Hardness Tester can be used in accordance with: ASTM D 4366, BS 3900 E5, DIN 53157, ISO 1522 and NF T30-016.

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### Dual-bay charger, power adapter deliver convenient job site charging

Speed is part of the success formula in any business and ensuring tools and devices are always powered is part of the secret. Dual-charging convenience allows Bosch users to charge 18-volt and 12-volt Max lithium-ion batteries simultaneously along with mobile devices using the Bosch GAX18V-30 18V/12V Dual Bay Charger. The Bosch GAA18V-24 18V Portable Power Adapter allows users to quickly power up mobile devices anywhere using an 18-volt Bosch battery.

By offering 18-volt and 12-volt battery-charging plus power for mobile device batteries in one place, the GAX18V-30 gives power

tool users an effective charging tool, not just another charger. The GAA18V-24 18V assures users that they can keep mobile devices powered when the only power source is a Bosch 18-volt battery.

The dual-bay charger charges a fully depleted Bosch 18-volt battery in 85 minutes and a fully depleted 12-volt battery in 45 minutes. The charger also provides a 2.4 amp max USB port to power up cell phones and other mobile devices. The Dual Bay Charger is compatible with all Bosch 18-volt and 12-volt lithium-ion batteries.

The portable power adapter works with all Bosch 18-volt lithium-ion batteries to deliver power to any 5-volt USB or 12-volt DC devices. It's capable of charging two devices simultaneously.

(877) 267-2499  
www.boschtools.com

### Powerful lights are compact, practical

Bosch's new LED work lights fit the requirement for compact, lightweight and bright cordless lights that can go virtually anywhere and light up the darkest corners on a job site.

The Bosch GLI18V-300 provides 10 hours of light and features six LEDs for bright, 300-lumen illumination. The light folds for easy positioning and compact transportation and includes a hanger for overhead mounting. It weighs less than .69 pounds, not including battery, and is compatible with all Bosch 18-volt lithium-ion batteries.

The GLI12V-300 is compact, lightweight and bright. It offers six hours of illumination and is six sided for flexible positioning. It also has a hook for easy hanging to light up the job site. It weighs only .36 pounds, not including battery.

The lights' compact footprints make them easy to take anywhere.  
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### Thin repair mortar is versatile

If you're looking for a versatile product to make repairs, ChemMasters Inc., a 60-year-old manufacturer of specialty concrete chemicals used to improve, repair and protect concrete and masonry, offers a solution.

ChemMasters Thin Patch, a single component cementitious repair mortar for concrete substrates, can be used for thin repairs on horizontal, vertical and overhead surfaces ranging from featheredge to 1-inch deep applications in interior or exterior settings.

Thin Patch is polymer modified for enhanced durability and adhesion, with integral air entrainment for exceptional protection from damage caused by freeze/thaw cycles and deicing chemicals. It has superior finishing characteristics and can be used to create a smooth, broom, float or trowel finish on foundations, walls, sidewalks, driveways, steps or floors. Thin Patch has outstanding abrasion and impact resistance with high flexural, tensile and compressive strengths for long-lasting repairs to most concrete surfaces.

(800) 486-7866  
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**Primer reduces wait time for 'green' surfaces**

WearCoat 1080, a new penetrating epoxy primer from Coatings for Industry, drastically reduces the waiting time for priming "green concrete" surfaces.



With this primer, contractors can typically apply flooring just 10 days after pouring new concrete. This reduces the waiting period between pouring, priming and finishing by as much as 18 days, saving valuable time while accelerating project timelines.

WearCoat 1080 is a two-component, zero-VOC, 100 percent-solids epoxy primer. It works by penetrating concrete surfaces, chemically activating a powerful bond to the substrate to reduce the effects of vapor transmission. According to ASTM tests, it withstands 10 or more pounds of moisture vapor pressure over 1,000 square feet per 24 hours.

WearCoat 1080 is formulated to accept epoxy, polyaspartic or urethane mid- and topcoats, as well as standard flooring adhesives.

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Circle Reader Service Number 44

# Lead Generation SaaS:

## A new method to find customers

by Mathieu Picard

**F**INDING potential customers and successfully reaching them is a long and difficult process for most companies. Marketing actions businesses can take to create and build interest in a product or service make up lead-generation strategies. Lead generation describes the process of stimulating and capturing interest in a product or service to increase sales. It falls under the scope of direct marketing.

Marketing actions that rely on technology such as computer programs, database collection and the internet are the most common and are the foundation of lead-generation infrastructure solutions. However, lead-generation strategies also include direct contact through cold calling or events where sales representatives rouse interest through face-to-face interaction.

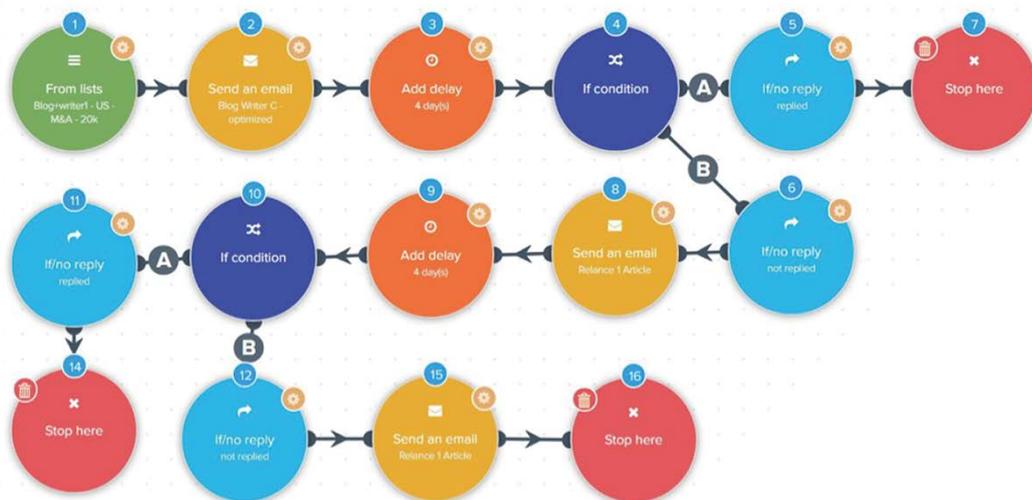
Some of these actions can become very repetitive and tedious. Lead generation infrastructures are an example of Software as a Service (SaaS) which provides the tools needed to automate these processes. The result is a qualified and organized database of prospects (leads) that your business can use to target your message.

Automation can simplify your business' direct marketing actions and allow you to focus your attention on following up on the leads. Using an email finder guarantees you a sustainable stream of prospects to contact and automated forms then allow you to identify which customers would be the most receptive to your final sales pitch.

The marketing landscape is evolving quickly and many marketing traditionalists may not have heard of these new approaches. Cutting-edge technology is making it possible to expand your customer base, multiply your growth and do so in a way that differentiates you from your competition.

### The advantages

There are many different digital and direct-marketing strategies available. Automating the processes through lead-generation infrastructure makes your outbound marketing significantly more efficient at an affordable price.



By far the cheapest direct marketing method is email marketing. Despite its low conversion rate, it has the highest return on investment available. Email marketing is an effective way to enhance traffic, visibility and sales which is why this approach boasts the highest ROI compared to other (much more expensive) methods. The low conversion rate can be improved in many ways and when you add in the expanded capabilities possible with lead-generation SaaS, it's clear that this is the best option for a tight marketing budget.

Make the best use of your valuable time by automating the most tedious and repetitive tasks. The use of a lead-generation infrastructure is a good way to guarantee a reliable and continuous stream of new leads for your company.

### How it works

Advanced search features that lead-generation infrastructures provide allow you to put together mass lists of contacts that fit your unique criteria. The lists are comprehensive and highly targeted so with each entry you increase your chances of contacting interested customers and converting them into viable leads.

For example, let's say a lot of your work involves installing or refinishing pool decks. Many of your clients live in similar neighborhoods and are in a certain income bracket or hold similar positions within

companies. Using advanced features, lead-generation firms can narrow the search of leads to match pool owners who meet those criteria. They use the information to build a highly targeted database of prospects you haven't reached yet.

An established company with a reliable lead-generation infrastructure can build massive, precisely targeted contact databases for customers all over the world in only a few days using back-end technology to mine data. An application-programming interface then crawls, extracts and verifies prospects' email addresses. Additionally, integrated Customer Relationship Management software allows you to launch a "drip mailing campaign" (a set of prewritten messages sent out on a predetermined schedule) with powerful retargeting and funnel generation. 📧

*Entrepreneur Mathieu Picard is part of the current "French Tech Revolution" happening in France. He has focused his expertise in lead generation, growth hacking and coding. In 2015, he launched Anyleads, an online SaaS company that helps professionals from all industries to reach their prospects with innovative and automated processes. He can be reached at [mathieu@anyleads.com](mailto:mathieu@anyleads.com).*



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# Training and Education is (Literally) Good for One and All

by Greg Iannone

SAW a meme recently that goes something like this:

CFO asks CEO: What happens if we invest in training and developing our people and then they leave us?

CEO: What happens if we don't and they stay?

I found this meme to be very telling as it relates to our industry. If you know me personally, or have read any article I've written pertaining to our industry, everything tends to come full circle and touches upon several themes — namely managed expectations and education/training.

For our industry to grow, we need to expand the decorative concrete pie so there is more of it being desired, specified and installed. How do we accomplish this? A marketing manager may say advertise nice pictures in a trade publication or other printed copy. Others may prefer social media marketing such as Facebook, Twitter, Instagram, LinkedIn or Pinterest. While both ways can have a positive effect, the marketing that has the most immediate and personal impact is “word-of-mouth” marketing.

## Expanding the pie

Decorative concrete done well, and properly maintained, is long-term free advertising. It's like having a huge billboard on the side of the road showcasing your work. Word-of-mouth advertising is one of the most effective ways to grow our industry. Conversely, poorly maintained or neglected decorative concrete is a black mark on the decorative industry. (Vol. 17, No. 3, April 2017, “In Search of New Revenue? Offer resealing option as part of your bid”)

With the recent Great Recession, the industry lost a lot of skilled labor. Hardworking, highly skilled craftsmen left the industry or, in many cases, the industry left them when the bottom fell out of the marketplace. Many were forced to find work in other industries.



Photo courtesy of Greg Iannone

Years ago, while living in Italy, I was fascinated by the craftsmen repairing and replacing the cobblestone streets. I noticed it was always the older men, and I mean old, doing all the skilled labor and the younger men seemingly disinterested in the trade. Fast forward to 2017, with demand up but skilled labor still at a deficit, how can we as a whole enlarge the decorative pie within our industry?

We have advocated long and hard for manufacturers and construction material suppliers to get on the same page and ensure that education and training opportunities are taking place to keep the decorative industry fully up to speed with changing regulations, new products and everchanging trends in the industry. Providing opportunities for contractors to learn a new skill or simply “up their game” is a key component to bettering our industry and “expanding the pie.”

## Fair brought out the best

Having recently changed jobs, I personally had the opportunity to participate in my new employer's, Solomon Colors/Brickform, Decorative Concrete Fair Aug. 17-19 in Springfield, Illinois.

The Decorative Concrete Fair brought together many of our industry's leading contractors such as Bob Harris (acid staining); Paul Schneider, Mike Archambault and Tom Dombalis (stamped concrete); Lance Boyer (exposed aggregate); Rachel Knigge-Bruce (stains, dyes and stencils); Troy Lemon (vertical overlays); Keefe Duhon (microtopping overlays); and Cory and Justin Huber (sprayed-on deck overlays), to name a few. Bent Mikkelsen with this magazine and the Concrete Decor RoadShow was also there participating.

There were opportunities to observe, ask questions, interact and, in some cases, get “dirty” by working side by side with these industry leaders. The Decorative

Concrete Fair was well attended by nearly 400 contractors, material suppliers and ready-mix producers from across the country and around the world including Asia, Europe, Central and South America. Other industry manufacturers, vendors and exhibitors included The Concrete Network, Concrete Contractor magazine, Kraft Tool, Blastrac, Pullman Ermator, Concrete Cares, Rattle Stick, Collomix, Floormaps Inc. and Decorative Surface Solutions Group.

Each evening culminated with the opportunity to attend an after-hours event and listen to industry experts such as Rocky Geans speak on helping contractors succeed in business. *Concrete Decor's* Mikkelsen, who also organizes the Concrete Decor Show, gave a state of the industry address. Harlan Baldrige talked about effective troubleshooting and Ed Mclean presented on issues associated with secondary reinforcing fibers and plastic shrinkage cracking.

The Decorative Concrete Fair was a success in that it brought together multiple manufacturers from throughout the concrete industry and contractors from across the country. It provided the venue and opportunity for those in the industry

to interact with each other and share stories and ideas about what each is seeing in their markets, what trends are evolving and what problems they are experiencing. It provided an atmosphere where education was provided, training given and networking across a large swath of our industry encouraged.

### Education is the key

Training and education, whether done on a large scale such as the Decorative Concrete Fair or on a more local level by a single manufacturer's representative, material supplier or contractor, can prove to be invaluable to our industry if it means we are providing knowledge and improving the skill level for the coming generation.

Providing training as a manufacturer and attending trainings and educational opportunities as a contractor are rarely convenient. It reminds me of a saying I heard the other day: "Training? I don't have time for training."

Training events and seminars cost money, and they take time away from "working." There's never really a good time to hold a training class or seminar. However,

those who see the advantages, who take the time to learn a little more, who are willing to share their own knowledge and ideas with others — those are the people who help our industry grow. They provide value and are a key component in helping to grow, nourish and enlarge our decorative pie.

Remember the meme at the beginning of this article?

CFO asks CEO: What happens if we invest in training and developing our people and then they leave us?

CEO: What happens if we don't and they stay?

Let us — as an industry — invest in each other as an effort to provide quality work that will cause our decorative pie to grow exponentially and become an ever-growing and sustainable piece of the construction marketplace. 🚚

*Greg Iannone is area sales manager for Solomon Colors/Brickform. He has worked in the concrete construction industry for more than 30 years and has provided training seminars throughout the U.S. and Puerto Rico, as well as Mexico and Japan. He can be reached at (801) 376-6750, (909) 434-3274 or giannone@solomoncolors.com.*

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**2018**  
decorative  
concrete  
**training  
guide**

**T**HE 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](http://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.



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www.barnscodecorative.com

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**Brickform/Solomon Colors**  
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Springfield, IL 62702

(800) 624-0261

www.brickform.com

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See our ad on page 21 · Reader Service 34



**Butterfield Color Inc.**  
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Aurora, IL 60506

(800) 282-3388

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 11 · Reader Service 06

ChemSystems Inc.  
10101 Genard Rd.  
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(713) 329-9066

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.



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See our ads on page 70 and Back Cover - Reader Service 08, 09

Concrete Solutions by Rhino Linings  
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(858) 410-6060  
www.concretesolutions.com

All Rhino Linings by Concrete Solutions systems restore or repair discolored or damaged concrete without breaking the bank. Our durable decorative concrete products, some of which offer chemical resistance, are used on various concrete surfaces both indoors and out.

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See our ad on page 32 · Reader Service 15



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See our ad on page 15 · Reader Service 17



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

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# 2018 decorative concrete training guide

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

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**Concrete Decor RoadShow**

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Brickform / Solomon Colors	●	●	●			●			
Concrete Decor RoadShow	●	●	●						

## COATINGS

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

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**Concrete Decor RoadShow**

Concrete Solutions by Rhino Linings

**GranQuartz**

H&C Decorative Concrete Products, by Sherwin-Williams

**Increte Systems, the Decorative Brand of Euclid Chemical**

**McKinnon Materials Inc.**

Niagara Machine Inc.

**StoneCrete Systems**

**Super-Krete Products by Arizona Polymer Flooring Inc.**

**Trinic LLC**

**Westcoat**

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Barnsco Decorative Concrete Supply	●	●	●			●			
Concrete Decor RoadShow	●	●	●						
Concrete Solutions by Rhino Linings	●	●	●			●			
GranQuartz		●	●	●		●			
H&C Decorative Concrete Products, by Sherwin-Williams				●		●		●	
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●		●	●
McKinnon Materials Inc.	●	●	●			●	●	●	
Niagara Machine Inc.	●	●	●			●	●	●	
StoneCrete Systems	●	●	●			●	●	●	
Super-Krete Products by Arizona Polymer Flooring Inc.	●	●	●	●		●			
Trinic LLC	●	●	●		●	●			
Westcoat	●	●	●	●		●	●	●	



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Lehigh White Cement Co.

