



2012 decorative concrete training guide

WELCOME to Concrete Decor magazine's fifth annual Decorative Concrete Training Guide – the industry's go-to source for training in virtually every aspect of decorative concrete. Whether you are interested in learning new skills or refining techniques you and your staff already use, this Training Guide will point you in the right direction.

The Training Guide identifies training that fits the specific needs of experts, beginners and everyone in between. It can direct you to Spanish-language training services, online webinars, books, DVDs and on-site training. It can even point you to opportunities for AIA credit.

This print Training Guide tells you which service providers offer different types of training. The online Training & Events

Calendar at ConcreteDecor.net tells you when and where classes are being held. Online calendar information is updated on a daily basis.

Have questions? Give Concrete Decor a call at (877) 935-8906.

**Find and use the
Training & Events Calendar
at www.ConcreteDecor.net**

concrete coatings

Training may cover:

Epoxies, Urethanes, Polyaspartics, UV-Cured Coatings, Epoxy Terrazzo, Waterproofing Coatings, Metallics, Chips, Effects, Surface Preparation, Applicators, Masking Materials

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish	
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books		DVD/CD
Concrete Decor Show	●	●	●						
Concrete Solutions	●	●	●						●
Concrete Texturing Tool & Supply	●	●	●	●		●			
Elite Crete Midsouth	●	●	●						
Elite Crete New England LLC	●	●	●						
Elite Crete of Indiana	●	●	●	●					
Elite Crete of the Ohio Valley	●	●	●						
Elite Crete Systems		●	●	●	●	●	●	●	●
Elite Crete Systems Midwest Inc.	●	●	●						
GG Innovative Products	●	●	●		●	●			
Increte Systems, Inc.	●	●	●			●			●
Kemiko Decorative & Industrial	●	●	●						
Quest Building Products	●	●	●	●					
The Stamp Store		●	●	●		●			
Super-Krete	●	●	●	●			●		●
Versatile Building Products	●	●	●			●			
Westcoat Specialty Coating Systems	●	●	●	●		●			



countertops & precast

Training may cover:

GFRC, Bag and Custom Mixes, Additives, Glass, Molds, Forms, Liners, Reinforcement, Mixers, Sprayers, Sealants, Vibratory Equipment, Lifting Equipment, Fabric Forming

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish	
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books		DVD/CD
Braxton-Bragg	●		●						
Buddy Rhodes Concrete Products	●	●	●	●		●	●		●
Butterfield Color, Inc.	●	●	●	●		●			
Concrete Decor Show	●	●	●				●	●	●
Concrete Texturing Tool & Supply	●	●	●	●		●			
enCOUNTER		●	●			●	●	●	●
Gnomeadic Arts	●	●	●	●		●	●		
Quest Building Products	●	●	●	●					
The Stamp Store		●	●	●		●	●	●	●

fresh concrete

Training may cover:

Bag Mixes, Self-Leveling Concrete, Integral Color, Admixtures, Mixers, Forms, Brooms, Screeds, Surface Retardants, Trowels, Radiant Heat, Aggregate, Cement, Testing, Compaction

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish	
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books		DVD/CD
Butterfield Color, Inc.	●	●	●	●		●			
Concrete Decor Show	●	●	●				●	●	
Concrete Texturing Tool & Supply	●	●	●	●		●			
Increte Systems, Inc.	●	●	●			●			●
The Stamp Store		●	●	●		●	●	●	●
Wagner Meters					●				



grinding & polishing

Training may cover:

Grinding and Polishing Machines, Abrasives, Surface Preparation, Dyes, Densifiers, Polishable Overlays, Buffers, Repair Equipment, Sealers, Testing, Waxes, Slip Resistance

