

**Concrete Decor Show/Spring Training: March 16-19**

Vol. 10 No. 2 • February/March 2010 • \$6.95

# Concrete<sup>®</sup>

The Journal of Decorative Concrete

# Decor

## **Pervious Gets Decorative**

**Get in the Game:  
Jobs at Stadiums  
Better Bidding**



**MARCH 16-19, 2010  
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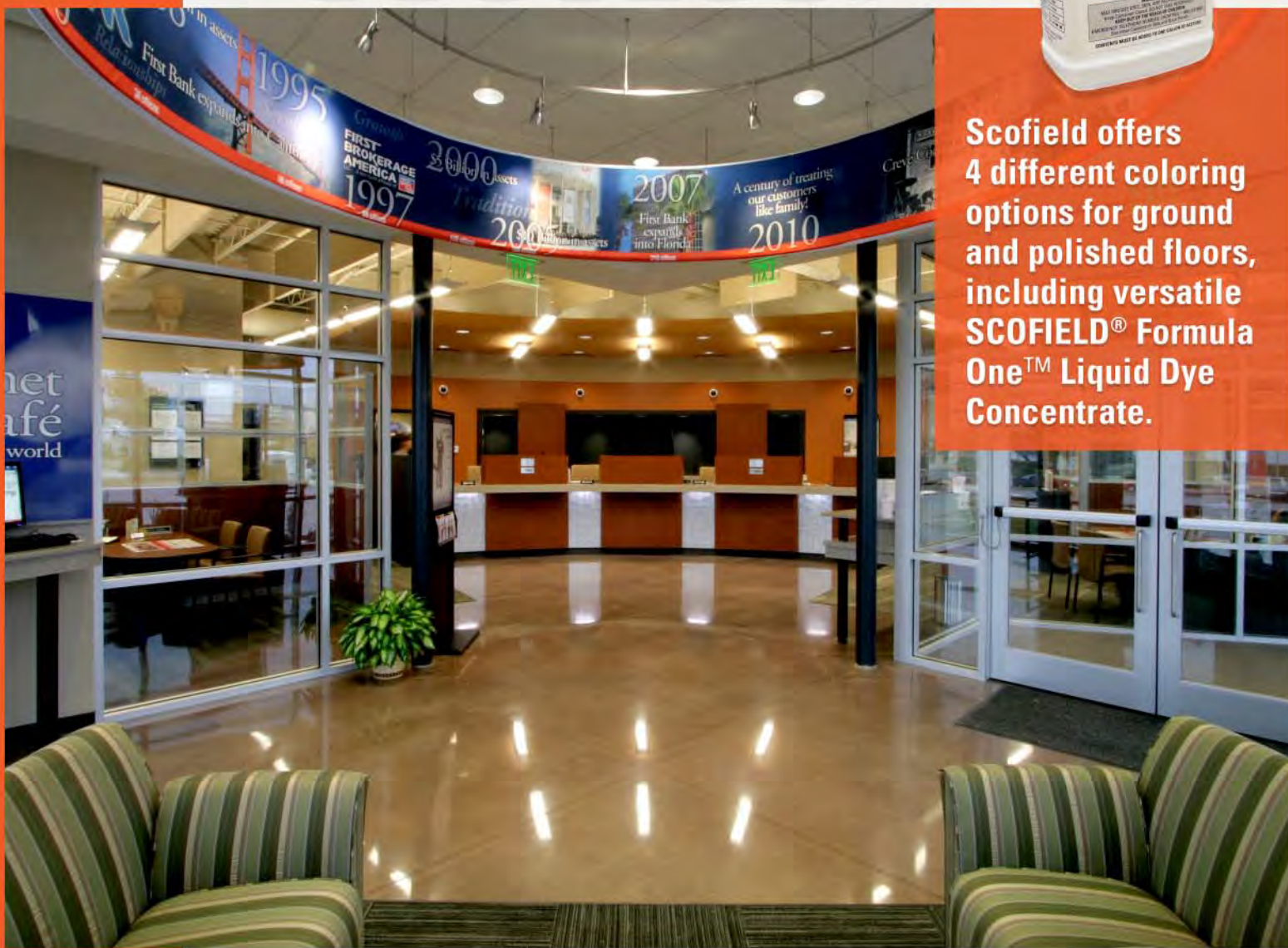
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16-19, 2010  
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## Where the Action is...