**StoneCrete Systems**

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	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Barnsco Decorative Concrete Supply	●	●	●			●			
Butterfield Color Inc.	●	●	●	●		●	●	●	
The Concrete Countertop Institute	●	●	●	●	●	●	●	●	
Concrete Countertop Solutions	●	●	●				●		
Concrete Decor RoadShow	●	●	●						
Kingdom Products		●							
Lehigh White Cement Co.		●				●		●	
StoneCrete Systems	●	●	●	●		●	●	●	
Trinic LLC	●	●	●	●	●	●	●	●	

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	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Barnsco Decorative Concrete Supply	●	●	●			●			
Brickform / Solomon Colors	●	●	●						
Butterfield Color Inc.	●	●	●	●		●			
Concrete Decor RoadShow	●	●	●						
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●		●	●
Kingdom Products		●							
Trinic LLC	●	●	●	●		●		●	

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	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Brickform / Solomon Colors	●	●	●			●			
Butterfield Color Inc.	●	●	●	●		●	●		
Concrete Decor RoadShow	●	●	●						
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●		●	●
Kingdom Products		●							
Lehigh White Cement Co.		●				●		●	
Wagner Meters				●				●	

## OVERLAYS & TOPPINGS

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

**Barnsco Decorative Concrete Supply**

**Brickform / Solomon Colors**

**Butterfield Color Inc.**

ChemSystems Inc.

**Concrete Decor RoadShow**

Concrete Solutions by Rhino Linings

**GranQuartz**

H&C Decorative Concrete Products, by Sherwin-Williams

**Increte Systems, the Decorative Brand of Euclid Chemical**

**Kingdom Products**

Lehigh White Cement Co.

**McKinnon Materials Inc.**

Runyon Surface Prep Rental & Supply

**StoneCrete Systems**

**Super-Krete Products by Arizona Polymer Flooring Inc.**

**Trinic LLC**

**Westcoat**

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Barnsco Decorative Concrete Supply	●	●	●			●			
Brickform / Solomon Colors	●	●	●			●			
Butterfield Color Inc.	●	●	●	●		●	●	●	●
ChemSystems Inc.	●	●	●	●		●			
Concrete Decor RoadShow	●	●	●						
Concrete Solutions by Rhino Linings	●	●	●			●			
GranQuartz		●	●	●		●			
H&C Decorative Concrete Products, by Sherwin-Williams				●		●		●	
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●		●	●
Kingdom Products		●							
Lehigh White Cement Co.		●				●		●	
McKinnon Materials Inc.	●	●	●			●	●		
Runyon Surface Prep Rental & Supply	●	●	●						
StoneCrete Systems	●	●	●	●		●	●	●	
Super-Krete Products by Arizona Polymer Flooring Inc.	●	●	●	●		●			
Trinic LLC	●	●	●	●		●	●	●	
Westcoat	●	●	●	●		●	●	●	

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

For more information, go to [www.ConcreteDecor.net/education/training](http://www.ConcreteDecor.net/education/training)

## POLISHING & GRINDING

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

	Seminars			Online		Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Technical Support	
All Star Rents Prep & Polish Division	●	●	●	●	●	●
Aztec Products	●	●	●	●	●	●
<b>Barnsco Decorative Concrete Supply</b>	●	●	●	●	●	●
<b>Concrete Decor RoadShow</b>	●	●	●	●	●	●
<b>Concrete Polishing HQ</b>	●	●	●	●	●	●
<b>GranQuartz</b>	●	●	●	●	●	●
H&C Decorative Concrete Products, by Sherwin-Williams	●	●	●	●	●	●
<b>Husqvarna Construction Products</b>	●	●	●	●	●	●
Niagara Machine Inc.	●	●	●	●	●	●
Runyon Surface Prep Rental & Supply	●	●	●	●	●	●

## POOLS & WATER FEATURES

(Includes Pool Decks/Coping, Water Features)

	Seminars			Online		Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Technical Support	
<b>Concrete Countertop Solutions</b>	●	●	●	●	●	●
<b>Concrete Decor RoadShow</b>	●	●	●	●	●	●
H&C Decorative Concrete Products, by Sherwin-Williams	●	●	●	●	●	●
<b>Kingdom Products</b>	●	●	●	●	●	●
<b>McKinnon Materials Inc.</b>	●	●	●	●	●	●

Find and use the **Online Training Guide** at [www.ConcreteDecor.net/education/training](http://www.ConcreteDecor.net/education/training)

## RESTORATION & MAINTENANCE

(Includes Cleaning, Color & Aggregate Matching, Color Restoration, Crack Repair, Grout Repair, Patching, Resealing, Resurfacing, Sealing)

	Seminars			Online		Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Technical Support	
Aztec Products	●	●	●	●	●	●
<b>Barnsco Decorative Concrete Supply</b>	●	●	●	●	●	●
<b>Brickform / Solomon Colors</b>	●	●	●	●	●	●
<b>Concrete Decor RoadShow</b>	●	●	●	●	●	●
Franmar	●	●	●	●	●	●
<b>GranQuartz</b>	●	●	●	●	●	●
H&C Decorative Concrete Products, by Sherwin-Williams	●	●	●	●	●	●
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●	●
<b>McKinnon Materials Inc.</b>	●	●	●	●	●	●
Niagara Machine Inc.	●	●	●	●	●	●
Runyon Surface Prep Rental & Supply	●	●	●	●	●	●
<b>StoneCrete Systems</b>	●	●	●	●	●	●
<b>Super-Krete Products by Arizona Polymer Flooring 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			Online		Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Technical Support	
Aztec Products	●	●	●	●	●	●
<b>Barnsco Decorative Concrete Supply</b>	●	●	●	●	●	●
<b>Brickform / Solomon Colors</b>	●	●	●	●	●	●
<b>Butterfield Color Inc.</b>	●	●	●	●	●	●
ChemSystems Inc.	●	●	●	●	●	●
<b>Concrete Countertop Solutions</b>	●	●	●	●	●	●
<b>Concrete Decor RoadShow</b>	●	●	●	●	●	●
<b>Concrete Polishing HQ</b>	●	●	●	●	●	●
Concrete Solutions by Rhino Linings	●	●	●	●	●	●
<b>GranQuartz</b>	●	●	●	●	●	●
H&C Decorative Concrete Products, by Sherwin-Williams	●	●	●	●	●	●
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●	●
<b>Kingdom Products</b>	●	●	●	●	●	●
<b>McKinnon Materials Inc.</b>	●	●	●	●	●	●
Niagara Machine Inc.	●	●	●	●	●	●
Runyon Surface Prep Rental & Supply	●	●	●	●	●	●
<b>StoneCrete Systems</b>	●	●	●	●	●	●
<b>Super-Krete Products by Arizona Polymer Flooring Inc.</b>	●	●	●	●	●	●
<b>Trinic LLC</b>	●	●	●	●	●	●
<b>Westcoat</b>	●	●	●	●	●	●



## STAMPING & TEXTURING

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

	Seminars			Online		Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Technical Support	
<b>Barnsco Decorative Concrete Supply</b>	●	●	●	●	●	●
<b>Brickform / Solomon Colors</b>	●	●	●	●	●	●
<b>Butterfield Color Inc.</b>	●	●	●	●	●	●
ChemSystems Inc.	●	●	●	●	●	●
<b>Concrete Decor RoadShow</b>	●	●	●	●	●	●
Concrete Solutions by Rhino Linings	●	●	●	●	●	●
<b>GranQuartz</b>	●	●	●	●	●	●
H&C Decorative Concrete Products, by Sherwin-Williams	●	●	●	●	●	●
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●	●
<b>Kingdom Products</b>	●	●	●	●	●	●
<b>McKinnon Materials Inc.</b>	●	●	●	●	●	●
Runyon Surface Prep Rental & Supply	●	●	●	●	●	●
<b>StoneCrete Systems</b>	●	●	●	●	●	●
<b>Westcoat</b>	●	●	●	●	●	●

# TRAIN with the PROS



## IT'S ALL SYSTEMS GO for the 2017 Concrete Decor Show

The Concrete Decor Show will go on Monday through Thursday, Nov. 6-9, at the Innisbrook Resort and Golf Club just north of Tampa in Palm Harbor, Florida. The popular resort on Florida's west coast sustained minimal damage during the recent deluge of Hurricane Irma.

This year's educational offerings will cover seven different areas: coatings, countertops, hardscaping and vertical, overlays and toppings, polishing, staining and coloring, and stamping. Professionals from across the industry including consultants, contractors, manufacturers and distributors will partake in panel discussions covering each topic, conduct hands-on workshops to improve various locations at the Innisbrook Resort and present a variety of topic-focused seminars.

"We've changed up this year's schedule to ensure that no educational offerings overlap with the expo's hours," says show organizer and *Concrete Decor* magazine publisher, Bent Mikkelsen.

"Contractors won't have to choose how to divide their time between taking classes and visiting exhibits because they will be offered at different times," he says. Classes,

workshops and panel discussions will be held in the mornings, with the expo open to industry patrons in the afternoons.

Several outdoor demonstrations are scheduled throughout the show including applications of decorative treatments to insulated concrete forms and power trowel polishing that will showcase Lavina attachments, slurry management systems, coverings and guard applications. Additional demonstrations from industry magnets such as Bob Harris, Rick Lobdell, Rachel Knigge, Keefe Duhon, Troy Lemon and others are also on the show's packed docket.

Each of the seven areas of emphasis in this year's event will include a panel discussion followed by technical sessions, one of which will focus on business strategies, as well as hands-on workshops to improve areas of the resort.

Now through Nov. 5, admission for this year's educational offerings includes

an All-Inclusive Package at the bargain price of \$435. The best deal going, the package allows participants access to 70+ hours of education including all workshops, panels and seminars, as well as admission to the expo from noon to 6 p.m. Wednesday and Thursday. It's the only package offered that includes admission to the expo.

- \$435** All-Inclusive Package (workshops and seminars plus exhibits Wednesday and Thursday)
- \$310** Monday and Tuesday, education only
- \$230** Monday through Thursday, seminars and panels only (no workshops)
- \$100** Wednesday, education only
- \$100** Thursday, education only
- \$25** Wednesday and Thursday, exhibits only

Unlike in years past, the hands-on workshops cannot be purchased individually. Workshop size is limited so interested parties are urged to register early to confirm participation.

To help promote networking and coating technologies education, Covestro is on board this year as a sponsor. Beginning at 5:30 p.m. on Tuesday, Nov. 7, education pass holders are invited to an exclusive



expo kick-off party complete with hors d'oeuvres and cocktails on the show floor.

A golf tournament on the PGA Copperhead course is also scheduled for Tuesday. Other gatherings are in the works, including the ever-popular women in concrete reception at 6:30 p.m. Wednesday and the Decorative Concrete Hall of Fame induction and dinner beginning at 6:30 p.m. Monday.

Tickets to the Decorative Concrete Hall of Fame are \$85, which covers dinner and drinks.

Innisbrook, a Salamander hotel and resort, is a premium PGA golf destination situated amid 900 wooded acres of Florida Gulf Coast property. To make reservations, call the resort at (888) 794-8627 and mention the Concrete Decor Show.

The 2017 show will provide a convenient venue where concrete contractors, artisans, manufacturers, suppliers and distributors can rub shoulders with the biggest names and brands in the decorative concrete industry, pick up useful tips, discover new business strategies and enjoy extensive networking

opportunities. This year's lineup will feature comprehensive business and training workshops, live demonstrations and state-of-the-art exhibits.

After this year, the show will change from an annual event to one presented

biennially. The next one is scheduled to be held in Texas in 2019.

For more information or to register for this year's event in Palm Harbor, go to [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com) or call (877) 935-8906.

## DECORATIVE CONCRETE HALL OF FAME

This year four men will be inducted into the Decorative Concrete Hall of Fame:

**Ben Ashby** of Stonecrete Systems, Orem, Utah – Ashby developed a unique method for making concrete countertops look like beautiful natural stone without using topical stains or dyes and with no polishing required.

**Dave DeAngelis** of Architectural Paving Systems, Tulsa, Oklahoma – As Bomanite's first technical director, DeAngelis was instrumental in educating contractors nationwide with workshops on tooling, materials and techniques. He began imprinting concrete in 1976 and his latest addition to decorative concrete is a versatile vertical wall imprinting system.

**Glen Roman** of Staintec, Rancho Cucamonga, California – Roman is best known in the decorative concrete industry for his in-depth knowledge of sandblasted stencil application.

**Francis "Sully" Sullivan** (deceased) of Sullivan Concrete Textures, Newport Beach, California – Sullivan introduced architectural concrete paving to Southern California in the 1960s. He proved to be a true pioneer and innovator within the concrete industry and it became his life's passion.

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# CONCRETE DECOR SHOW EDUCATION PREVIEW

## COATINGS

### WORKSHOP

#### **Metallic Manipulations on Countertops**

*Darryl Bates, Excalibur Surfaces*

**2 parts: Monday, Nov. 6, 8 AM – 5 PM & Tuesday, Nov. 7, 8 AM – 5 PM**

Metallic epoxies are all the rage these days for concrete flooring applications. Now these metallic epoxies along with new technology and advanced application techniques will turn two poolside cabanas' "painted" concrete countertops into spectacular multicolored service counters. In this workshop, expert applicators/trainers from Las Vegas will teach you how to use innovative tools to create one-of-a-kind applications with inlays, objects and glow pigments. The Innisbrook Resort is looking for a fun and exciting transformation that drives resort guests to this entertainment hub day and night. Prepare to learn new skills that expand your business offerings and earning potential.

### PANEL

#### **Coatings and Sealers: The Skinny on Why Solids Content and Application Methods Really Matter**

**Tuesday, Nov. 7, 8 AM – 9 AM**

If you or members of your team are involved in applying coatings to concrete surfaces and other cementitious toppings, this panel discussion is an essential first stop on your path to better results and a stronger working knowledge of coatings and proper application methods. Too often, coatings or sealers are the culprit for callbacks and dissatisfied customers because the coating selection didn't align with traffic or environmental requirements. Furthermore, the selected method of application or weather-related issues can be blamed. This panel discussion will uncover challenges that when addressed properly will deliver the professional results you're looking for and customers expect. Bring your questions and current job site challenges to this meeting of industry experts to get the answers you need to succeed.

### SEMINAR

#### **Sealers for Decorative Concrete — Selection and Application**

*Chris Sullivan, ChemSystems Inc.*

**Tuesday, Nov. 7, 9:15 AM – 10:30 AM**

Sealers for decorative concrete are NOT all the same. They provide various levels of protection, can intensify color, accent textures and produce finishes ranging from matte to high gloss. No matter the sealer, there are steps that can be taken to increase the level of success. This presentation will provide in-depth discussion on sealer makeup, selection and application guidelines. Maintenance and best practices for resealing will also be discussed.

### SEMINAR

#### **The Wild World of Metallic Epoxies**

*Keefe Duhon, Concrete Revolution LLC*

**Tuesday, Nov. 7, 9:15 AM – 10:30 AM**

Home and business owners are bolder than ever these days! Whether new construction or renovation, the days of cookie-cutter options are becoming a thing of the past. One way to set your home or office apart is by installing high-profile, custom epoxy flooring. This seminar will discuss the importance of surface preparation, durability, the effects of a proper base coat, and the various color techniques and applications to elevate your metallic epoxy floors well above alternative flooring options.

### SEMINAR

#### **High-Performance Coatings for Industrial and Decorative Concrete**

*Steven Reinstadtler, Covestro*

**Tuesday, Nov. 7, 10:45 AM – Noon**

Through extensive case studies, this seminar will explore the history and basic science behind modern polyurethane and polyaspartic floor coatings, emphasizing high-performance coatings and sealers made with 1K and 2K polyurethane, 2K polyaspartic and 1K waterborne UV-cured resins. Sustainable and green, these coatings and sealers offer excellent color and gloss retention, and resist abrasions, scratches and chemicals. Participants will learn how to safely prep for, use, handle and apply these coatings in a variety of settings.