	Seminars			Job Site Training/Consulting	Online			Offered in Spanish	
	Beginner	Intermediate	Advanced		Webinars	Technical Support	Books		DVD/CD
Braxton-Bragg	●								
Concrete Decor Show	●	●	●				●	●	●
Concrete Texturing Tool & Supply	●	●	●						
GG Innovative Products						●			
Increte Systems, Inc.	●	●	●			●			●
Innovatech Products & Equipment	●			●					
International Polished Concrete Institute	●	●	●	●		●	●	●	●
Quest Building Products	●	●	●	●					
Vexcon Chemicals		●	●	●		●	●	●	●
WerkMaster	●	●	●	●					

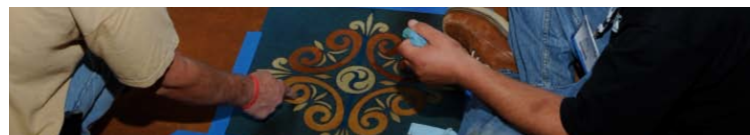
● Premium listing ● Premium advertiser this issue

overlays & toppings

Training may cover:

Self-Leveling Toppings, Polishable and Stampable Overlays, Sprayable Toppings, Microtoppings, Skimcoats, Bonding Primers, Profilers, Masking Materials, Surface Preparation, Trowels, Sprayers, Stencils, Pumps and Applicators

	Seminars			Online			Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars	Technical Support	
Butterfield Color, Inc.	●	●	●	●	●	●	
Concrete Decor Show	●	●	●			●	●
Concrete Texturing Tool & Supply	●	●	●			●	
Elite Crete SoCal	●	●	●	●	●	●	●
Elite Crete Systems		●	●	●	●	●	●
Elite Crete Systems Midwest Inc.	●	●	●				
Elite Crete Texas		●	●				
Increte Systems, Inc.	●	●	●		●		●
Kemiko Decorative & Industrial	●	●	●				
Quest Building Products	●	●	●	●			
Solomon Colors Inc./Brickform	●	●		●			●
The Stamp Store		●	●	●	●	●	●
Super-Krete	●	●	●	●	●	●	●
Versatile Building Products	●	●	●		●		



staining & coloring

Training may cover:

Reactive and Water-Based Stains, Dyes, Pigments, Integral Color, Colored Release Agents, Sealers, Effects, Sprayers, Applicators, Masking Materials, Stencils

	Seminars			Online			Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars	Technical Support	
American Decorative Concrete	●	●	●	●	●	●	●
Butterfield Color, Inc.	●	●	●	●	●	●	●
Concrete Decor Show	●	●	●			●	●
Concrete Texturing Tool & Supply	●	●	●			●	
Elite Crete Systems		●	●	●	●	●	●
Elite Crete Systems Midwest Inc.	●	●	●				
enCOUNTER		●	●			●	●
GG Innovative Products	●	●	●		●	●	●
Gnomeadic Arts	●	●	●	●	●	●	●
Increte Systems, Inc.	●	●	●		●		●
Kemiko Decorative & Industrial	●	●	●				
NewLook International Inc.	●	●	●		●	●	●
Quest Building Products	●	●	●	●			
Solomon Colors Inc./Brickform	●	●		●			●
The Stamp Store		●	●	●	●	●	●
Super-Krete	●	●	●	●	●	●	●
Surface Gel Tek	●	●	●		●		
Versatile Building Products	●	●	●		●		
Westcoat Specialty Coating Systems	●	●	●		●	●	

For more information, go to www.ConcreteDecor.net and click on "Training."

stamping & texturing

Training may cover:

Stamps, Texturing Rollers, Texture Mats, Seamless Skins, Border Stamps and Mats, Engraving, Sealers, Color Hardeners, Release Agents, Borders, Tampers, Joint Strips, Stencils

	Seminars			Online			Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars	Technical Support	
Butterfield Color, Inc.	●	●	●	●	●	●	●
Concrete Decor Show	●	●	●			●	●
Concrete Texturing Tool & Supply	●	●	●			●	
Elite Crete Systems Midwest Inc.	●	●	●				
Increte Systems, Inc.	●	●	●		●		●
Solomon Colors Inc./Brickform	●	●			●		●
The Stamp Store		●	●	●	●	●	●
Super-Krete	●	●	●	●	●	●	●
Westcoat Specialty Coating Systems	●	●	●		●	●	



walls & hardscapes

Training may cover:

Vertical Carving Tools, Vertical Mixes, Shotcreting Mixes and Equipment, Spray Guns, Design Tools, Artificial Rock, Drains, Lighting, Coping, Curbing Equipment, Water Pumps

	Seminars			Online			Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars	Technical Support	
Butterfield Color, Inc.	●	●	●	●	●	●	●
Concrete Decor Show	●	●	●			●	●
Concrete Texturing Tool & Supply	●	●	●			●	
Gnomeadic Arts	●	●	●	●	●	●	●
Increte Systems, Inc.	●	●	●		●		●
LATICRETE							●
R.A.T. Training (Big Bamboo Studios)	●	●	●	●	●	●	●
The Stamp Store		●	●	●	●	●	●
Vertical Artisans	●	●	●	●	●	●	●

A

American Decorative Concrete
120 Commercial Ave.
Lowell, AR 72745

(800) 592-9320
www.adcsc.com

American Decorative Concrete offers a broad range of products to enhance and beautify new and existing concrete. Whether it's ColorJuice for exterior concrete, the SureLock Color Syste for Polished Concrete, or our new SureLock Overlay System including new integral color, ADC makes long-lasting beauty faster and easier.

See our ad on page 57 • Reader Service 52

B

Braxton-Bragg
4100 Appalachian Way
Knoxville, TN 37918

(800) 575-4401
www.braxton-bragg.com

Braxton-Bragg should be your supplier. We have the best stone and concrete tools, supplies and equipment you need, and we offer a full range of fabrication tooling and installation accessories for stone, tile, and concrete shops. With our exclusive Better-Faster-Cheaper Guarantee standing behind your purchase, you can order from us with confidence.

See our ads on page 49 & Inside Back Cover •
Reader Service 38 & 01

Buddy Rhodes Concrete Products
1500 17th St.
San Francisco, CA 94107

(415) 431-8070
www.buddyrhodes.com

Buddy Rhodes is a pioneer in the decorative concrete industry. Buddy Rhodes Concrete Products offers a full line of materials, tools and hands-on training workshops for creating beautiful concrete countertops, furniture, tiles, fireplace surrounds, and more. Training offerings include both precast and cast-in-place techniques in hard-trowelled, polished, hand-pressed, wet-cast and GFRC finishes. Buddy Rhodes offers classes at their San Francisco headquarters as well as at retail distributor locations across the United States and Canada.

Butterfield Color, Inc.
625 W. Illinois Ave.
Aurora, IL 60506

(800) 282-3388
www.butterfieldcolor.com

Butterfield Color, Inc. manufactures a complete line of decorative concrete products designed to exceed the expectations of decorative concrete finishers and

architectural specifiers. These include integral colors, liquid colors, shake-on color hardeners, chemical stains, dyes, release agents, overlays, countertop mix, sealers, stamping tools and form liners.

See our ad on page 28 • Reader Service 14

C

Concrete Decor Show
P.O. Box 25210
Eugene, OR 97402

(877) 935-8906
www.concretedecorshow.com

The Concrete Decor Show features hands-on workshops and classroom training in all areas of decorative concrete, plus an extensive exhibit hall with live demonstrations from industry leaders. Our third annual event will be held February 20 – 24, 2012 at the Henry B. Gonzalez Convention Center in San Antonio, Texas. The exhibit hall will be open Wednesday through Friday, and training courses will be held throughout the week.

See our ad on page 19

Concrete Solutions
9151 Rehco Rd.
San Diego, CA 92121

(800) 422-2603
www.concretesolutions.com

Concrete Solutions has been a leader in the concrete resurfacing industry since 1986 and has spent the last two decades developing products and systems to restore and resurface concrete to its original condition while also providing customers with a more decorative solution.

See our ads on pages 17 & 25 • Reader Service 03 & 11

Concrete Texturing Tool & Supply
45 Underwood Rd.
Throop, PA 18512

(570) 489-6025
www.concrete-texturing.com

Decorative concrete tools, supplies, and training for the professional installer.