The Concrete Decor Show is the premier event for the top players shaping the future of decorative concrete. See new applications in action. Get the know-how to get ahead. Trend-setting trainers will bring it to Phoenix.

## Where the Pros Go...

This is an opportunity to get in top form — whether an experienced veteran wants to fine-tune the skills necessary to become a star player or move up to the big leagues by improving productivity in commercial construction. It's also a chance for newcomers to learn from the pros and find the positions where they can excel in a competitive game.

## Where the Season Begins... PHOENIX CONVENTION CENTER

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Main Photo left: Vic International. Main Photo right: Bob Harris. / Left to Right: Bob Harris Paladiano Stamps, Skimstone & Modello, Gaye Goodman, Scott Systems.



# Get in the Game!



*Where Decorative Concrete  
Means Business*

The Concrete Decor Show & Decorative Concrete Spring Training is your chance to get yourself and your decorative concrete crew into "game shape." Learn from an all-star roster of trainers offering hands-on workshops and proven techniques.



On Tuesday, the Keynote by Fu-Tung Cheng and master architect Will Bruder kicks off a full day of informative panels and seminars. Workshops and more seminars are offered Wednesday through Friday.

The Concrete Decor Show features the world's top providers of decorative concrete products.





## COMPANIES EXHIBITING AT THE CONCRETE DECOR SHOW:

Alpha Professional Tools  
Ambient Glow Technology  
American Decorative Concrete Supply Company  
American Specialty Glass  
AQUAFIN Inc  
Architectural Enhancements LLC  
Arizona Polymer Flooring  
ArmorThane USA Inc.  
Ball Consulting  
Bayer Materials Science  
Benner-Nawman, Inc.  
Benron Equipment & Supply Inc.  
Buddy Rhodes Concrete Products  
Butterfield Color  
Chapin Manufacturing Inc  
Chem-Coat Industries Inc.  
CHENG Concrete LLC  
Cohills Building Specialties  
Concrete Coatings Inc.  
The Concrete Countertop Institute  
Concrete Countertop Specialties  
Concrete Earth /  
Specco Industries Inc.  
Concrete Homes/Concrete Monthly  
The Concrete Network  
Concrete Solutions Inc.  
A. W. Cook Cement Products  
Crown Polymers LLC  
CS Unitec  
CTS Cement Manufacturing Corp./  
Rapid Set®  
Decovent  
Delta Performance Products LLC  
Diamatic Management Services  
Diamond Solutions  
Diamond Tec Inc.  
Eco Safety Products  
Elite Crete Systems Inc.  
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Excellent Coatings  
Fishstone, Concrete  
Countertop Supply

Flex-C-Ment  
Franmar Chemical  
GG Innovative Products Inc.  
Goldenlook Int'l.  
Gran Quartz / Diarex  
Granicrete International  
GST International LLC  
H & C Concrete Coatings  
Heritage Glass  
Hotwire Direct  
Increte Systems  
Inter-Tool / Leitch Co.  
ISFA - International Surface Fabricators Association  
Jelight Company Inc.  
Journal of Architectural Coatings  
Kemiko Decorative & Industrial Coatings  
Key Resin Co.  
Kraft Tool Co.  
Levetec  
Lura Enterprises  
Lythic Solutions, Inc.  
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Proline Concrete Tools  
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Stardek Decorative Concrete Products  
StoneEdge Surfaces  
Stonemakers  
Super Stone Inc.  
SureCrete Design  
Surface519  
Surface Gel Tek  
TopXCrete  
Tuscan StoneWorx / Envision  
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Universal Templates  
Val-Test / Open Decor  
Veron Coating Systems, Inc.  
W.R. Meadows, Inc.  
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Water Shapes Magazine  
Werkmaster  
Z-Counterform, a division of Concrete Countertop Solutions Inc.

*Note: Exhibitor list updated on February 17, 2010. For an up-to-date list of exhibitors and booth assignments, visit [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).*

### Concrete Decor Show Exhibits

The trade show will take place on the 300 Level in the North Building of the Phoenix Convention Center.