### SEMINAR

#### **Dealing with Moisture in Concrete**

*Amedeo Cilli, Architectural Concrete Excellence*

**Tuesday, Nov. 7, 10:45 AM – Noon**

Excess moisture in concrete is a common problem decorative concrete pros encounter on a daily basis. Higher moisture levels cause all kinds of problems in your projects, including delamination and complete job failure. Learn how to avoid these situations and protect your next decorative concrete project with a moisture vapor barrier.

## COUNTERTOPS

### PANEL

#### **Managing Customer Expectations of Concrete Countertops**

*Moderator: Ben Ashby, Stonecrete; Panelists Jeff Girard, The Concrete Countertop Institute; Josh Thiel, Thiel Studios; Troy Lemon, Cornerstone Decorative Concrete; Jonathan Haywood, Béton Studio*

**Monday, Nov. 6, 8 AM – 9 AM**

Concrete countertops are the rage. They can also stimulate outrage! Why? Because expectations change when the word concrete gets used with countertops and other precast applications. Suddenly, customers' newfound love for concrete gets precarious for contractors that have the skills, but just can't get customers onto the

same page. This panel discussion will tap industry experts who know the ropes and yet still run into problems. Mix designs, templating, precast versus wet cast, use of color, sealers, maintenance programs and tips and tricks are the focus of this important meeting for concrete fabricators young and old. It's where you'll find the answers to your most pressing technical questions and where new relationships and networking happen.

### SEMINAR

#### **Create GFRC Countertops and More**

*Jeffrey Girard, P.E., The Concrete Countertop Institute*

**Monday, Nov. 6, 9:15 AM – 10:30 AM**

Glass fiber reinforced concrete (GFRC) is the latest technology for producing high-quality, high-performance, lightweight concrete countertops, sinks, fire pits and three-dimensional creations. Get step-by-step details, illustrated with an extensive collection of photos, of how to use GFRC to make all sorts of durable and marketable precast concrete creations. Students will learn a from-scratch GFRC mix design, plus understand how each of the ingredients works together to create a high-performance finished product.

### SEMINAR

#### **Communicating the Capabilities of Concrete**

*Jonathan Haywood, Beton Studio*

**Monday, Nov. 6, 10:45 AM – Noon**

Concrete has been a fundamental part of our society and infrastructure for literally thousands of years. When you ask five prospective customers what comes to mind first when they think of concrete you get five different answers. That's a challenge we face today as business owners and it's your job to educate customers while communicating the sophisticated and exciting new ways it can be used indoors and outdoors. Whether you're involved in precast concrete applications or not, artisan Jonathan Haywood will tell you how he has grown his business with messages that communicate his passion and capabilities. It's here consumer expectations are harnessed and where each job can ensure the greatest opportunity for success.

### WORKSHOP

#### **Step-by-Step: Build a Floating Bathroom Vanity with Integrated Sink**

*Josh Thiel, Thiel Studio Designs*

**2 parts: Tuesday, Nov. 7, 8 AM – 5 PM & Wednesday, Nov. 8, 8 AM – Noon**

Learn how to plan for and fabricate a lightweight wall-mounted vanity top using GFRC (glass fiber reinforced concrete). Get the details on how to build a custom sink mold, design a contemporary slot drain and embed the necessary hardware to make plumbing hook-up easy. Workshop activities will focus on building materials, forming, proper mix designs, spraying techniques, polishing, slurry filling and sealing.

# CONCRETE DECOR SHOW



Many tips and tricks will be demonstrated to eliminate common fabrication and processing headaches and to address common issues such as repairs when things don't go as planned. As a bonus, fabrication design details will be shared highlighting the use of engineered support brackets.

## HARDSCAPING & VERTICAL

### WORKSHOP

#### Adorned by Amethysts: Faux Bois Concrete Sculpture to Take Shape

*Cindee Lundin, The Studio by Cindee Lundin*

**2 parts: Monday, Nov. 6, 8 AM – 5 PM & Tuesday, Nov. 7, 8 AM – 5 PM**

An influential decorative artist for more than 20 years, Cindee Lundin will lead a creative workshop at the Innisbrook Resort's Salamander Spa that explores faux bois, an artistic technique used to imitate wood and wood grains. Participants will help Lundin create a concrete sculpture that involves building an armature using rebar, mesh, foam and recycled materials and then carving it to resemble a wooden feminine figure. The statute will be situated on an ornate "concrete rug" that features repetitive designs made with molds, cement and embedded objects, including amethysts. Participants will also get the opportunity to create textures using stencils, stamps and other tools.

### PANEL

#### Mining for Talent in the Decorative Concrete Industry

*Moderator: Richard Rhoades, construction manager at Walt Disney Imagineering; Panelists: Karen Keyes, The Art of Concrete LLC; and Cindee Lundin, The Studio by Cindee Lundin*

**Wednesday, Nov. 8, 8 AM – 9 AM**

Finding good help plagues construction companies nationwide. In decorative concrete, companies large and small face daily frustrations with disengaged and unqualified workers. This problem threatens our businesses as shoddy workmanship edges customers closer to choosing alternative products. Using concrete materials as finishing solutions to fool the eye elevates workmanship to a premium. That's why decorative concrete requires mentorship and apprenticeship training to develop underlying skills on which to build lucrative careers in decorative and architectural concrete. In this

panel discussion, an industry-leading team of acclaimed experts in decorative concrete will shed new light on the what, where, when, why and how we must look for to cultivate our industry's talent and future leaders. This panel is highly recommended for attendees and exhibitors.

### SEMINAR

#### Designing with Decorative Concrete

*Karen Keyes, The Art of Concrete LLC*

**Wednesday, Nov. 8, 9:15 AM – 10:30 AM**

Designing with decorative concrete can be an exciting yet daunting task. Since there are thousands of possibilities, where does one begin? In this seminar, Karen Keyes will dive into the options available in the exterior concrete finish world and decipher the pros and cons between each finish based on setting, budget and design intent. By the end of this seminar, participants will be equipped with the knowledge to help decide on finishes or guide the design team into appropriate concrete decisions.

## OVERLAYS & TOPPING

### WORKSHOP

#### Explore the Design Versatility and Functionality of Microtoppings

*Brian Farnsworth, Cement Colors Inc., and Troy Lemon, Cornerstone Decorative Concrete*

**2 parts: Monday, Nov. 6, 8 AM – 5 PM & Tuesday, Nov. 7, 8 AM – 5 PM**

Concrete aesthetics play a major role in both residential and commercial construction. Whether bringing an old slab back to life or creating character in a new pour, microtoppings provide the design versatility and functionality to accommodate the ever-evolving trends in decorative concrete. In addition to an overview of the many finishes available with microtoppings, this workshop will focus on installing a troweled topping that includes layering colors in addition to using metallics and placing the Salamander Resort logo. Participants will walk away with hands-on experience installing a low-cost material that provides the ease of use and versatility to meet a broad range of customer needs.

### PANEL

#### Overlays: A Powerful Business Opportunity

**Tuesday, Nov. 7, 1 PM – 2 PM**

Polymer modified cements are one of the most versatile products in decorative concrete. They are embraced in the flooring restoration market for their abilities to deliver high-end solutions on concrete and wood surfaces indoors and out. Used in conjunction with waterproofing systems, the range of colors, textures and design options make overlays a powerful and profitable business opportunity. In this panel discussion experts in manufacturing and installation will discuss these products, their reasons for success along with the shortest road to failure when critical steps in preparation, application, coloring, coating

# EDUCATION PREVIEW

and maintenance are overlooked. Prepare to get your most pressing questions answered while discovering tips and techniques that customers will rave about.

### SEMINAR

#### Install Polishable Overlays on Existing Slabs with Consistent Results

*Michael F. Tracy, Ardex Americas*

**Tuesday, Nov. 7, 2:15 PM – 3:30 PM**

Although many end users, architects and engineers associate polished concrete with new slabs, this design alternative has had a surge in popularity that has extended the application to existing surfaces. Typically performed in conjunction with a renovation project, polishing existing concrete presents a unique set of challenges ranging from spalling and deterioration of the existing concrete to unlevel, cracked and contaminated surfaces. Because existing spaces often have slabs of varying ages, finishes, textures and mix designs, contractors must install polishable overlays over properly prepared substrates as the foundation for success. This seminar will discuss proper preparation of the substrate for a polishable overlay, chemical bonding techniques and a step-by-step process that can be used to produce an overlay with repeatable properties and characteristics acceptable to today's end user.

### SEMINAR

#### Strengthen Your Company Image with Solid Branding

*Brandon Farmer, Pixter*

**Tuesday, Nov. 7, 2:15 PM – 3:30 PM**

You do beautiful installation work and the results speak for themselves. But does your company image and brand identity speak to that same level of quality? With just a glance at your website, it takes the modern consumer a mere 50 milliseconds to form an opinion of your company. Establishing an appealing brand identity with your logo, website, business cards and other components is as important as using enough powdered release — it leaves a solid first impression and brings more customers through the door. This course will cover the core elements every strong brand needs, with practical approaches on how to go about developing them.

### SEMINAR

#### Preparing Concrete Surfaces for Coatings and Overlays

*Mark Haen, Arizona Polymer Flooring*

**Tuesday, Nov. 7, 3:45 PM – 5 PM**

This course covers the ins and outs of concrete surface prep for coatings and overlays. Discussion will include the pros and cons of owning the necessary equipment, renting it or hiring out. Machinery requirements for different applications and how to conform with the industry's ICRI (International Concrete Repair Institute) and CSP (Concrete Surface Profile) standards will be covered. Instructor will advise how to economically fix problems that may occur during a company's "learning stage" and what thickness to apply various prep coatings to avoid pitfalls.

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# CONCRETE DECOR SHOW

## SEMINAR

### Working with a Diverse Labor Force

Julio Hallack, *Concrete by Hallack*

**Tuesday, Nov. 7, 3:45 PM – 5 PM**

Do you want to get in on the secret of how to motivate employees to do their best every day? How about methods you can use to get them to retain knowledge and procedures necessary to do a quality job? Learn how to manage a productive and profitable workforce from one of the successful masters of the trade. During this insightful class, Julio Hallack will reveal methods he uses to encourage company loyalty, team building and excellent craftsmanship.

## WORKSHOP

### Use Overlay to Add Flagstone Finesse to Pool Deck

Gregg Hensley, *Stone Edge Surfaces*

**2 parts: Wednesday, Nov. 8, 8 AM – Noon & Thursday, Nov. 9, 8 AM – Noon**

Beginning with a materials and tools introduction, this hands-on workshop will guide students on proper surface preparation and show them how to install a stamped flagstone overlay system on an elevated deck and steps at the Innisbrook Resort's Cypress Pool. The workshop will include preparing a mixing station and discussing procedures for maintaining productivity while avoiding common mistakes. Participants will take part in placing an overlay before stamping the surface with texture skins and spraying a base color. Students will then carve the surface to create a flagstone pattern with grout lines and accent the stones with contrasting colors to mimic real stones. As a final touch, students will apply an antiquing system to create even further depth before sealing the overlay with acrylic sealer.

## POLISHING

## WORKSHOP

### Polished Overlay to the Rescue

Adrian Henry, *Nex Systems*

**2 parts: Monday, Nov. 6, 8 AM – 5 PM & Tuesday, Nov. 7, 8 AM – 5 PM**

When polished concrete is not the answer, often it's a polished overlay that comes to the rescue and wows customers. The fixation toward polished concrete is elevated to new heights when customers experience polished overlays. In this workshop, leading industry expert Adrian Henry, along with support from technical experts with leading industry manufacturers, will guide you through the process of site preparation, surface repairs, application, coloring, polishing and stenciling of a 2,000-square-foot meeting space at the Island Golf Course Clubhouse at the Innisbrook Resort. Whether you are new to concrete polishing or have been polishing concrete for years, this workshop will build on your skills and increase your ability to market your services.

## PANEL

### Addressing the Changing Needs for Polished Concrete Maintenance and Cleaning

*Moderator: Bob Harris, Structural Services Inc.; panelists: Joe Reardon, Diamatic; David Padgett, Concrete Polishing Solutions; and Adrian Henry, Nex Systems*

**Wednesday, Nov. 8, 8 AM – 9 AM**

The "one size fits all" concept no longer applies to cleaning and maintenance chemicals. While polishing contractors are constantly refining application methods for myriad concrete surfaces, the demand for more detailed cleaning and custom-designed maintenance programs is front and center for many business owners. Learn from leading industry experts encompassing a consultant, an applicator and manufacturers about how changing chemistries has affected how to approach maintaining polished concrete floors. Special attention will be given to cleaners, pads and maintenance cycles, and how each maintenance procedure varies even within one project. This one-of-a-kind panel discussion will provide an overall assessment of the evolution of the industry and how to better adjust your outlook on your projects.

## SEMINAR

### Bidding Tips for Profit

David Padgett, *Concrete Polishing Solutions*

**Wednesday, Nov. 8, 9:15 AM – 10:30 AM**

This seminar will empower polishing and grinding contractors to be profitable on every job and keep their clients satisfied with the quality of their work. The presentation focuses on preparing for success from qualifying leads and bidding responsibly to setting client expectations and pricing jobs.

## SEMINAR

### Successful Concrete Flooring from Start to Finish

Joe Reardon, *Diamatic*

**Wednesday, Nov. 8, 10:45 AM – Noon**

Whether your company is polishing existing surfaces or freshly installed concrete, this seminar will cover the key factors you need to know for success and profitability. Attendees will learn the importance of evaluating a project before the work starts, including identification and verification of job details and proper costing. Attention will be given to proper product selection and application, from diamond abrasives to chemical treatments. Special focus will be given to maintenance and repair, the most commonly overlooked details for achieving long-term customer satisfaction and referrals.

## STAINING & COLORING

## PANEL

### Reel in the Jobs with the Right Staining Technique

*Steven Ochs, Southern Arkansas University; Federico Jasso, Servicios Proconsa; Shellie*

# EDUCATION PREVIEW

*Rigsby Cordell, Acanthus; and Rick Lobdell, Concrete Mystique*

**Monday, Nov. 6, 1 PM – 2 PM**

Staining concrete is like fishing. Unless you know what works best for the fish you're after, you won't have much success. Concrete surfaces, too, are as varied as there are fish in the sea. Unless you know concrete and can read its signs, staining applications will likely lead to ongoing problems and unhappy customers. In this panel discussion, leading industry experts will address why things go wrong and how to ensure things go right. They'll discuss ways to match concrete stains to the right surfaces, how to properly prepare concrete for reactive or acrylic stains, best practices for protecting coloring applications and how to guard your project and keep anxious customers from rushing this technical application process. Addressing these issues and more will have you reeling in more jobs in no time.

## SEMINAR

### Troubleshooting Acid Stain on Concrete

Federico Jasso, *Servicios Proconsa*

**Monday, Nov. 6, 2:15 PM – 3:30 PM**

Taught by a contractor with nearly 20 years of experience in staining and protecting concrete on large and medium-sized commercial and residential projects, this class will cover common failures in the acid stain process. Topics will be organized by technique and concept, covering common mistakes in concrete surface preparation including how to prevent, detect and remedy problems whether they are your own or from a predecessor's "failing job." The complete application process will be discussed step by step. Surface protection and maintenance programs will also be covered.



## SEMINAR

### Design Theory

Rick Lobdell, *Concrete Mystique Engraving*

**Monday, Nov. 6, 2:15 PM – 3:30 PM**

Learn quick and easy techniques for laying out patterns without stencils or templates. A classically trained artist with a master's in fine arts, Rick Lobdell breaks down the math it takes to be successful at design. He will show you how to lay out everything from a basic tile pattern and more intricate ashlar slate designs to plotting points for elaborate medallions.

# CONCRETE DECOR SHOW

## SEMINAR

### Talking in Color

*Steven Ochs, Southern Arkansas University*

**Monday, Nov. 6, 3:45 PM – 5 PM**

This seminar addresses one of the most challenging elements of design. It will provide examples of color theory, lighting anomalies, custom blending and, most importantly, how to communicate in color. Using color theories that have been employed by artists and designers throughout history, well-known community muralist and art professor Steven Ochs will present concepts that can be applied to the decorative concrete industry and techniques for conversing with clients. A digital version of the complete presentation will be provided for each participant. Live demonstrations will be conducted to witness the theories firsthand.