See our ad on page 60 • Reader Service 69

E

Elite Crete Midsouth
536 Airport Rd.
Hot Springs, AR 71913

(501) 282-7719
www.elitecretemidsouth.com

For more than 10 years Elite Crete Midsouth has been providing training, technical support and sales for the use and application of Elite Crete Systems products.

Elite Crete New England LLC
1400 East St.
Pittsfield, MA 01201

(413) 464-2811
www.elitecrete.com

Elite Crete New England is the premier source for Elite Crete Systems products and training for all of New England and New York. We carry the most innovative, trusted products the industry has to offer for decorative concrete overlays, stamped concrete, concrete coloring, concrete repair, industrial epoxy systems and custom flooring solutions.

Elite Crete of Indiana
647 Sayre Ct., Ste. C
Greenwood, IN 46143

(317) 888-4440
www.elitecreteindiana.com

Elite Crete of Indiana provides training, technical support and product sales to contractors in the central Midwest area. In addition to coatings, our polymer overlay systems product line includes thin stamped, slate trowel textures, microfinishes, countertops and vertical applications. Training options from beginner to experienced are available. Call us!

Elite Crete of the Ohio Valley
2323 Scioto Harper Dr.
Columbus, OH 43204

(614) 440-0599
www.elitecreteohiovalley.com

Elite Crete of the Ohio Valley is the factory-authorized distributor and training center of Elite Crete Products serving Ohio, West Virginia, and Western Pennsylvania. Visit our website, www.EliteCreteOhioValley.com, to learn more about our product line and our monthly training programs and schedule.

Elite Crete SoCal
9259 Archibald Ave.
Rancho Cucamonga, CA 91730

(909) 843-5483
www.elitecrete.com

Elite Crete Systems Inc. authorized certification training, distribution and technical support for California decorative concrete installers.

elite crete systems

Elite Crete Systems
1061 Transport Dr.
Valparaiso, IN 46383

(219) 465-7671
www.elitecrete.com

Manufacturer of products for complete decorative concrete overlay systems, epoxy and urethane industrial floor coatings and concrete surface restoration and protection. More than 90 offices worldwide.

See our ad on page 27 • Reader Service 16

Elite Crete Systems Midwest Inc.
4838 W 128th Pl.
Alsip, IL 60803

(708) 629-0825
www.elitecrete.com

Manufacturer of products for complete decorative concrete overlay systems, epoxy and urethane industrial floor coatings and concrete surface restoration and protection. More than 90 offices worldwide.

Elite Crete Texas
783 N. Grove Rd., Ste. 110
Richardson, TX 75081

(214) 575-7500
www.elitecretetexas.com

enCOUNTER
125 NE 40th St.
Oklahoma City, OK 73105

(866) 906-2006
www.encountertop.com

Training with enCOUNTER allows contractors to learn how to form, mix, color and seal the strongest professional comprehensive countertop system. All classes are hands-on, allowing students to leave with the confidence they can use on the job.

See our ad on page 37 • Reader Service 33

G

GG Innovative Products
20981 Yeoman Rd.
Bend, OR 97701

(503) 719-8580
www.gginnovativeproducts.com

Manufacturer of high-quality stains, dyes, sealers, overlays, and finish wax. These products are formulated to stand up to the test of time.

See our ads on page 59 • Reader Service 56, 57 & 58



Gnomeadic Arts
2318 S. Vineyard Ave., Ste. A
Ontario, CA 91761

(909) 947-6474
www.gnomeadicarts.com

Gnomeadic Arts is a unique company with more than 20 years in concrete and construction. We offer on- and off-site training, consulting for your business, branding and marketing, mix designs, custom mold making, shop ergonomics and tricks to save you time and money, all at a price you can afford.

I

Increte Systems, Inc.
1611 Gunn Hwy.
Odessa, FL 33556

(813) 886-8811
www.increte.com

Increte Systems is the decorative concrete industry's only full-service manufacturer, providing the industry's most complete line of decorative products, tools and training.