Wednesday, March 17:

10:00am - 5:30pm

Gala Reception from  
5:30pm - 7:30pm

Thursday, March 18:

10:00am - 5:00pm

Friday, March 19:

9:00am - 2:00pm

**March 16-19, 2010 · Phoenix Convention Center**

**Register Today! Call (877) 935-8906 or go to [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com)**



# Grand Slam

## Keynote:

### Making a [Design] Difference: Creativity + Sustainability Matter

Will Bruder, AIA, *Will Bruder + Partners, LTD.*

& Fu-Tung Cheng, *CHENG Design, Inc.*

Tuesday, March 16 — 8:30am – 10:00am



Join in this unprecedented meeting of two friends. Gain new ideas and surprising insights to incorporate into your own creative path and materials palette.

Renowned architect Will Bruder and award-winning designer Fu-Tung Cheng will provide a thought-provoking presentation of their design work, past, present and future — giving the artist's perspective on light, space, mixed materials and composition, as well as their quest for sustainability. In a unique twist to this dialogue, Will and Fu-Tung will select and critique a residential project from the other designer's body of work.



For 40 years, Will Bruder has explored inventive and contextually exciting architectural solutions in response to site opportunities and user needs. Self-trained as an architect, Will has a Bachelor of Fine Arts degree in sculpture from the University of Wisconsin-Milwaukee. He opened his own award-winning studio in 1974.

Fu-Tung Cheng is the principal designer of CHENG Design in Berkeley, Calif., and is also a licensed general contractor. His custom home projects have earned him numerous awards and recognition, including a 2009 Builder's Choice Merit Award and a notable induction into the National Kitchen and Bath Hall of Fame. He is the author of three books and the founder of CHENG Concrete Products and CHENG Concrete Training.

Sponsored by *Concrete Decor* and *Concrete Homes* magazine.

## Kick-off Address:

### Step Into the Clarity of Sensory Concrete

Mike Miller, *the concretist*

Tuesday, March 16 — 4:15pm – 5:30pm



The new genre of "sensory concrete" acknowledges concrete for what it really is and what the essential nature of the material says to us. In a visually exciting presentation followed by a panel discussion, Michael Miller and his associates will explore sensory concrete. Miller will identify the differences between the traditional genres of structural, architectural and decorative concrete and new sensory concrete, plus how to discover which category any specific client/project falls into, in order to develop realistic and

coordinated expectations between the designer and the artisan.





# Special Events

## Festive Awards & Recognition Evening

Thursday, March 18 — 6:00pm  
Sheraton Hotel Ballroom

Join Us For An Evening to Remember!



The highlight of the Festive Awards & Recognition Evening will be the first annual Decorative Concrete Hall of Fame presentations. We will honor companies and individuals who have helped shape the art and the business of decorative concrete

through their commitment to excellence and innovation.

Also, Professional Trade Publications, owner of the Concrete Decor Show & Decorative Concrete Spring Training, will honor 55 recipients of *Concrete Decor*'s Artisan in Concrete designation. The Artisan in Concrete feature in *Concrete Decor* magazine showcases the nation's top decorative concrete professionals, who are the driving force behind the growth of this industry.

Following a silent auction to raise funds to rebuild in Haiti, special awards will be presented throughout the evening.

The evening will take place March 18 at the Sheraton Phoenix Downtown Hotel, the headquarters hotel for the Concrete Decor Show. Tickets may be purchased at [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com) or by calling (877) 935-8906.

### Silent Auction Benefit for Haiti: Donations Needed!

A Silent Auction to raise funds to rebuild in Haiti will take place during the Festive Awards reception starting at 6:00 p.m. Items on auction will range from sports memorabilia to training classes, tools, equipment and materials donated by show exhibitors.

To make a donation for the Silent Auction to benefit Haiti, please download the Rebuild Haiti Submission Form at [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).

## Opportunities for Women in Decorative Concrete

Friday, March 19 — 12:30pm – 2:00pm

**Moderator:** Sherry Boyd, Professional Trade Publications, Inc.

**Panelists:** Shellie Rigsby, Acanthus Concrete Stain Designs;  
Tamryn Doolan, Surface Gel Tek; Gaye Goodman, Faux Real LLC

Luncheon and Panel Discussion



Join Sherry Boyd and our distinguished panelists as they discuss the contributions of women in decorative concrete. Learn about the unique challenges women face in this industry and how they can be overcome, as well as the many opportunities to excel. Sign up using the registration form at [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).