## SEMINAR

### Advanced Concrete Staining Applications – The Artistry of Color, Texture and Cohesive Design

*Shellie Rigsby Cordell, Acanthus*

**Monday, Nov. 6, 3:45 PM – 5 PM**

Advanced Concrete Staining Applications is a fast-paced, powerhouse of ideas and techniques that blasts the lid off traditional applications. Participants in this career-enhancing class will explore a wide variety of innovative material selections, advanced techniques and unexpected project opportunities that expand their potential like never before, including even changing the color of stone! They'll go way beyond flat concrete to diverse surfaces such as spectacular high-rise building exteriors, historic restoration, ceilings, vertical surfaces, doors and drywall. Topics include color systems, reactive stains, passive stains, penetrating and topical color systems and color layering. In addition, Shellie Cordell will discuss color saturation, opacity, translucence and other effects and methods that deliver superior results.

## WORKSHOP

### Applying the Salamander

**2 parts: Wednesday, Nov. 8, 8 AM – Noon & Thursday, Nov. 9, 8 AM – Noon**

*Stephen Ochs, Southern Arkansas University; and Shellie Rigsby Cordell, Acanthus*

Industry veterans Steven Ochs and Shellie Rigsby Cordell will teach you amazing methods they've devised over the years for turning concrete surfaces into public works of art. A golf cart path at the Innisbrook Resort provides you with this one-of-a-kind opportunity. In this workshop, you'll learn surface preparation, stenciling, coloring techniques, detailing and sealing of a popular resort's logo on a cart path at one of the resort's PGA golf courses that's next to one of the most popular outdoor restaurants. What you learn in this hands-on workshop will enable you to seize new business opportunities you may have earlier passed on due to a lack of confidence

or ability. This onsite workshop is also a great resume builder.

## STAMPING & TEXTURING

### PANEL

#### Solid Advice and Solutions for Stamped Concrete

*Moderated by Bob Harris, Structural Services Inc.*

**Thursday, Nov. 9, 8 AM – 9 AM**

Stamped concrete can be one of the most durable and beautiful concrete applications in the decorative concrete industry provided a contractor has a solid understanding of proper mix design, additives, project layout, tooling, coloring, manpower and much more. In this panel discussion, industry experts will discuss these critical details that improve productivity, workmanship and profits. If you are just getting started or have been stamping concrete for years, this panel will deliver solid advice and solutions to your most pressing project needs.

### WORKSHOP

#### Poolside Perk-up Through Stamping and Scoring

*Marshall Hoskins, Butterfield Color*

**2 parts: Monday, Nov. 6, 8 AM – 5 PM & Tuesday, Nov. 7, 8 AM – 5 PM**

Successful and artistic stamped concrete results are achieved with proper techniques, materials, tools and a keen eye for detail. This two-day hands-on training workshop that will spruce up the Loch Ness pool area at the Innisbrook Resort will cover the use of both stamp patterns with grout lines incorporated in the tools and texture skins with a scored pattern. Participants will work with colored powder release and liquid release in combination with a secondary highlighting coloration technique. The workshop will also incorporate the use of decorative form liners to create radius cantilevered steps, knee wall sections, columns and a fire pit.

### SEMINAR

#### Developing a Profitable Business Model for a Small to Mid-size Concrete Company

*Will Mattingly, Mattingly Concrete Inc.*

**Thursday, Nov. 9, 9:15 AM – 10:30 AM**

Now at the helm of his family-owned business for the past five years, Will Mattingly will share the hardships and successes he has encountered while growing the 30-year-old company and expanding its services, mainly concentrating on decorative residential and commercial restoration projects. This session will cover how office, estimating and sales are related, and how technology can improve both internal and external communications. Having a clear vision of the company's direction, setting goals, motivating employees, developing leaders and maintaining quality is imperative to long-term

success. Knowing and believing in your company, its people and your value to customers along with an ongoing focus on skills development are just some of the anecdotes for success that Mattingly will discuss to help you address tomorrow's challenges.

### SEMINAR

#### Integral Color Best Practices

*Rich Cofoid, Increte Systems/Euclid Chemical*

**Thursday, Nov. 9, 9:15 AM – 10:30 AM**

For projects large and small, integrally colored concrete is still the most widely specified and used decorative surface option. As its use continues to grow and gain wider acceptance, so do the chances of a less than perfect outcome. This course will identify how the concrete mix, placing and finishing all affect the outcome. Since so many factors influence the final color, these projects truly are a partnership between ready-mix producers and contractors. Discussions include managing customers' expectations and expert tips for mixing, placing and finishing.

### SEMINAR

#### Avoid the Top 10 Mistakes of Colored & Textured Concrete Placement

*Todd Scharich, American Society of Concrete Contractors*

**Thursday, Nov. 9, 10:45 AM – Noon**

Expectations increase when concrete is placed with color, or color and texture. Understanding how to avoid the most common, but repeated, issues will save contractors from wasted time, potential litigation and profit loss. The instructor will share the most common correctable mistakes he has identified from calls and emails into the ASCC Decorative Concrete Hotline over the last five years. Topics to be discussed include color placement and finishing, texturing and sealers, as well as a host of other preventable issues. Best practices learned will help contractors avoid these issues and keep their hard-earned money in their pockets.

### SEMINAR

#### Stencils for Sand Finishes, Exposed Aggregate, Multiple Textures and Designs

*Todd Rose, Brickform*

**Thursday, Nov. 9, 10:45 AM – Noon**

Using stencils along with surface retarders and colored concrete is becoming a popular choice for the design community that wants slip resistance and creative designs. This seminar will cover simple to complex stencil techniques and the benefits gained by using color hardener and integral color. Specification costs and higher production rates with these systems compared to traditional methods will be discussed. The instructor will share examples of residential and municipal streetscape projects. At the seminar's end, a question-and-answer session will be held.

**Check online at [www.concretedecorshow.com](http://www.concretedecorshow.com) for the most up-to-date listings as courses may have changed.**

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# CONCRETE DECOR SHOW

# EDUCATION PREVIEW

Monday, Nov. 6

8 AM	9:15	10:45	1 PM	2:15	3:45
Panel Discussion: Managing Customer Expectations of Concrete Countertops <i>Moderator: B. Ashby</i>	Create GFRC Countertops and More <i>Jeffrey Girard</i>	Communicating the Capabilities of Concrete <i>Jonathan Haywood</i>	Panel Discussion: Reel in the Jobs with the Right Staining Technique <i>Moderator: S. Ochs. Panelists: R. Lobdell, F. Jasso, S. Cordell</i>	Troubleshooting Acid Stain on Concrete <i>Federico Jasso</i>	Advanced Concrete Staining Applications — The Artistry of Color, Texture and Cohesive Design <i>Shellie Cordell</i>
				Design Theory <i>Rick Lobdell</i>	Talking in Color <i>Steven Ochs</i>
Metallic Manipulations on Countertops (Day 1) <i>Darryl Bates</i>					
Adorned by Amethysts: Faux Bois Concrete Sculpture to Take Shape (Day 1) <i>Cindee Lundin</i>					
Polished Overlay to the Rescue (Day 1) <i>Adrian Henry</i>					
Explore the Design Versatility and Functionality of Microtoppings (Day 1) <i>Brian Farnsworth &amp; Troy Lemon</i>					
Poolside Perk-up Through Stamping & Scoring (Day 1) <i>Marshall Hoskins</i>					

Join us for the Hall of Fame Dinner at 6:30 PM

Tuesday, Nov. 7

8 AM	9:15	10:45	1 PM	2:15	3:45
Panel Discussion: Coatings and Sealers: The Skinny on Why Solids Content and Application Methods Really Matter	Sealers for Decorative Concrete — Selection and Application <i>Chris Sullivan</i>	High-Performance Coatings for Industrial and Decorative Concrete <i>Steven Reinstadtler</i>	Panel Discussion: Overlays: A Powerful Business Opportunity	Install Polishable Overlays on Existing Slabs with Consistent Results <i>Mike Tracy</i>	Working with a Diverse Labor Force <i>Julio Hallack</i>
	The Wild World of Metallic Epoxies <i>Keefe Duhon</i>	Dealing with Moisture in Concrete <i>Amedeo Cilli</i>		Strengthen Your Company Image with Solid Branding <i>Brandon Farmer</i>	Preparing Concrete Surfaces for Coatings and Overlays <i>Mark Haen</i>
Metallic Manipulations on Countertops (Day 2) <i>Darryl Bates</i>					
Adorned by Amethysts: Faux Bois Concrete Sculpture to Take Shape (Day 2) <i>Cindee Lundin</i>					
Polished Overlay to the Rescue (Day 2) <i>Adrian Henry</i>					
Explore the Design Versatility and Functionality of Microtoppings (Day 2) <i>Brian Farnsworth &amp; Troy Lemon</i>					
Poolside Perk-up Through Stamping & Scoring (Day 2) <i>Marshall Hoskins</i>					
Step-by-Step: Build a Floating Bathroom Vanity with Integrated Sink (Day 1) <i>Josh Thiel</i>					

Visit the Exhibit Hall from 5:30 to 7:30 PM

Wednesday, Nov. 8

8 AM	9:15	10:45
Panel Discussion: Addressing the Changing Needs for Polished Concrete Maintenance and Cleaning <i>Moderator: Bob Harris</i>	Bidding Tips for Profitable Projects <i>David Padgett</i>	Successful Concrete Flooring from Start to Finish <i>Joe Reardon</i>
Panel Discussion: Mining for Talent in the Decorative Concrete Industry <i>Moderator: Richard Rhodes</i>	Designing with Decorative Concrete <i>Karen Keyes</i>	
Step-by-Step: Build a Floating Bathroom Vanity with Integrated Sink (Day 2) <i>Josh Thiel</i>		
Use Overlay to Add Flagstone Finesse to Pool Deck (Day 1) <i>Gregg Hensley</i>		
Applying the Salamander (Day 1) <i>Steven Ochs &amp; Shellie Rigsby Cordell</i>		

Visit the Exhibit Hall from Noon to 6 PM

Thursday, Nov. 9

8 AM	9:15	10:45
Panel Discussion: Solid Advice and Solutions for Stamped Concrete <i>Mod.: Bob Harris</i>	Developing a Profitable Business Model for a Small-to Mid-size Concrete Company <i>Will Mattingly</i>	Avoid the Top 10 Mistakes of Colored & Textured Concrete Placement <i>Todd Scharich</i>
	Integral Color Best Practices <i>Rich Cofoid</i>	Stencils for Sand Finishies, Exposed Aggregate, Multiple Textures and Designs <i>Todd Rose</i>
Use Overlay to Add Flagstone Finesse to Pool Deck (Day 2) <i>Gregg Hensley</i>		
Applying the Salamander (Day 2) <i>Steven Ochs &amp; Shellie Rigsby Cordell</i>		

Visit the Exhibit Hall from Noon to 6 PM

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# ARTISAN IN CONCRETE

## Joshua Thiel

Thiel Studios, Palm Beach, Florida

by Jacqueline Valle

**F**OR as long as he can remember, Joshua Thiel has had a passion for creating and building while also finding innovative solutions to problems. After going to school for mechanical engineering and spending years fabricating and learning how to work with different materials, it seemed like a natural fit to dive into concrete.

“I’ve worked with high-tech materials such as Kevlar and titanium alloys but found the crude nature of concrete to be interesting,” says Thiel.

He fell in love with concrete while renovating his first home’s kitchen and realizing throughout the process that it encompassed everything he enjoyed. “It entailed problem solving, designing, creativity and innovation — all while getting my hands dirty. I had no idea this would lead me to being a concrete artisan,” says Thiel.

### Discovering GFRC

After playing with wet casting for a couple of years in his garage, Thiel took one GFRC training course to add to his skillset. This form of concrete was just another element he wanted to add to his arsenal of materials, he adds, to bring his ideas to life.

“GFRC opened my eyes to the endless potential of form ability,” says Thiel. “That class really fueled my passion for creativity and I just couldn’t turn my brain off to all of the things I now wanted to create.”

This was the spark that made Thiel decide to quit his career as an engineer and start his own decorative concrete business. After working for several innovative corporations right out of college and working at a computer for endless hours, he wanted a change.

“I didn’t want to live a monotonous, passionless career waiting for 5 p.m. each day,” says Thiel. “In my 20s, I had this absurd goal I would find a way to be retired at 35. Little did I know that I would have a career path shift at 35 to follow my

passion for innovative creation as a concrete artisan.”

He hasn’t “worked” a day since, he insists. “I truly enjoy what I do every day and have a passion for it. I tell people I was able to retire after all.”

### A time to grow

Thiel sees concrete as a big step in his journey that will evolve as he learns new things. Thiel Studios, a decorative concrete design studio, opened its doors in Palm Beach, Florida, in 2013. It specializes in custom, handcrafted concrete.

“I’m proud of the growth I’ve experienced since (we opened) and I have been privileged to work with amazing clients and have a hand in some amazing projects,” he says.

Thiel notes that he opened the studio hoping his work would speak for itself. And sure enough, it did and his business continues to grow. “I still have my studio in Palm Beach and I recently expanded to Charlotte, North Carolina, which will be my home base

where I live with my wife and two young children.”

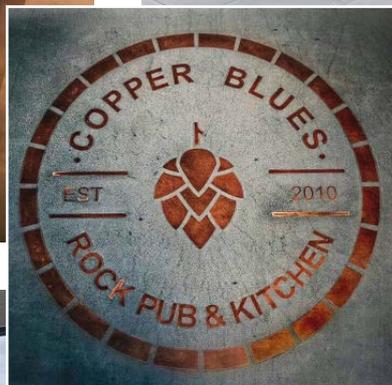
Currently, Thiel is developing a manufacturing process and is considering moving in the direction of mass producing specialized concrete panels. He hopes this will free up some time to find his next creative venture. But, “For the time being,” he says, “I’m still producing one-of-a-kind pieces.”

### His favorite things

Some of his favorite handcrafted projects include elements of water, fire or lighting. In his mind, the perfect trifecta incorporates all three.

One of his favorite projects to date is a cantilevered water feature in an outdoor kitchen that overlooks the ocean on the 27th floor of a private penthouse in Palm Beach. It incorporates stacked glass and a water feature that trickles





Photos courtesy of Thiel Studios

down the center of the bar table as water falls off the end. At night, it glows with embedded lighting.

“This is all while engineered to withstand a Category 5 hurricane,” says Thiel. “From a design standpoint, it’s beautiful. From an engineering standpoint, it was both challenging and exciting.”

As far as favorite experiences, “Working with Rob VanWinkle, aka ‘Vanilla Ice,’ on his TV show, ‘The Ice Project,’ has produced some great and innovative ideas,” Thiel notes.

“Rob and I work well together. We feed off each other. It’s rare that I work with a client who wants to push me past my comfort zone. I’m usually the one trying to

push clients beyond their comfort zone.”

Some of the projects they’ve worked on together include a walk-in sunken bathtub with chaise lounger, vanities with ambient lighting and a state-of-the-art hibachi table with embedded fiber optics.

“One of the most challenging projects I worked on was a staircase which appears to just float as it’s supported only by the wall it’s hanging from,” says Thiel.

### The more complex, the better

What makes him different from others is that as an engineer, he received a national award for moving a complex-shaped, 7-ton concrete mural. Since then, Thiel has found

enjoyment in making pieces as large and seamless as possible, yet still be able to fit them through the doorway of a client’s home.

“I find pleasure in the challenge of moving large complex pieces as opposed to the alternative of dividing a project into several pieces,” says Thiel. “While it can keep me up at night, it’s a welcome and exciting challenge that makes me feel like I am doing exactly what I was made to be doing.”

Thiel does like to keep it simple when it comes to the products he typically uses. He notes that he exclusively uses Buddy Rhodes mix and materials for their quality and consistency with a focus on GFRC supplies.

“I also love mixing textures and other







raw materials with concrete, particularly metals and wood, whenever possible,” says Thiel.

For efficiency of production, Thiel typically uses bagged mix designs. However, he thinks that the mix design itself is just as important as the process of using and understanding the mix.

“My technical background has allowed me to focus on a meticulous forming process that maximizes the concrete’s characteristics and produces a superior product,” says Thiel.

To those wanting to get into the concrete industry, Thiel’s advice is to “let concrete

be concrete as it’s going to do what it wants anyway.” He also finds he needs to share the tips and tricks he’s learned along the way to help advance the decorative concrete industry.

“Though some artisans choose to be more secretive, I have chosen to share what I have learned with others to challenge myself to always push the limits by encouraging others to improve their capabilities. I try to offer exclusive training seminars to other artisans at least once a year” says Thiel.