Innovatech Products & Equipment
832 80th St. S.W.
Everett, WA 98203

(425) 402-1881
www.innovatechproducts.com

Innovatech Products & Equipment has been educating contractors for over a decade. It continues the education process through the Innovatech Institute, focusing on the fundamentals of grinding and polishing. Innovatech is the leading surface-preparation equipment manufacturer of the Terminator, Ride-On Floor Scraper, and Predator, Planetary Grinder/Polisher.

See our ad on page 47 • Reader Service 47



International Polished Concrete Institute
P.O. Box 1174, 184 Cedar Pl.
Norris, TN 37828

(865) 494-7881
www.ipcionline.org

Created specifically to educate architects, engineers and contractors about polished concrete, the Institute is an unparalleled resource for the new and growing industry. It offers extensive training and industry resources, allowing members to stay on the cutting edge of this rapidly advancing field.

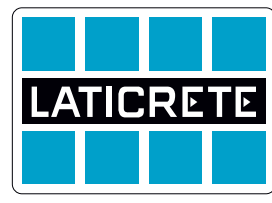
K

Kemiko Decorative & Industrial
13210 E. Barton Cir.
Santa Fe Springs, CA 90605

(800) 875-4596
www.kemiko.com

See our ad on page 30 • Reader Service 19

L



LATICRETE
One Laticrete Park N.
Bethany, CT 06524

(203) 393-0010
www.laticrete.com

LATICRETE is a global manufacturer and leader of premium installation and finishing systems for the building industry.

N

NewLook International Inc.
1525 S. Gladiola St., Ste. 8
Salt Lake City, UT 84104

(801) 915-4675
www.getnewlook.com

The leading manufacturer of premium architectural and specialty decorative concrete product solutions. Our superior coating and polishing systems have been proven since 1989 by industry professionals and property owners alike to restore and enhance the image of concrete. Whether you are specifying or installing decorative concrete, NewLook has the right solution for you! Visit www.GetNewLook.com for our training schedule.

See our ad on page 56 • Reader Service 61

Q

Quest Building Products
1129 N Patt St.
Anaheim, CA 92801

(714) 738-6640
www.questbuilding.com

Quest Building Products is California's full-service store specializing in decorative concrete products to prepare, protect and decorate any concrete surface. Offering tools and coatings, Quest also provides equipment sales, service and rental. With a knowledgeable staff and the support of reputable and dependable manufacturers, Quest is your one-stop shop.

W


Wagner Meters
326 Pine Grove Rd.
Rogue River, OR 97537

(541) 582-0541
www.wagnermeters.com/webinar_info.php

Wagner Meters has recently released this comprehensive webinar, entitled "Measuring Moisture in Concrete Slabs." This free webinar is presented by Howard Kanare, Senior Principal Scientist for CTLGroup, a subsidiary of the Portland Cement Association. This free presentation brings you the most up-to-date information on accurate moisture testing of concrete slabs. This free webinar is available by invitation only and seating is limited. Please email rapidrh@wagnermeters.com or call (541) 582-0541 to receive your invitation to this ground-breaking webinar.

WERKMASTER™
Ultra Floor Systems

WerkMaster
 1448 Charlotte Rd.
 North Vancouver, BC Canada V7J 1H2
 (604) 629-8700
www.werkmaster.com

WerkMaster pioneered dry polishing systems for concrete, terrazzo and stone, featuring our Ultra-Flex Plug 'N Go tooling system. Seven machines in one: WerkMaster is a grinder, polisher, edger, sander, buffer, burnisher and stripper edging to 1/8" of the wall. See upcoming dates for WerkMaster's Certified Training Courses at www.werkmaster.com.