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## Publisher's Letter



### Dear Readers,

One of the greatest comforts in life is knowing that in good times or bad, valuable lessons can be learned. And for those who are willing to see adversity in this light, there are opportunities to become wiser in how we live and do business.

Such has been the case for me this past year. Not only has the job of publishing *Concrete Decor* magazine been challenging, but building a new industry event in the wake of one of the worst economic recessions in United States history has caused its fair share of anxiety — not just for me, but for my family and even my staff. We've managed to hold things together, but there have certainly been some questionable moments. Strangely enough, I like big challenges because experience has often shown me that the reward is often significant as well. I'm not just talking about financial rewards. I'm talking mostly about the sense of achievement that may result.

If I were asked to identify three things that keep me on task and focused on achieving my goals, they would be my faith in God, my love for family, and my maintaining a long-term perspective on where I want to be in three to five years. Keeping my goals in sight keeps me on track whenever the road gets bumpy. It also helps to have strong convictions, because when you believe strongly in something you develop a sense of determination that's not easy to stop. If you know that your actions are beneficial to others and honorable in God's sight, it's likely you'll gain the support of everyone around you. And that's the stuff that can move mountains.

In my opinion, we are today at a time and place where Americans are tired of the negative space around them. Change is essential, and I think people realize that they need to make it happen for themselves rather than waiting on government, the lottery or some miracle to occur. As Brandon Gore was sharing with me yesterday, he's now preparing for a concrete countertop workshop in southern France. God gave us bodies and minds to use, and there is probably no better place to start than in the business of decorative concrete.

Despite the challenges you may be facing today, I want to encourage you to take control of your life and get busy. The Concrete Decor Show & Decorative Concrete Spring Training in Phoenix on March 16-19 is going to be one of those places where you'll cultivate a vision that no one but yourself can hold back.

See you there.

Sincerely,

Bent Mikkelsen, Publisher

### Your password to view articles on ConcreteDecor.net: Phoenix

Enter this access code to view current and older articles in *Concrete Decor's* online archive. The archive can be found and searched at [www.concretedecor.net](http://www.concretedecor.net). The password changes every issue.

To continue receiving both the print magazine and access to our archives, keep renewing your subscription to *Concrete Decor*, the industry's foremost magazine on decorative concrete.