Thiel works directly with designers, architects, contractors and homeowners to collaboratively create designs that are truly

custom and functional pieces of art for a certain space.

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

*EDITOR’S NOTE: Josh Thiel will lead a workshop titled “Step-by-Step: Build a Floating Bathroom Vanity with Integrated Sink” Nov. 7 and 8 at the upcoming **Concrete Decor Show** in Palm Harbor, Florida. In it, participants will learn how to plan for and fabricate a lightweight wall-mounted vanity using GFRC.*

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

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Trinic LLC	29	38
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Wagner Meters	17	40
Wagner Meters	71	41
Water Cannon	71	42
Westcoat Specialty Coating Systems	8	43
Z-Counterform/Concrete Countertop Solutions	19	44

# Follow the Duck and You'll Find Lunch

## Joseph Gallieni Kindergarten, Villemomble, France

by Stacey Enesey Klemenc

As part of a public kindergarten renovation project in Villemomble, France, the town approached Eqiom Bétons to present samples of finishing possibilities for the Joseph Gallieni School's outside pathways. And, in the end, the project turned out just ducky.

From the many possibilities presented — based on an extensive collection from the company's Atelier showroom in Montreuil — samples were made. The winning sample involved Articimo Stabilized, a totally white mix made from white cement and white aggregate from the Eqiom Saint-Soupplets concrete plant.

Articimo is Eqiom Bétons's product line dedicated to floors, with other mixes formulated for techniques such as polishing and stamping. The Stabilized mix is designed to reveal the sand of the concrete rather than bigger aggregates.

To make the white concrete surface even more appealing, Eqiom spiked it with red glass aggregate and incorporated custom-made stencils to form a series of animal tracks on the pathways. Besides being a cute addition for the children to enjoy, the paw



Photos by Christophe Vaissier, Eqiom Bétons IDFN



### Project at a Glance

**Client:** City of Villemomble

**Concrete consultant:** Christophe Vaissier, special concrete and decorative concrete manager for the Paris and Normandy region

**Concrete applicator:** Mineral Floor, a member of the network "Créateurs de Sols Béton" (Concrete Floor Creators), [www.mineral-floor.com](http://www.mineral-floor.com), [www.createursdesolsbeton.com](http://www.createursdesolsbeton.com)

**Concrete mixer plant:** Eqiom Bétons Saint Soupplets (Paris suburbs), [www.eqiom.com](http://www.eqiom.com)

**Products:** Concrete: Articimo Stabilized from Eqiom Bétons, with white cement and white quartz aggregates; admixtures from Sika France; 12mm Polypropylene microfibers from GCP France; Artistab deactivator from Eqiom BASF Master Builders Solutions; Idéal sealer regular from Idéal Work; red glass aggregates from a German supplier and stencils from a small French manufacturer.





prints also serve as wayfinders on the path.

“This original idea allows the children to make fun trips,” says Christophe Vaissier, special concrete and decorative concrete manager of Eqiom Bétons who is responsible for the Paris and Normandy region and who organized the initial meeting. For example, wolf tracks lead to the area where children nap while duck feet imprints lead to the cafeteria.

Mineral Floor, a partner of Eqiom Bétons and a member of its



Créateurs de Sols Béton (Creator of Solids Concrete Network), was selected to do the job which combined several techniques, including placing the concrete with a pump.

Mineral Floor applied the custom-made opaque stencils and broadcast the 2-4 mm red glass aggregate instead of throwing down color hardener. The glass, made especially for concrete, was supplied by a German manufacturer. The crew applied the glass in a proportion of 1 kg per square meter. The surface was then sprayed with Artistab deactivator, which was a bit challenging, Vaissier says, because the space was very small.



“Artistab is a specific deactivator for concrete surfaces, dedicated to our Artificio Stabilized solution,” says Vaissier. “It is a very thin retarder compared to the traditional products on the market. It must be eliminated with a high-pressure jet between six to 24 hours after the end of the concrete pouring (depending on the climate).”

The following morning, the concrete was washed, speckling the surrounding soil with red and revealing the animal’s paw paths. Once dry, the Artificio Stabilized was sealed with Ideal Work’s Ideal Sealer Regular, a protective resin. 🚚

# Companies Donate Materials and Time to Help Homeless Families

## HomeAid Orange County Family Care Center, Orange, California

by Stacey Enesey Klemenc

**I**NSPIRED by the pro bono work done on the Bannister House last year during the Concrete Decor Show in San Diego, Jodi Cain of Quest Building Products began looking for ways she and her fellow employees could use their skills and services to give back to their community in Southern California.

An opportunity soon presented itself, she says, when Quest was asked how to handle a moisture problem at a large warehouse across the street from the Kretus Group, Quest's sister company that manufactures concrete products, decorative flooring and wall coating products largely targeted to meet California's strict building materials criteria.

"It started out as a casual request for consultation and ended up with us doing way more than what they were asking," she says.

That "way more" involved donating materials and helping HomeAid Orange County transform a 60-year-old warehouse into a 56-bed emergency family care center with the bulk of the space dedicated to living quarters. HomeAid OC is a 501 (c) 3 nonprofit organization established in 1989 to combat the area's homelessness, particularly homeless families.

The HomeAid Orange County Family Care Center — which includes a reception



Photo by Faith Ontiveros, Kretus Group

### Project at a Glance

**Client:** HomeAid Orange County

**Installers:** Quest Building Products and Kretus Group

**Products used:** Top Shelf Epoxy MVR-FC, Poly Joint Filler, Anti-Slip Additive, Polyurethane HP, and Dark Blue and White Metallic, all from Kretus Group; Ameripolish stain

**Equipment for surface preparation:** Scanmaskin 650 26-inch planetary 230-volt grinder paired with Ermator S36 dust extractor, Metablog W24-230 7-inch hand-held grinder and SPE 9ES 9-inch self-propelled 230-volt shot blaster paired with Ermator S36 dust extractors, and Kohler PRO12.3EFI 12.3kW portable generator

**Challenge:** A very tight schedule and a busy floor



Photo by Jeremy St. Clair, Kretus Group



Photos by Faith Ontiveros, Kretus Group



and client intake area, snack bar, learning lab, outdoor recreation space, kitchen and dining areas, and bathroom, shower and laundry facilities — has nearly 10,000 square feet of space. Employees and constituents from both Quest and Kretus volunteered to repair, prep and waterproof the existing concrete floor and finish a portion of it with decorative finishes.

### On with the coatings

Prior to the coatings, volunteers installed Kretus Poly Joint Filler to repair all cracks and joints throughout the building, with a rapid return to service.

The flooring in the living area, which is configured to house 10-15 families at a time, was waterproofed with Kretus Top Shelf Epoxy MVR-FC (Moisture Vapor Reducer, Fast Cure) to comply with ASTM F3010, the standard practice for two-component resin-based membrane-forming moisture mitigation systems for use under resilient floor coverings.

“It cured in two hours at 89 degrees F,” Cain says, adding another volunteer later carpeted that area.

Instead of staining the concrete separately and then applying the epoxy in the walkways, kitchen, restrooms and laundry facilities, the Quest crew mixed a black Ameripolish stain with Kretus Top Shelf Epoxy and applied both products in one step, Cain says.

“The stained epoxy was something most people hadn’t seen before,” says Tom Caltabiano, business development manager for Quest Building Products, who was among company employees who pitched in and helped. “It’s a really cost-effective option to create a wonderful look. I think it was the center point of entire project.”

At the request of the HomeAid folks, a topcoat of Kretus Polyurethane HP (High Performance) with Kretus Anti-Slip Additive was also installed over the colored epoxy in these areas. The anti-slip additive particles, she explains, are spherical in shape not jagged so when children fall on the floor, the anti-slip coating won’t scratch their skin.

In the learning lab that serves as the children’s computer room, the crew put down Kretus Dark Blue and White Metallic coating. “From overhead, it looks like the ocean,” Cain says. “The designers at HomeAid are calling it ‘Google Earth.’”

### Mix and match

Probably the biggest challenge to the HomeAid project was working around all the other trades involved. Quest/Kretus’ portion of the job was supposed to start in June but didn’t get underway until July. This made for some very early mornings and some very late nights, says Caltabiano, to make the project’s July 20 dedication ceremony.

“There were many delays in the schedule, which are very common in the construction industry,” he says. “The variety of products in the Kretus line really allowed us to be flexible when accommodating the ever-

changing production schedule.”

The Kretus Top Shelf Epoxy line, for example, has one A part but five different B parts rather than the standard one. “You can mix and match the product line,” Caltabiano says. “It helps you dance around the project’s limitations.”

Basically, elaborates Jeremy St. Clair, another volunteer and the general manager/technical director at Kretus Group, “It’s a mix-and-match, 100 percent solids, two-component system. You can mix any Top Shelf resin with any Top Shelf hardener to vary chemical resistance, mil thickness, cure times, moisture vapor reduction and more. The multiple combinations (are designed) to meet changing environmental conditions and your installation requirements.”

One of the upsides of this project, Caltabiano adds, is that it served as a tutorial for some of the companies’ clients. Interested contractors gained some hands-on training experience while giving back to the community through volunteer service.

### End results: Priceless

“My favorite part of the project was not even part of the installation,” says St. Clair. “It was during the opening ceremony where I saw a little girl about 6 years old and her older sister get to play in a playhouse that was custom-built for the center. You could see the girls were very tan from being in the sun for long periods. After about 30 minutes she looked up at her mom, and asked if she could sleep in the bed.”

That scenario, he says, “made every minute working on the job worth it. We are so happy to have HomeAid as our neighbors.” 🚚

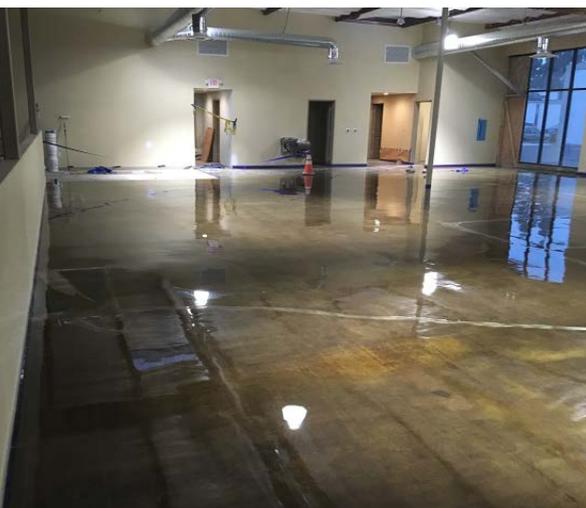


Photo by Jeremy St. Clair, Kretus Group



A big job can require big equipment. This large pump, designed especially by Hi-Tech Systems, allows two workers to dispense polyurea at the same time.

Photo courtesy of Hi-Tech Systems

# Joint Ventures

## *Deciding to use fillers or sealants to finish a job*

by K. Schipper

**C**ALL them fillers or call them sealants (people often use the terms interchangeably), but it's a good bet if you're involved with concrete work, you've run into determining what to do with the joints.

On a vertical surface, the answer is easy: use a non-sag sealant to keep moisture from migrating through the concrete in either direction. For horizontal work, the answer is a bit more complicated since jobs done properly will have saw-cut contraction/

control joints and construction joints.

Those joints, which control where the concrete cracks because of stresses from the drying shrinkage process or from changing climate conditions, should prevent cracking from occurring randomly throughout the slab. However, joints also create interruptions on the surface and can have negative consequences, from trapping dirt and food in kitchens to evolving into the reason for a bumpy ride on a warehouse forklift.

That's why you need to know the differences between fillers and sealants and to choose the correct product for each application.

### Flexible or rigid?

Doug Swanson, general manager of the Ontario, California, office of Hi-Tech Systems, says with sealants the focus is primarily on keeping dirt, debris and moisture out of a joint.

"It's especially important to keep water out of the joint in case it would freeze and then expand and blow out the joint," he says. "Sealants are typically applied in a

very thin cross section so they can stretch laterally. A sealant is like a rubber band. It's flexible but a high heel might go through it."

By comparison, a filler is more rigid. Swanson says one of his most-popular fillers is an 85 on the Shore A Hardness Scale (sealants typically have Shore A hardnesses in the 20-35 range).

"It's harder than the heel of a shoe, but it remains slightly flexible," Swanson says. "Its main purpose is to stay somewhat rigid at the surface so you can drive over that joint with a forklift or a dolly — something that has hard wheels on it and a heavy load — without crumbling those weak edges of the joint."

Based solely on that, it seems easy enough to pick the right product for any job. However, as with so many other things, the devil's in the details. Is the job indoors or out? Has the concrete had time to cure? Is it in a controlled environment? Will it be polished? Does it need to be color-matched?

Fortunately, there are also several different materials available to meet those varying needs, and research is continuing to improve the options available.



Full-depth filling provides support to the joint edges clear to the bottom of the cut.

Photo courtesy of VersaFlex



This floor was in such sorry shape the contractor couldn't tell the color of the caulking he was replacing. Once a black polyurea had been applied, the overfill was cut back (left) and the floor is ready to be ground and polished (right).

### Polyurethane or silicone?

Roy Harvey, national sales manager for Kansas City, Kansas-based VersaFlex, says while exterior applications use to involve hot tar or rubber — both of which can be sticky in the summer and brittle in the winter — today's outdoor application is likely to be either polyurethane or silicone.

"Most exterior applications are only a quarter-inch deep and that's typically applied over a backer rod which is soft foam," he says. "That way they can get the

maximum movement from the thermal dynamics going on in the atmosphere."

And, while it's easy to think of exterior projects braving the elements on their own, Andy Tam, general manager of W.R. Meadows of Texas, based in Fort Worth, says that can be shortsighted. Allowing water to get into an open joint can eventually erode a project's subgrade.

That also doesn't consider such concrete projects as parking lots, where an inadequate expansion joint can mean a very bumpy ride or lead to abutting slabs lifting each other.

Indoors offers nothing quite so dramatic, but the needs are much the same. Brian Bowers, owner of Huntington Beach, California-based Solid Solution Products, says sealants should seal "to prevent anything to pass by."

Often, though, that isn't enough. Heavily trafficked areas also need something to protect the joint edges. Polyurethanes don't typically provide the support for load transfer and can lead to joint edge damage or "spalling" over time.

### Polyurea offers other options

Fortunately, in the early 2000s, manufacturers began developing fillers made from polyurea, which can offer protection along with greater flexibility.

"An epoxy joint filler might have only 3 percent to 5 percent movement, but a polyurea can give up to 15 percent lateral movement," he says. "When you fill a joint with polyurea, it won't always crack. We want not only to use it as a joint filler, but we also want the sealant aspect."

That's not to say that epoxy joint fillers

will always crack, or that polyurea is the sole best answer to the joint protection question for a couple of reasons. Scott Metzger, president of Concord, New Hampshire-based Metzger/McGuire, says that on exterior applications it isn't going to hold up to the elements or accommodate joint movement as well as other options.

Also — unlike other options — moisture sensitivity means it's not ideal for every job.



Photo courtesy of VersaFlex

For large-scale applications, the easiest method is a pump system that mixes the material and the color at the nozzle.



Photo courtesy of W.R. Meadows

Smaller applications can easily be handled with a cartridge system of premixed product.

Solid Solution Products' Bowers says when polyureas were first developed, their reaction time was so fast, it could cure in five to 10 seconds. Despite improvements to their chemistry, the formulation's two parts still can't be mixed in a cup or bucket.

VersaFlex's Harvey says, by comparison, silicones or polyurethanes can cure slowly enough to present other difficulties.

"It can take anywhere from six to eight hours before they cure," he says. "If it's outdoors, you can get dust and leaves and other debris that will blow into it and stick in the joints. It's often prudent in those situations to do something that will protect the surface."

### Sure cure

In indoor settings, many contractors choose to let silicones or polyurethanes cure overnight before continuing work. Inside jobs offer one big advantage for filling and sealing joints: once the HVAC is turned on, they're curing under controlled conditions.

Inside or outside, adequate cure time is important before installing the filler or sealant. It's strongly recommended to allow the concrete to cure for at least 30 days before filling or sealing. Longer is preferred.

The first 30 days is when the most moisture is going to be exuded, says Hi-Tech's Swanson. "Even if you fill in 30 days, you run the risk of the slabs continuing to shrink and the joints to get wider." That's why this work is often done by contractors who specialize in sealing all aspects of a building, rather than the concrete contractor.