Westcoat Specialty Coating Systems
770 Gateway Center Dr.
San Diego, CA 92102

(800) 250-4519
www.westcoat.com

With more than 30 years of industry experience, Westcoat offers innovative, durable surface solutions for the discriminating architect, contractor, specifier or property owner. Take the guesswork out of selecting and applying coatings with Westcoat's simplified solution for every type of coating application. Westcoat Specialty Coating Systems — an all-inclusive line of step-by-step coating products — make selecting the right process for every job even easier. Engineered to achieve superior results, Westcoat delivers numerous protective, textured and decorative options for a variety of applications. Westcoat offers superior customer service, technical support and training tools, including On-the-Road Demos and installation training videos.

See our ad on page 29 • Reader Service 23

R

R.A.T. Training (Big Bamboo Studios)
 515 5th St.
 Fairbury, NE 68352

(402) 806-1378
www.bigbamboostudios.com

Our mission at R.A.T. Training is to provide an interactive, educational platform for rock carvers, artists and theme builders using a variety of mediums and inspiring design. Through networking and hands-on training we aim to inspire creativity and innovation through our diverse classes in three-dimensional decorative concrete.

S

Solomon Colors Inc./Brickform
 11061 Jersey Blvd.
 Rancho Cucamonga, CA 91730

(800) 483-9628
www.brickform.com

BRICKFORM has easy-to-use systems that work seamlessly together to resurface and restore aging concrete or to create new colored and textured hardscapes. BRICKFORM systems include: coloring, staining, imprinting, sealing systems, and all the companion accessories to complete the job. Visit us at www.brickform.com.

The Stamp Store
121 N.E. 40th St.
Oklahoma City, OK 73105

(888) 848-0059
www.thestampstore.com

The Stamp Store has been training concrete artisans for more than 10 years. Our Stamp Store instructors specialize in training classes for countertops, vertical stamping and carving, overlays, fresh pours, stamping, and One Day Floors applications. All classes are hands-on, allowing the student to experience the satisfaction of a completed project.

See our ad on page 37 • Reader Service 33



Super-Krete
 1290 N. Johnson Ave., #101
 El Cajon, CA 92020

(619) 401-8282
www.super-krete.com

Super-Krete gives you a range of products to meet the challenge of any project. Super-Krete manufactures simple-to-use products of the highest quality and versatility for the preservation, renovation and beautification of concrete in the industry today.

Surface Gel Tek
 663 W. 2nd Ave., #15
 Mesa, AZ 85210

(888) 872-7759
www.surfacegeltek.com

SDVOSB / WOSB – Manufacturer of gelled products used for concrete cleaning, etching and profiling. Introducing Pre Grind. Use our products on old/new concrete. Pre Grind is perfect for pre-grinding prior to decorative polishing. We also offer vinyl adhesive "graphics on demand," stock/custom, unlimited in design/size. Brainstorming/technical support are our specialties. Call us anytime!

See our ad on page 55 • Reader Service 66

V

Versatile Building Products
245 Carl Karcher Way
Anaheim, CA 92801

www.lifetimeedecorativeconcrete.com

Versatile Building Products, Inc. manufactures decorative concrete floor coatings and high-performance clear sealers. Our extensive product line includes Versa-Crete 1/8" Stamped Overlays and Microtoppings available with a lifetime adhesion warranty. Another popular line is our Roll on Rock garage floor coating that can be installed in as little as a few hours.

See our ads on pages 31, 34 & 57 •
 Reader Service 18, 28 & 55

VerticalArtisans

Vertical Artisans
 7915 W. 90th St.
 Hickory Hills, IL 60457

(708) 233-9394
www.verticalartisans.com

Vertical Artisans is an online subscription site that illustrates the methods, styles and techniques of hand-carved vertical decorative concrete. Please visit our site and join our free forum for updates and events.



Performance Construction Chemicals

Vexcon Chemicals
 7240 State Rd.
 Philadelphia, PA 19135

(888) VEX-CON1
www.vexcon.com

Certi-Shine is a leading global brand for polished concrete. Attend the training seminar that everyone is talking about; fine-tune your techniques and become certified to install Certi-Shine FSR (food-stain resistant) technology and our interior and exterior silicate Micro Stain as well as FUSION, the latest in polished concrete repair.