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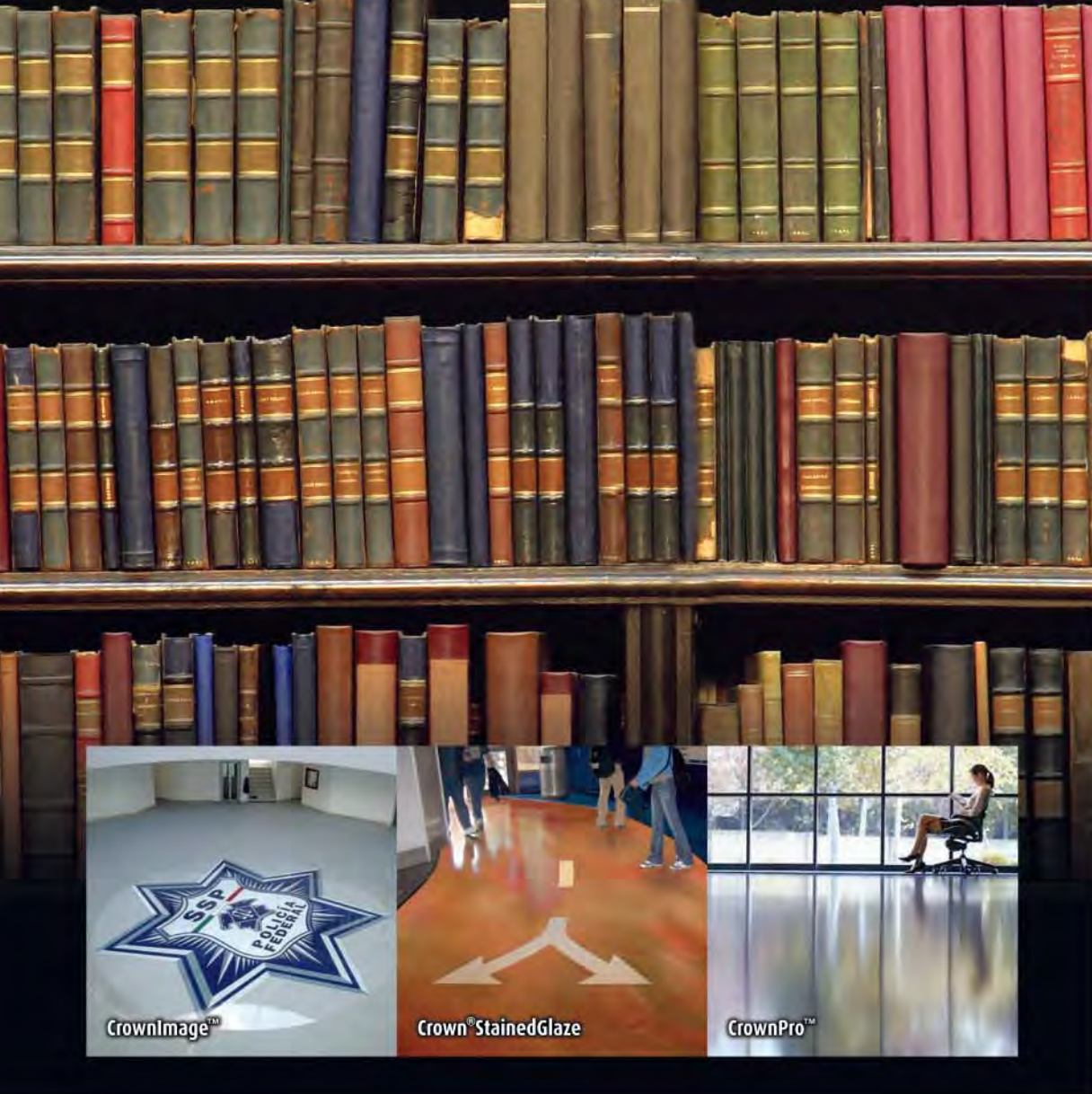
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**Floyd Dimmick Sr.**, Technical Director  
Crown Polymers, LLC., Huntley, Illinois

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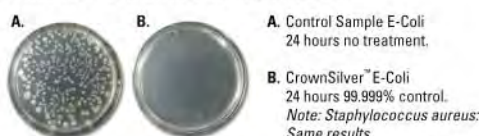
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# Features

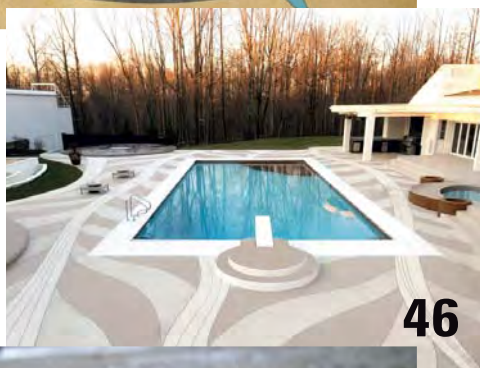


## 39 2010 Concrete Restoration Contest

### 40 Artisan in Concrete: Jeffco Concrete Contractors Tuscaloosa, Ala.

Travel-tested diesel generators, a fleet of polishing machines and a bundle of big-name contracts — all part of how Jeff McCool and his team do decorative concrete in the Deep South.

*by David Thompson*



### 46 Project Profile: RH-1 Chesterland, Ohio

Gregory Mata and his Cutting Edge Decorative Concrete crew arrived at the house of a young CEO intending only to stamp a patio. Then inspiration took over.

*by Kelly O'Brien*



### 54 Pretty and Pervious: Decorative Options for Pervious Concrete

With its distinctive Rice Krispies look, pervious concrete was designed to let liquids pass through it. The material poses some clear challenges for decorative concrete contractors.

*by Stacey Enesey Klemenc*

### 62 Just Dye It

As complements to stains, as colorants on polished concrete jobs or on their own, dyes are earning a more permanent place in the decorative concrete artisan's tool kit.

*by Chris Mayo*



### 66 Design Ideas: Sports Stadiums

Three of the nation's most beloved sports franchises — the New York Yankees, Indianapolis Colts and Dallas Cowboys — embraced decorative concrete when they built their new homes.