Of course, available chemistry also offers



Photos courtesy of Roadware

Seen here is a finished repair where color was done in the field.

work-arounds for inconvenient concrete curing times. Tam, for instance, notes that W.R. Meadows offers polyurethane sealants that can be applied to "green" concrete, which can be described as new concrete that's firm/hard, but not yet fully dried or cured. This concrete, he says, will appear to be green in color because it still has moisture in it.

"We see this a lot in parking lots," he says. "They want the work done, they want to get in and get out and they'll use a non-bubbling product."

### Application issues

Dealing with green concrete isn't the only application issue contractors may face. For instance, epoxy fillers and sealants can stain the surrounding concrete unless a masking agent is used. And, Metzger/McGuire's Metzger says, masking is often a good idea for any job.

"It isn't always necessary to mask the edges of the joint if you're using a polyurea, but quite a few installers do it just as a protective measure," he says. "There are roll-on products that are water soluble,



An exposed aggregate repair is done with Roadware's MatchCrete Clear polyurethane.



A polished repair features Concrete Mender polyurethane and sand.



Depending on the manufacturer, fillers and sealants are offered in a wide range of standard colors. Custom colors still call for a good eye and a little handwork.



Especially with epoxy-based systems, some products can leave a stain on the adjacent concrete. In those cases, it pays to apply a mask before doing the work.

but you can also use painter's tape or concentrated liquid dish soap. If I was doing the job for a high-end project, I'd do it as a precaution."

There's also the matter of color matching on colored floors, and while the suppliers say it isn't necessarily difficult, different approaches can be taken.

Manufacturers offer different standard colors. Some can make a product to match

a paint chip or color card if the job is large enough to warrant manufacturing a sufficient-size batch.

"Our approach is we make a clear base, but we also make an off-white base where the contractor can add color to it," says Kelton Glewwe, vice president of operations and marketing for Roadware in South St. Paul, Minnesota. "Anything that's dry or granular will work: Solomon Colors,

pigmented colors, the color of the sand you used. It just takes a pinch. It also takes a little experimentation, but you can get close to about any color." 

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A crew member uses a cartridge of Solid Solution Products polyurea to fill joints on a polished concrete job.

Photo courtesy of Concrete Interiors

# FLOORING IT

## *Fillers and sealants are fast friends for commercial jobs*

by K. Schipper

**N**EEED some perspective from the field on fillers and sealants? The people who are most likely to spend time with them are those who work on floors, with a heavy emphasis on the commercial and industrial markets.

For instance, Chad Gill, owner of Midlothian, Virginia-based Concreate, says his business focuses almost exclusively on commercial floors these days, with an occasional high-end residential project thrown in the mix.

“We’re going in and filling joints where they have heavy forklift traffic, steel-wheel traffic,” Gill says. “We do joint reconstruction where we shave joints down and put in a new joint where we see shoulder failure. And, we do a lot of restaurants. In those

cases, we’re doing it for ease of cleaning.”

Ryan Klacking, owner of Syncon Inc. in Livonia, Michigan, says one of his company’s specialties is industrial concrete repair, including a lot of joint work. His clients are a mix of those whose floors weren’t initially filled and those where an earlier job has failed.

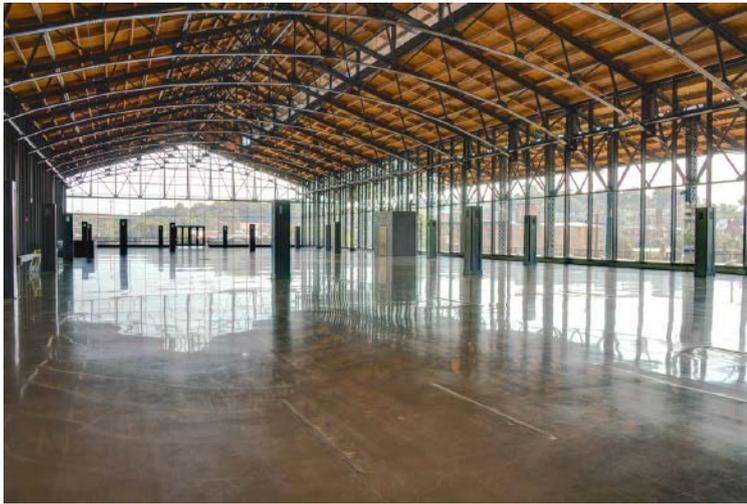
### **Value versus the cost**

“A lot of our work comes from poor installation from other contractors,” Klacking says. As for projects where the joints have never been filled, “People don’t understand the value versus the cost. They don’t understand how expensive the repair work can get. Once they allow their joints to spall out, it can mean a very expensive

repair job and wider joints.”

Klacking adds that he spends a lot of time educating clients about joint filling, and Eric Pottle, a partner in Peoria, Arizona-based Concrete Interiors, says it’s a service and a product that must be sold, simply because some architects and business owners don’t understand the need.

“We try to have a conversation with them in the beginning to be able to manage their expectations,” Pottle says. “Some don’t want to spend the money, and it’s important to explain that what they need depends on the application. You have to find out how they’re going to use the space, how they expect the floor to perform, and then tailor what you’re doing to try to meet those expectations within their budget.”



Photos courtesy of Concreate



The ideal situation for applying a sealant is in space that remains empty long enough for the concrete to totally cure.

A space that sees mainly foot traffic isn't going to need a particularly heavy-duty filler, but watch out for delivery carts.

## Waiting is imperative

When it comes to filling and sealing joints in new floors, there should be a minimum of 28-30 days from when they're poured until they can be worked on. Ideally the time should be even longer, although more clients are mandating it be done between 21 and 28 days after the pour. Not surprisingly, Gill says, he has run into a fair amount of pushback when telling clients that part of the job will have to wait.

"We just did some grocery stores and they're very particular about their floors," he says. "They waited the 28 days, but it's really better if you can wait until they turn the air-conditioning on and get the temperature to a steady state. Otherwise, you get quite a bit of movement in the slab and a lot of elongation in the joints."

## Color matching

While a lot of industrial jobs can be filled with the client's choice of some generic colors — black, gray and clear are popular — when it comes to polished slabs, and especially anything involving color, it's necessary to color match the filler or sealant. A lot of how hard or easy that is depends on the job.

Klacking, for instance, says his primary supplier has a full line of colors from which to choose.

"We buy the material neutral, and then offer multiple varieties of browns and grays," he says. "If those don't work, we then make an order for a specific product, but it's generally simple to color match a floor."

On the other hand, Gill relates one job his company did where they had four

different colors going in the same floor, and the architect asked that the colors be divided in the joint.

"It's hard to change colors going across a quarter-inch joint," he says. "I would rather just put charcoal gray in."

## Use protection and follow instructions

Color matching isn't the only issue installers need to consider when doing these jobs. Pottle says depending on the product, you may need to protect the surrounding floor, as well.

"It depends on where you are in your process," Pottle says. "If you've opened up the floor and are doing a grind-and-polish and you overfill the joint, you can get some of the resin transferring to the slab, and you

get a stain. I've had a case where I was using a polyurea and it leached into the slab."

In short, some jobs can be tricky if you don't know what you're doing and picking up the nuances can take some time. Klacking, for instance, says to learn to do a standard joint fill takes a matter of days, but to learn to do all the necessary repairs can take years.

"And, you wouldn't believe the people who don't follow the simple specified processes of installing joint sealants spelled out by the manufacturers," he says. "That's why there are so many failures."

## Relationships are important

Finding a good supplier for your needs may also take a little work. Gill suggests finding people who are active in industry organizations, are willing to offer a training session or site visit if you need it, and who will even refer business to you.

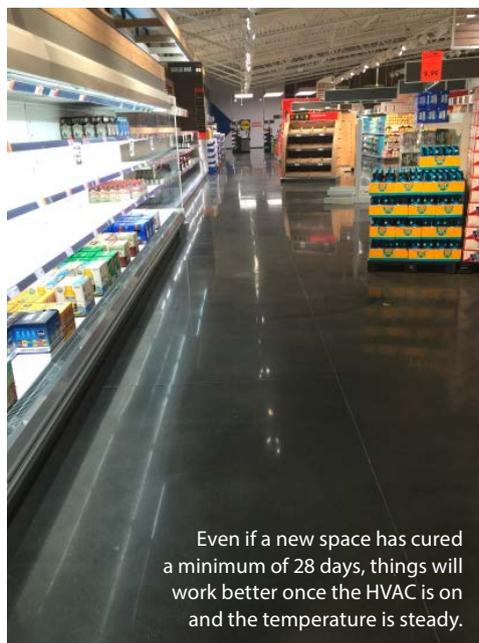
"Sure, you want to get good pricing, but the best company isn't always going to be the one who's charging the least per gallon," Gill says. "You want a well-known name who — if they don't have the answer — has the connections to get the answer you need."

Pottle agrees. He says it's important to try new products, but it helps to stick with one or two manufacturers' product lines. "No two jobs are the same, and experience will give you the knowledge of what product works best in a certain situation," he concludes. "You tailor what you're using to the circumstances of a job." 🛠️

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Even if a new space has cured a minimum of 28 days, things will work better once the HVAC is on and the temperature is steady.



Photo courtesy of Laticrete International

# COATINGS and Concrete: The Evolution Continues

by Joe Maty

**F**IRST came the revolution.

The decorative concrete wave swept the concrete construction trade not so long ago, churning up myriad visual concepts and the materials that made them happen. As the wave receded, decorative concrete concepts, methods and materials entered an evolutionary phase. Some faded from the scene, others were refined or improved. New ideas emerged.

Today, the evolution continues as suppliers tweak performance properties, introduce stunning new visuals, and work to maximize application efficiency in materials for architectural and decorative concrete. In this report, we'll look at coatings, and review a sampling of recent developments and emerging materials.

## Defense mechanism

Decorative and protective concrete treatments are called on to serve multiple purposes. They must be attractive and resistant to water, chemicals, contaminants, UV rays, impact and/or abrasion. For health care facilities, add antimicrobial features to the list.

Laticrete International enlisted the antimicrobial action of silver ion in its high-performance polyaspartic coating system, Spartacote Clinical Plus. This coating combines a decorative chip flooring material with a polyaspartic topcoat that incorporates silver ion technology to “minimize and mitigate” microbial growth on the coating surface, says Jeff Bonkiewicz, Laticrete

channel manager. “This is a low-odor, very low-VOC concrete coating system,” with a wide range of standard and custom colors and several decorative-chip systems.

The topcoat locks in the chip materials — quartz, vinyl and mica — while delivering the high-performance properties of polyaspartics — abrasion, impact and chemical resistance.

The system also offers polyaspartics' accelerated cure characteristic for fast turnaround, Bonkiewicz says, an important trait for health care facilities. The surface can accommodate foot traffic in just two hours, and vehicle traffic in 24 hours, he says.

Another feature of the system — odor

mitigation — makes it a candidate for bathrooms, locker rooms and shower areas, on both horizontal and vertical surfaces. Schools and other institutional facilities where “ultimate cleanliness is imperative” also are likely markets for the technology, Bonkiewicz says.

Outside of health care and animal care settings, Bonkiewicz says the coating system is a high-performance alternative to concrete polishing where the surface isn't suitable for polishing.

To install the system, the surface must be cleaned and prepped with a mechanical profile. Then apply the pigmented polyaspartic basecoat, chip broadcast into the wet basecoat, let cure (only about two hours), scrape to remove excess chips and apply the clear polyaspartic topcoat.

Bonkiewicz says the system offers contractors the potential for significant profitability and portfolio diversification, thanks to its performance prowess, accelerated cure time and the antimicrobial feature. “It's an insurance policy for owners against bacteria and microbial growth,” he says.

## The 3-D effect

Ultrafine metallic pigments in SureCrete's decorative epoxy flooring systems are billed as producing a 3-D effect. The effect is generating significant buzz, says Tony Leff, SureCrete vice president of marketing. The Dura-Kote metallic epoxy overlay system employs metallic pigments to create "organic" effects. Organic, in the sense that the colors and effects produce unanticipated results.

When the overlay is initially placed, "it almost shimmers at the top," Leff says. Then it thickens, and the ultrafine metallic pigment migrates, settling to produce a 3-D effect. That's the organic part — color can be concentrated in a certain area, but there's no certainty as to its movement and eventual visual result.

This customized, high-impact flooring system has gained admirers in the last two to three years, Leff says.

Metallic epoxy flooring "is all about light," SureCrete notes. The surface reflects light to generate "an overall increase in energy" and the floor "expands the amount and quality of light in the room."

SureCrete points to some 8.7 million YouTube views — and counting — of a video, "Put a Little Metallic in Your Life Step By Step ([www.surecretedesign.com/2017-flooring-trend/](http://www.surecretedesign.com/2017-flooring-trend/))," that captures visual effects produced with the epoxy overlays.

The system comprises a primer, metallic color coat and clear topcoat. The pigments, DK Metallics, are added to the two-component color coat, which is spread onto the primed surface using a rake or notched



Photo courtesy of Willis Concrete Concepts, Kansas City, Missouri

squeegee and rollers. A small roller can be used to create swirls. You need to screen

the primer and metallic coats to ensure a bond between coats and to remove any dirt or debris, followed by vacuuming and wiping with denatured alcohol or acetone. Finish things off with a topcoat of one of the recommended polyurethanes or polyaspartics.

Metallic epoxy overlays lend themselves to a wide range of commercial settings, including retail stores, offices, bars, restaurants and residential — particularly garages, man caves and bathrooms.

Also beginning to gain market traction, Leff says, is an overlay system that delivers a faux-wood surface that looks like a hardwood floor but has the durability and minimum upkeep of concrete. Interest in the faux-wood concrete overlay is far from peaking, he says, as few consumers are familiar with it.



Photo courtesy of Bontrager's, Nappanee, Indiana

## Hitting the accelerator

Return-to-service speed is paramount these days, and Endurable Concrete Products is capitalizing on this need for speed, says Brian Hudgens, global operations director.

Expect a fast turnaround with Endurable Concrete Sealer, a modified polyurethane that's highly UV stable and low in VOCs and odor. The company says the environmentally friendly sealer is breathable (allows water-vapor transmission), a key property for coatings applied to concrete.

Hudgens says the combination of this sealer and the company's stains is clicking among contractors, as demand for restoration of aging decorative concrete installations escalates.

Simplicity is the key: Hudgens says Endurable set out to develop a sealer that uses standard sprayers, with a single formula for all applications, whether the carrier is water, acetone or denatured alcohol, in interior or exterior projects.

Combined with the company's stains, Hudgens says the sealer application can proceed on the heels of staining "within seconds" with an acetone stain mix and not much more than that with water.

Surface prep typically involves removing oils or other contaminants, residual sealers, coatings or release agents — anything that could impede the chemical bond. Endurable suggests using its Power Stripper and a power wash to remove sealers or coatings. "Once the surface is dry, you can apply the stain and sealer," Hudgens says. "No 48-hour wait."



Photos courtesy of Custom Concrete Designs of New Orleans



Hudgens cites a recent project in Louisiana as an example of the stain-and-seal system's application. Here, the aging green color of stamped sidewalks in a busy commercial district dictated a total do-over using a nonfilm-forming color system. Initially thinking he'd have to demolish the stamped surface, the owner was advised of the stain-seal alternative. The cost and time reduction were substantial, says contractor Steve Malone, owner of Custom Concrete Designs of New Orleans.

The project, in a district sometimes called "Fat City" in Jefferson Parish near New Orleans, would put any coating system to test with all its traffic.

Malone used Endurable's Power Stripper and power wash to remove residual coating and sealer. Then he applied two coats of

a gray Storm Cloud stain and added a black accent with Obsidian. "It was being absorbed as fast as I was putting it down," he says. "By the time I started to mix up the sealer, it was time to apply."

Malone and a crew of two other workers stained and sealed 5,000 square feet a day. The speed of application, dry and return to service — and early resistance properties — impressed Malone. "It went down so fast and traffic was able to get on it so quickly," he says.

This recent project can't prove long-term durability, Malone says, but he could take a sharp object and scratch the surface and you wouldn't see a thing.



### Communication tool connects coatings and concrete

Sustainability and “green” issues permeate the construction industry, and materials specification for LEED credits is a major focus of a new Flowcrete blog site, says Megan Jasin, marketing manager for Flowcrete Americas. Case in point: A recent AllThingsFlooring post, “Car Parking Solutions that Gain LEED points,” by Will Facer, Flowcrete marketing manager, Asia-Pacific.