*by Stacey Enesey Klemenc*

**On the Cover:** Some of the sidewalks created for the 2008 Summer Olympics in Beijing are composed of integrally colored pervious concrete banded with conventional concrete at the edges. If the pervious sections are large enough and designed properly, this can be an excellent way to mitigate storm water. For more about decorative pervious concrete, see page 54.

Photo by David C. Mitchell, Bunyan Industries





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- **Pressed:** Must be done pre-cast. Mold is upside-down. Creates Buddy's signature veined look. Some polishing required. No pea gravel. No vibration.



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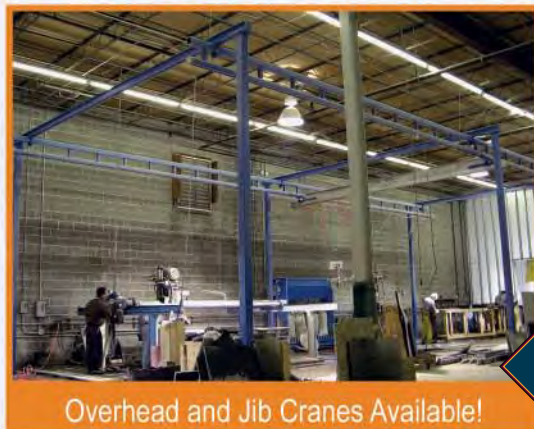
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## **Scofield Decorative Concrete Award winners announced**

L.M. Scofield Co. is pleased to announce the winners of the Second Annual Decorative Concrete Awards contest.

The Grand Prize award, an engraved cut-crystal trophy, was awarded to Lou DeCillis of Artistic Flooring Systems, of West Bloomfield, Mich. His winning entry — an 8,000-square-foot acid-stained floor at the Asian Village restaurant complex in Detroit, Mich. — was recognized for its aesthetics, creativity and craftsmanship.

The remaining finalists, who all received a black glass commemorative plaque, were:

Sean Ebbert — Pearson Construction Company, Benton Harbor, Mich.

Dave Edwards — Edwards Concrete Company, Winter Garden, Fla.

Shawn Halverson — Surfacing Solutions, Temecula, Calif.

Mike Lawlor — Solid Creations Concrete, Modesto, Calif.

Gregory Mata — Cutting Edge Decorative Concrete, Richfield, Ohio

Chris McMahon — Architectural Concrete Design, Levittown, Pa.

Bart Rockett — The Concrete Artist, Berlin, N.J.

Brent Thrans — Acanthus Studio, Sacramento, Calif.

The contest was open to any contractor, architect or designer who uses or specifies Scofield systems. Entries were narrowed down to a group of nine finalists.

[www.scofield.com/decorative-concrete-awards.html](http://www.scofield.com/decorative-concrete-awards.html)

## **Tommy Cook parts with Absolute ConcreteWorks, hits the road**

Tommy Cook, of Absolute ConcreteWorks, based in Poulsbo, Wash., has turned over his shares of ACW, to his co-founding partners Steve and Tina Silberman. Details of the transfer were not disclosed.

The Silbermans, along with their team of craftsmen and artists at the award-winning company, will continue with business as usual, and Cook will consult on more intricate projects as needed.

Cook has also launched a new decorative concrete training company, CM Services LLC. He has begun traveling the United States with Collette, his girlfriend, partner and co-founder, and their German shepherd, John. CM's services include art training, GFRC and wet-cast training, custom mold fabrication training and other services related to precast concrete. Cook and



Collette plan to travel for the next two to 10 years, funding their journey with training and consulting. They also intend to write stories about the concrete artists they visit. Their slogan? "We train at your shop with your tools and your products, and then you know how it will work for you."

☎ (206) 349-6403

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

## Sakrete co-brands TXI's Maximizer concrete mix

Sakrete has partnered with TXI, a Sakrete licensee and leading producer of building materials in Texas, to market its Maximizer brand of lightweight, high-yield concrete mix.

As part of this agreement, Sakrete will co-brand Maximizer concrete mix and promote it in the eastern United States. Sakrete Maximizer is a high-yield, high-strength concrete mix that provides 67 percent more coverage than conventional concrete mixes with an equal weight of material. Sakrete Maximizer features a uniform mix, making it easier to mix and apply. It reaches an ultimate compressive strength of 5,500 psi.