“Car parking” or “car park” translates to “parking garage” in American, but LEED and green building are global in reach. In the blog post, Facer discusses how specifications aimed at earning LEED credits span the car-park project from end to end and top to bottom, starting with design and layout down to the parking bays and choice of line marking.

In the category of LEED credits for coatings, Flowcrete references its Deckshield car-park protection systems, designed to meet “contemporary requirements for upmarket car-park environments” — visual appearance, enhanced light reflectivity, reduction of noise from tire squeal and promotion of safety.

Recent advances in its parking-deck coatings, Jasin says, include accelerated cure rates aimed at optimizing that coveted

“return to service.”

Jasin emphasizes that the All Things Flooring site isn’t just a Flowcrete promotional vehicle — its content focuses on marketplace realities. The varied perspectives are provided by “business-to-

business decision makers involved in the specification and installation of flooring materials in industrial facilities and commercial venues.”

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





Photos courtesy of Westcoat Specialty Coating Systems

Westcoat's lunchroom at the company's headquarters has a plywood substrate that was transformed into an epoxy floor with the ALX Interior system and Liquid Dazzle.

## No concrete floor? No problem!

You're sold on the look and performance of decorative concrete floors, but you're missing one key component: The concrete!

No concrete? No problem.

That's the message Westcoat Specialty Coating Systems and the company's product manager, Todd Cook, are conveying about the Westcoat ALX Interior system. The cementitious overlay system can convert a floor covered with carpet, tile or some other product to a concrete surface.

The ALX system has been around for some time, but Cook says Westcoat is working to get the word out that a concrete floor can be an option where concrete is not the existing floor-construction material. And it's an option for more than the ground floor, Cook adds.



This sample shows a plywood substrate transformed to a concrete surface with Westcoat's ALX Interior system.

The system addresses the question: "How do I get the look of concrete without the concrete substrate?" Cook says.

ALX Interior is a package deal — hardware, sheet membrane, metal lath, cementitious materials, stain and colorants. As with any overlay system, the substrate must be solid, clean and free of existing coatings or contaminants. A plywood floor is required — OSB is not compatible. Plywood thickness should be at least 3/4 inch, with a supporting joist span of 16 inches. Additional blocking (installing a reinforcing framing member) may be needed to firm up the substrate.

"We're looking for a more robust substrate," Cook says. "We don't want deflection that would cause cracking in the (cementitious) substrate." He says this solid substrate, plus thorough surface cleaning, is crucial to the system's success.

"There are all kinds of options for projects," Cook says. Different colors can be applied simultaneously to create a variegated look, two or three colors can create an acid-stained look or one color can be manipulated for special effects. Patterns and stencils are other options, as is Westcoat's Liquid Dazzle metallic coating.

Cook says Westcoat has continued to revise and reformulate the ALX system's components, introducing environmentally

compliant coatings such as 100 percent solids epoxy and low-VOC, low-odor polyurethanes.

"These will allow a facility to stay open, which is a major plus along with nonflammability," he says, noting that "shutting everything down," including all pilot lights, is frequently not an option. He adds that the system is formulated for environmental compliance nationwide, from Southern California to the Northeast.

Decorative concrete floors continue to gain momentum in the marketplace, as designers increasingly specify these systems and owners want to know more after seeing examples in homes, offices and retail outlets.

"We'll do 'lunch and learns,' and talk about this, and architects will say 'Wow I didn't know that was an option,'" Cook says of the ALX Interior system as applied to plywood floors. "They figured tile and carpet were their only options."

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

*Concrete professionals who contributed to this article will be part of the upcoming **Concrete Decor Show**. Darryl Bates with Excalibur Surfaces will be teaching the workshop "Metallic Manipulations on Countertops" and Steven Reinstadtler with Covestro will be presenting the seminar on "High-Performance Coatings for Industrial and Decorative Concrete."*



This shower room in Las Vegas featuring Excalibur 321-200, which has texture, is also non-slip but offers a more satin finish. It allows a lot of color movement, while also incorporating safety features.

### New horizons, new chemistries

At Excalibur Flooring & Surface Artisans, new market opportunities and new chemistries are extending the horizons for high-performance polyaspartic and polyurethane coatings.

The high-performance profile of polyaspartic coatings — warp-speed cure, hardness and durability — offers intriguing possibilities for countertop and even furniture finishes, says Darryl Bates, president.

Also new to the market is a polyurethane topcoat with a non-slip additive. “Usually a

nonslip additive takes much away from the depth of a nice metallic epoxy,” Bates says. “Our new version does not.”

One formulation, Excalibur 321-100, exhibits a light texture and satin finish. Another, 321-200, retains a higher gloss level, with a tacky feel that provides slip resistance without the use of additives or texture, Bates says.

Also inching closer to commercialization is a decorative textured wall finish with metallic effects, Bates says. Excalibur operates from locations in Monroe, Wisconsin, and Las Vegas.



This office in Fullerton, California, features Excalibur 321-100 with a matte finish. Despite having a texture grit for non-slip, the surface still shows some nice depth.

### Stretching polyaspartics’ properties

The application, performance and aesthetic qualities of polyaspartic coatings for concrete are well documented, with their speedy cure and return-to-service benefits. Covestro, a major developer of polyaspartic chemistries, notes a recent scientific advance has now enhanced the cured coating’s elongation or “stretch” properties.

This advance, says Covestro’s Steven Reinstadtler, means polyaspartics can now be used where a more flexible coating is needed, such as balconies, terraces or other concrete floors that may have some movement.

Reinstadtler, Covestro market manager of construction coatings, adhesives and specialties, says the hard, tough surface provided by polyaspartic coatings for scratch and mar resistance typically comes with low film flexibility. Plasticizers used to enhance elongation typically reduce abrasion, scratch and tear resistance. Plasticizers also can “migrate out” over time, causing the film to become brittle and prone to cracking during substrate movement. Adding high-viscosity hardeners to offset these drawbacks could require more solvent to reduce viscosity.

Looking to enhance coating-film flexibility, Covestro developed a low-viscosity aliphatic hardener that can boost flexibility without adding a plasticizer or compromising polyaspartic performance properties. Combined with a polyaspartic resin, the hardener allows formulation of a coating with cured-film elongation of 50-350 percent.

The coatings formulator can produce “a flexible polyaspartic system with ultra-low VOC and odor, low viscosity and extended working time to allow it to be used as a self-leveling concrete coating,” Reinstadtler says.

“A more flexible polyaspartic floor coating creates opportunities for several new areas where traditional polyaspartics are not typically used,” Reinstadtler says. “For example, a waterproofing system is often applied to balconies and terraces in multifamily buildings. For a faster return to service, a contractor can apply a flexible, crack-bridging polyaspartic coating as a weather- and color-stable finish over the waterproofing basecoat, which then becomes the top visible layer of the multilayer waterproofing system.”

- [www.covestro.com](http://www.covestro.com)
- [www.excalibursurfaces.com](http://www.excalibursurfaces.com)
- [www.hdipinc.com](http://www.hdipinc.com)
- [www.laticrete.com](http://www.laticrete.com)
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# The Polishing Consultant

## Retail Polishing

### How to avoid a specific project's pitfalls

by David Stephenson

**A**CCORDING to the news, retail brick-and-mortar facilities are declining at a rapid rate. While I agree 100 percent that internet sales are impacting sales at traditional stores, this market segment is still relevant. And when it comes to polished concrete at retail establishments, business is still booming.

In the realm of retail, we encounter three types of construction: new, open-store remodels and refreshes. There are a few issues you should watch out for in each segment.

#### New construction

New construction is the most obvious and the easiest segment for contractors to get into. There is a lot of bidding opportunities in the new construction market. I regularly talk with contractors and manufacturers and one of the major issues that comes up regarding new construction is pricing.

Pretty much unanimously, manufacturers are baffled by polished concrete contractors' "race to the bottom" regarding new construction work. As someone who has reviewed bids on the owner's side for the last few years, I'm amazed at how low some contractors will go. The only reasoning that makes sense is that contractors put bids out based on two factors.

First, contractors' bids are the result of the work they have at the time of the bid. This is a big mistake because most new construction projects won't be ready to polish for six to nine months. By the time the work is ready to commence, contractors are busy again. Because they are contracted already at an extremely low price, they end up missing out on higher-margin work to fulfill their contractual obligations.

Second, contractors submit bids based strictly on what they think a bigger competitor will propose.

Neither idea is good for business. Bids should be submitted with the same formula each time. Perform your takeoff to get the footage of the job, review the specifications



Photos courtesy of David Stephenson

to determine the process or requirements of the project, and then figure your specific costs to perform the work.

After you have determined your job-specific costs, add on your overhead costs. Take the aggregate of all your costs and add the profit that you feel would be fair compensation for the job. This number should be your bid price.

This formula will ensure a profit (assuming your crews are competent to perform the work) and will allow you to remain in business much longer. If you lose the project because someone else is willing to take less profit, you must determine if you're willing to go that low on the next one.

Unfortunately, I see a lot of bids come in that are below the cost to do the work. Each time a low bid is submitted, it gets entered into the general contractors' databases that they use to figure their budgets for future projects. So, each time you provide an unusually low bid, you are doing damage to the overall price for the work in the industry.

#### Open store remodel

Open store remodels are by far the most difficult retail projects a contractor can undertake since everything done in a retail environment revolves around the cash register. In all retail segments, open store remodels are a necessity to keep the revenues flowing. It is extremely rare for retailers to close during renovations unless a disaster has occurred.



From a polished concrete standpoint, these open store remodels are very challenging. Typically, the store is broken into phases to be completed before a new phase can be started. When performing polished concrete in this phasing style, one of the biggest issues involves blend lines.

When polishing is done right up to the edge of a phase and then the protection is flipped around, there's a definitive blend line where the phases join. This can be remedied by explaining to the general contractor at the beginning of the job that you need four feet of swing space at the perimeter of each phase. This will allow for blending and easily remove the scratches at the edge of the grind area.

The other main issue I regularly see with open store remodels is damage to merchandise or fixtures. Proper planning can really come into play here. Scheduling the fixture movement in conjunction with your polishing is a big part of protecting the customers' property. Using simple products like plastic, painters' tape and cardboard is always a big help.

One practice I learned a long time ago is to have retailers start saving their boxes about a week before your start date and during construction. Cardboard boxes are easily and readily available and provide a great protection material when they are taped up to cabinetry and fixtures.

## Refreshes

Refreshing a retail space is just now becoming widespread in the polished concrete industry. Polished concrete placed over the last 10 years as the industry grew is now ready to be refurbished. This work is typically much easier than the initial polishing.



In most cases, refreshing can be completed with resin diamonds only. This work is done overnight and can be completed quickly. Because the work is easier, contractors tend to bid this work extremely low. I've seen prices as low as 50 cents per foot for 100, 200, 400, 800 and 1,500 resins even though the average price point is between \$1.50 and \$2 per square foot.

The biggest mistake made is forgetting to include the cost of hand grinding. There is a lot of hand work on most refreshes because fixtures aren't being moved. When refurbishing appropriately, you'll also install densifier and stain protection again as well. These things bring the cost up considerably and sometimes contractors miss these additions.

As our industry continues to mature, more and more retailers are moving toward polished concrete as their preferred finish. 🛠️

*David Stephenson, based in Dallas, Texas, is president of Retail Polishing Management, a large national flooring installer. Over his career, he has owned contracting companies that installed floors and manufacturing companies that made products that have changed the industry. He can be reached at david@the-rpm-group.com.*



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# Match the Mix with the Right Equipment

by Chris Sullivan

**T**HIS topic came out of a recent post I made on my Facebook page, Sullivan's Corner – Troubleshooting Decorative Concrete at [www.facebook.com/sullivanscorner](http://www.facebook.com/sullivanscorner), regarding pinholes in a microtopping. I had posted some pictures of a microtopping project with severe pinholing across the surface and stressed that “the proper mixer, blade or paddle, along with the mixing process, can make a big impact in pinhole development in the overlay.”

I got some good questions from the post, with one in particular catching my attention: What type of mixer should be used when working with these types of decorative overlays?

It got me thinking about how much of what is taught and printed regarding these products focuses on surface preparation and installation. Obviously, those steps are important, but the ancillary issues — like mixers and mixing — are often glossed over or ignored completely.

Too often mixing decorative overlays becomes an afterthought or path of least resistance process. This is the drill and paddle I have used for years, so it must be OK. Worse yet, and I am guilty of this, those



A crew member adds a self-leveling overlayment to a high-speed stand mixer.

Photo courtesy of Jason Ryan, Cement Colors

of us on the training and manufacturing side default to whatever mixer is provided when we show up for a product demonstration. If the demo or training is close to home, then bringing the right mixer is less of an issue, but I don't know many who travel with a stand mixer as checked baggage. After all, if it spins and the material gets mixed, what is the difference?

Well, I'm here to tell you there are many differences, and in some cases they can make a significant impact on the long-term performance of the material being mixed. Do you know the rpm or torque of the mixer you use? Do you know if the mixer and blade you use are designed for liquids, thin mortars or thick patch materials? Lastly, do you know if your blade mixes from the top down or bottom up?

## Keys to success when mixing

“The two keys to successfully mixing overlays are consistency and efficiency,” says Jason Ryan, business development manager for Cement Colors in Fort Worth, Texas. Ryan, a technical expert on decorative overlays, has been training installers on proper overlay mixing and installing technique for years.

“A lapse in either of these [mixing consistency and efficiency] will almost always yield a sub-par result,” he says. The speed and efficiency of mixing become more important as the cement content and complexity of the mix increases, meaning a mixer that is sufficient for a knock-down spray texture may be inadequate for a self-leveling overlay.

## What to look for in a mixer

Edward Kientz, managing director of BN Products USA, is another expert when it comes to mixers for the decorative industry. Based in Wickenburg, Arizona, BN has been manufacturing mixers for the concrete industry for years. “Most people just grab their drill and insert a paddle,” says Kientz. “Drill motors are not designed for operating at long cycles and under heavy torque. This is where a mixer can make all the difference.”

He adds that key elements to look for

include a soft start, to avoid getting material all over you and the surrounding area, as well as a high-torque motor that provides enough power.

According to Ryan, the ultimate determining factors when selecting a mixer is the scope and size of the job in conjunction with the type of overlay being installed. He recommends mixers with high shear and high torque that spin at no less than 400 rpm. “Low-speed mortar mixers and hand drills are usually not up to task,” he says.

Cement-based materials exotherm — give off heat — once water or liquid activator is mixed in. The heat reaction increases exponentially with the mass of product being mixed. “An increase in mix time due to slow and inefficient mixers will not only eat up the time available to finish the material, but will also work as an accelerator,” he says.

It's important to note that more viscous, noncomplex systems, like microtoppings or spray deck coatings, don't have the tight window like self-leveling or stampable overlays do, but the same principles apply regarding fast and efficient mixing. A couple of other things to consider are variable-speed mixers which make adding material less messy as the mix container gets full, and investing in multiple sizes and types of mixers, especially if you work with different types of overlay materials and project sizes.

## Mixing blades and paddles

Second in importance to the mixer itself is the mixing blade or paddle. After all, it's the implement that physically contacts the mix.

Mixing blades range from a thin-gauge whisk to heavy-duty plate at the end of a stick. Each shape is designed to move certain materials in a certain way. “Grout,



Seen here is BN Products' top-selling standard mixer with a helical-type mixing paddle.

Photo courtesy of BN Products

## Paddles for the BN Power Mixers



BNRA0315	1/2" Drill Chuck
BNR001 - Specify Diameter	120 mm (4.75") or 140 mm (5.50") or 160 mm (6.30") • Overall length: 60 cm (24") • Designed for plasters, adhesive mortars, mortars, tile adhesives and fillers, best for sticky and viscous materials. • Material Flow: Bottom to Top • Connection: M14 x 2 male threads
BNR002-57	Diameter: 57 mm (2.25") • Overall length: 13.5" • Designed for paints, lacquers, thin coatings, and pull-mix plaster. • Material Flow: Top to Bottom • Connection: 5/16" hex shank
BNR003- Specify Diameter	120 mm (4.75") or 140 mm (5.50") or 160 mm (6.30") • Overall length: 60 cm (24") • Designed for concrete, mortars, plasters, heat-insulating plasters, and epoxy resin with sand, best for heavy and high viscosity materials. • Material Flow: Top to Bottom • Connection: M14 x 2 male threads
BNR004- Specify Diameter	120 mm (4.75") or 140 mm (5.50") • Overall length: 60 cm (24") • Designed for thinnest, tile adhesive, grout, adhesive mortars, ready-mix mortars, and pointing mortars, and fillers, best for small volumes on high speed mixers. • Material Flow: Bottom to Top • Connection: M14 x 2 male threads
BNR005-120	Diameter: 120 mm (4.75") • Overall length: 60 cm (24") • Designed for plasters, adhesive mortars, tile adhesive and fillers, best for sticky and viscous materials. • Material Flow: Bottom to Top • Connection: M14 x 2 male threads



BNR006-100	Diameter: 100 mm (3.875") • Overall length: 60 cm (24") • Designed for paints, lacquers, glazings, primers, and paste, best for small volumes of low viscosity materials • Recommended to use on BNR6169. • Material Flow: Top to Bottom • Connection: M14 x 2 male threads
BNR007-140	Diameter: 140mm (5-1/2") • This is a special paddle that fits the BNR7000 Twin-Master Mixer". It turns in two directions at the same time.
BNR008-120K Paddles sold in pairs left & right	Diameter: 120 mm (4.75") Overall length: 60 cm (24") • Designed for concrete, cement, mortars, and grouts with aggregate less than 3/8" diameter. Also for gypsum lime plaster, fibrated aluminum roof coatings and paints. Not for highly viscous materials. • Material Flow: Top to Bottom • Connection: 13 mm or 1/2" Hex Shank, for BNR6402K mixer.
BNR009- Specify Diameter	120 mm (4.75") or 140 mm (5.50") • Overall length: 60 cm (24") • Designed for fillers, bitumen coatings, joint cement, epoxy-resin compounds, and grouting compounds, best for prevention of lump formation and lessens adding air into the mixture. Mixture flow is parallel. • Connection: M14 x 2 male threads
BNR010- Specify Diameter	120 mm (4.75") or 140 mm (5.50") • Overall length: 60 cm (24") • Designed for gypsum-lime plaster, fibrated aluminum roof coatings, and paints. This paddle can be disassembled in two pieces and fit into a carrying case. • Material Flow: Top to Bottom • Connection: M14 x 2 male thread

PDF courtesy of BN Products

This page from BN Products' catalog is a great reference tool for determining which mixer blade is right for which material.

epoxy, concrete, plaster, roofing coatings, stucco, paints are all very different," says Kientz. What is often lost is that the blade itself is not doing the mixing per se. It is moving the material into and against itself which facilitates the mix.

Based on my experience, the most popular mixers on the shelves at concrete distribution outlets are the type with round segmented blades placed horizontally along a vertical shaft. Interestingly, these are designed to mix liquids, not heavy-bodied cement-based products.

The best blades for cement-based overlays are helical blades which consist of two or more spiral-shaped blades twisted around a vertical shaft, usually including a flat blade around the bottom. "Helical blades provide agitation on multiple axes," Ryan explains. "The rotation of the blade circulates the material around a vertical axis while the helical shape circulates the material around a horizontal axis. The two combined efficiently disperse materials as well as leave little refuge for pockets of unmixed material."

The shape of the mixing paddle determines how the material being mixed will flow when the mixer is spinning in a clockwise direction — pulled from the top down or pushed from the bottom up. In the case of a bottom-up mixing paddle, there are typically two blades that wrap

counterclockwise around the center shaft. This point brings us to the pinholes, which started this whole conversation.

A blade that pulls and mixes from the top down will suck air into the mix. Extra air increases the chance for pinholes, voids and blisters as the air escapes once the material is placed and starts to set.

Lastly, don't forget to match the blade shape with the mixing container. Mixing blades with a taper or rounded tip don't work well with flat-bottomed mixing containers. Ryan recommends tapered mixing drums, without corners, to avoid material collecting, which can result in inconsistent mixes and dry clumps.

## Common mixing issues

Common issues associated with mixing are often associated or confused with poor placement issues. According to Ryan, these include striping, tooling marks, pinholes and craze or shrinkage cracking.

"When the wrong mixer is used or too few mixers are used, you extend the time between batches," he says. "The properties of these materials can vary greatly over the course of minutes so when you can't deliver batches back-to-back, you end up with bands of varying color and density down the length of the pour."

This is especially critical when it comes to self-leveling overlays as they have very complex chemistry and tight water demand. "Superplasticizers used in these materials require complete dispersion to be effective," Ryan says.

Imagine them as ball bearings that surround each cement particle, temporarily suspending hydration and freeing up water to help material flow. If these aren't completely dispersed in the mix, then you'll lose much of the self-levelling and healing properties needed to close up tooling marks. "It really comes down to having the right number and type of mixer for the project and material. Modern overlays are more than just cement, aggregates and water," he says.

"If not properly dispersed, more water may be needed to get the desired properties



Photo courtesy of Jason Ryan, Cement Colors

A large project requires multiple high-speed stand mixers.

out of the material, which leads to surface cracking."

According to Kientz, "The most common mistake is using a drill and burning up the motor to where you have to buy a new drill. Buying a mixer and the right paddle pays for itself quickly."

It's important to remember that no amount of equipment can ever replace proper planning. The best mixing equipment is useless if you don't have the right number of properly trained people to operate it. Managing customers' expectations remains a key to success, even if you operate the best equipment money can buy.

Mixing equipment has come a long way in the last decade regarding sophistication and efficiency. I encourage installers who are currently in the business, and those who are looking to get into it, to do their research and understand that application of overlays goes beyond surface preparation and material placement. "When the mix is done wrong, it can turn a job from being a profitable experience to becoming a loss for the contractor," says Kientz.

The right mixer and blade are more important to the success of the project than most realize. It may be time to retire your handheld drill and invest in a mixer made specifically for overlays. Your next project's success may depend on it. 🛠️

*Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. and a member of the Decorative Concrete Hall of Fame. He has led seminars and product demonstrations throughout North America. Chris will teach "Sealers for Decorative Concrete — Selection and Application" at the 2017 Concrete Decor Show and participate in the coatings and sealers panel. Reach him at questions@concretedecor.net.*

# Scrolling Through a Patio

by Rick Lobdell

**F**OR the first time in this series, I'm basing my article on a current job I just finished. In the last one, I introduced scrollwork as a design element. I was still focused on symmetry and using scrollwork as a larger medallion in a room.

This time, the job involves an entire patio and all the obstacles involved. No tile going through it; just the pure layout of a space full of normal obstacles. On 600 square feet, there are stairs on one side, an island in the back, a fireplace in the front and furniture in between. The first thing I had to visualize was how to use the space with all these obstacles in my way. I noticed a clear path around the furniture between all the permanent structures.

After discussing options with my client, we came up with a design using the scrollwork through this pathway. Yes, some of it would travel under the edges of the furniture and the center medallion would be under parts of the coffee table. None of this bothered me because the shapes would be large enough to be seen while people traveled through the space. The coffee table is high enough to see under it.

Instead, I wanted to focus on how I could layout this design without making the space too busy or not busy enough. I focused on the spacing of the shapes so that the design had room to breathe. In pictures, my work always comes across as busy. I promise you it isn't. My clients are always amazed by the simplicity of the design and love the flow of the space.

I still used the Cartesian coordinates on this floor albeit a little differently. Two quadrants match instead of all four. This job was more like creating a mirror image of the design than the symmetry I used in the last couple of articles. The bottom two quadrants match and the top two quadrants match each other. The coordinates theory still worked great for laying this out.





Photos courtesy of Concrete Mystique Engraving

### Central point

First, I had to find center and chalk a large “X” through the space. To find center I adjusted my layout to appear to flow between the center of the fireplace and the center of the island. Surprisingly they were off by less than 2 inches. I still had to use those two points for center and adjust everything accordingly. If I didn’t the design wouldn’t have looked centered even if it was. Even though there was extra space on one side due to the stairway I still felt the design would fit the space better keeping everything inside the rectangle made by the stairs, island and grill cabinets.

Next, I drew half of the design exactly the way I wanted it. I know this is the hardest part for most of you. You must take your time and focus on making the curves look clean. No straight lines should appear through a curve. Know where the furniture should go and be careful where you place your shapes.

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# DESIGN THEORY





I started near the fireplace and worked my way through the space. I also drew the shape in front of the island and then brought it back to the overall design instead of the opposite. I did this to help me with the curves I wanted and to stop any straight lines.

### One down, one to go

Once I was satisfied with the layout of the first half of the design, the second half was easy. The secret is plotting a lot of points so you can match every detail. The “X” in the center of the floor helped me measure and plot.

Since this was a mirror image instead of the same shape in all four quadrants, I sketched the lines as I went. In other words, I took this a couple of feet at a time, plotted the points in those couple of feet and then drew that part so I could see how it looked. Mapping out a design in a large space like this can get overwhelming if you aren’t careful.

When I got to the island, I couldn’t use the “X” as easily because the shapes were going around the island. At that point, I

used the edges of the island and the “X” to confirm my measurements. After I was done with the entire layout, I stepped back and looked at both sides.

One thing I can tell you that happens almost every time is that the second half of my image looks better than the first. After analyzing each side, I tend to go back to the first half and adjust it to match the second. Usually this is because the curves I drew to match all the points look better. The first half is usually straight to the point so that I have my layout. After making all these adjustments both sides will match. Sometimes it helps to have your clients look at it and help you decide which details they like more. All of this is easy once you have completely laid out the design.

After I completed all the scrollwork, I added the medallion in the middle. Don’t draw the medallion first because you will have more trouble working around it instead of filling the space in with it.

Look at the spacing between the medallion and the scrollwork. It is

extremely important to be aware of the spacing. This is the pinnacle moment where a design can appear too busy or too small. I can’t tell you exactly what spacing you should use as it’s different for each project.

Have fun with a project like this. I think they’re a lot of fun to lay out. I hope they are for you, too. 📷

To watch a GoPro video on this project, go to <http://bit.ly/2xtEDPz>

*Rick Lobdell, a classically trained artist with a master’s in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee will explain how he lays out his well-known designs. He can be reached at [rick@concretemystique.com](mailto:rick@concretemystique.com).*

*If you want to learn more about how Rick creates his amazing concrete art, plan now to sit in on his “Design Theory” seminar that he’ll be presenting at the upcoming **Concrete Decor Show** in Florida.*

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# A Matter of the Hearth

by Stacey Enesey Klemenc

**W**HEN Troy Lemon the concrete sculptor met up with Troy Wolfiss the home builder, a fireplace of great proportions ensued.

Wolfiss, owner of Artisan Craft Homes, was busily designing his new home, which would also be part of the Home Builders Association of Greater Grand Rapids' Spring Parade of Homes. Out of the blue, Lemon, owner of Cornerstone Decorative Concrete, called Wolfiss and wanted to show him what he'd been up to. The two men hadn't seen each other in 18 years.

When Wolfiss saw Lemon's portfolio, he was smitten. "This is exactly what I'm looking for," Wolfiss said when he saw pictures of Lemon's vertical concrete carvings. Just about everything would be custom made, from the light fixtures to the cabinetry, and he was confident Lemon could build the enormous fireplace he imagined for his rustic-style show home.

"I wanted a massive fireplace that looked like the house was built around it," Wolfiss says. And that's what he got.

With a hearth measuring 21 feet long and a mantle 18 — both resembling solid pieces of stone — "You'd have to build train tracks to get real stone like that into a home," Lemon says. And then there would be the matter of where to fit the crane needed for hoisting, not to mention the exorbitant price tag.



Photos courtesy of Cornerstone Decorative Concrete

Lemon credits much of his success to Kingdom Products' vertical mix which made it "easier to get massive pieces of mud to hang off a wall. I can easily get 3-4 inches up in one application," he says. A wide mixture of Elements stains from Butterfield Colors was used for color.

Although Lemon didn't use any real stone for the fireplace, work was still physically demanding. He had to go up and down an 18-foot ladder all day long with buckets of mud and even fell one time — something that has never happened before — and cracked his head good. Still, work was enjoyable because Lemon got to spend time with his favorite apprentice, his now 15-year-old son, Josh.

"I did the carving and he did a lot of the coloring," Lemon says.

Wolfiss says the fireplace is definitely the home's wow factor. "It's just completely the centerpiece of the house. When people walk in the door, it's the first thing they see and they are impressed by its sheer mass and love the detail. Troy has done an incredible job fooling people into thinking it's all natural stone."

The annual show featured 72 homes in West Michigan priced from \$150,000 to more than \$1 million. During its run, some 2,200 visitors were greeted by this jaw-dropping specimen of a fireplace in the house on Hilton Avenue in Lowell, Michigan. 📱

🌐 [www.artisancrafthomes.net](http://www.artisancrafthomes.net)

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*Don't miss your opportunity to train with Troy Lemon at the upcoming **Concrete Decor Show** in Florida Nov. 6-9. He'll be one of the two instructors leading the two-day workshop, "Explore the Design Versatility and Functionality of Microtoppings."*



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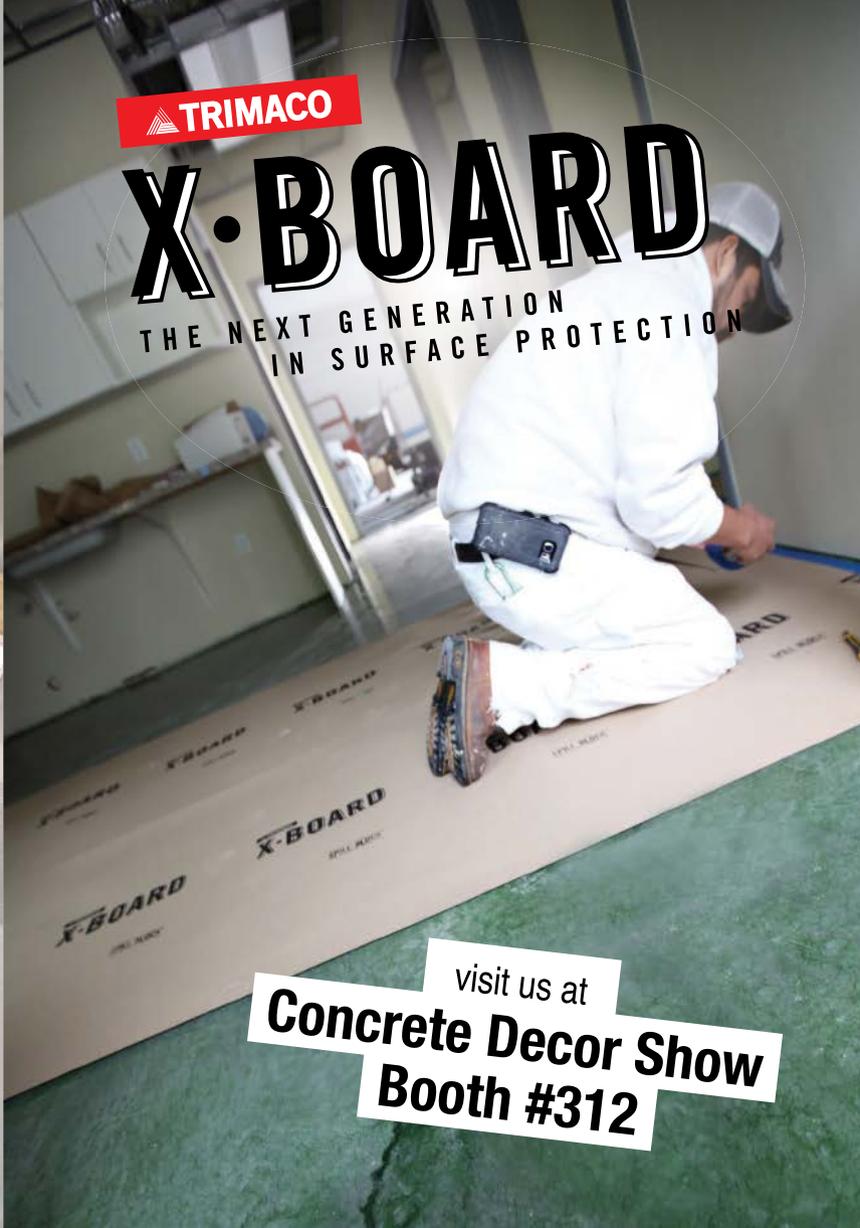
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