☎ (800) 738-1621

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

## Sakrete expands U.S. presence

Sakrete has expanded its licensing agreement with Materials Packaging Corp., owned by Ash Grove Materials Corp.

This association will provide a greater production and sales presence for the Sakrete brand in Kansas, Missouri, Arkansas, Tennessee, Mississippi, Utah and Idaho.

Sakrete products are produced by a network of manufacturing partners, or licensees, and are available in home centers, independent retailers and building material supply yards across

the United States, Canada, Mexico and parts of the Caribbean.

☎ (800) 738-1621

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

## Sept. 11 memorial cast in decorative concrete

Students from the Concrete Industry Management program at California State University, Chico, and the CIM program at Middle Tennessee State University joined decorative concrete experts in building a memorial to honor firefighters who lost their lives during the Sept. 11 attack in New York City.

Students attending the 2010 World of Concrete show in Las Vegas helped create two eight-foot towers representing the silhouette of the World Trade Center. A highly reflective, faceted surface displays the names of 56 firefighters who died. The memorial will be reassembled and installed in a memorial park across the street from a firehouse in New York as part of Sept. 11 10th anniversary events in 2011.

The memorial was the idea of Ed Gruetzner, a firefighter who retired from the New York City Fire Department four months before 9/11 and lost many friends in the tragedy. Gruetzner, now an accomplished decorative concrete installer, discussed the idea of a memorial with Mike Eastergard, owner of PreiTech Corp., a manufacturer of forms for the building and concrete industry and a supporter of CIM programs. Eastergard volunteered his custom-concrete form expertise and suggested that they work with CIM students to create the memorial during World of Concrete.

University students worked with the concrete mix and created sample panels before traveling to Las Vegas. At the show, the students formed, mixed and placed the concrete, erected the completed panels, dismantled the memorial at the end of the event and carefully crated it in specially designed foam forms for shipment to New York.

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

🌐 [www.ecst.csuchico.edu/\\_\\_\\_depts/cim/index.html](http://www.ecst.csuchico.edu/___depts/cim/index.html)

## BASF develops analysis program for greener concrete mixes

The North American Admixture Systems business of BASF Construction Chemicals has developed an innovative Eco-Efficiency Analysis program that quantifies both the economic and ecological benefits of Green Sense Concrete mixtures. Green Sense Concrete, which was introduced to the marketplace in September 2009, is a mix optimization service from BASF that results in new levels of concrete performance and sustainability.

Eco-Efficiency Analysis examines the environmental life cycle of Green Sense Concrete mixtures, beginning with the extraction of raw materials through the production of concrete. The analysis is based on six environmental impact categories, including energy consumption, emissions (air, soil, and water), toxicity potential, risk potential, raw material consumption, and land use.

🌐 [www.basf.com](http://www.basf.com)

## Mapei supplies products for 2010 Olympic venues in Vancouver

In preparation for the Vancouver 2010 Olympics, Mapei provided 41 different products that contractors used for concrete restoration, surface preparation, waterproofing and flooring installation in six Vancouver venues, including the Vancouver Olympic Headquarters (Campus 2010), Richmond Speed Skating Oval, Olympic/Paralympic Centre, Canada Hockey Place (GM Place), Olympic and Paralympic Village Vancouver and the East and West buildings of the Main Media Centre at Vancouver Convention and Exhibition Centre.

In addition, Mapei expanded its facilities in Delta, B.C., to help handle the requirements of ongoing construction in the province. The manufacturing plant in the Vancouver suburb has grown from 32,700 square feet to 77,000 square feet, with additional warehouse space and new offices to better serve Mapei customers in western Canada.

Mapei has been supplying concrete restoration and flooring installation systems to Olympic venues across the

### Correction

The phone number for Cutter Diamond is (866) 816-8073. Cutter makes the One Blade, profiled in the "Specialty Cutting Blades" Tools section in our November/December 2009 issue.





Americas and around the world since 1972. Their products are already being used in the construction of sites for the upcoming 2012 Summer Olympics in London, England, and the 2014 Winter Olympics in Sochi, Byelorussia.

☎ (800) 426-2734

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

### HP Spartacote heads to court over patent dispute

HP Spartacote has filed a patent infringement lawsuit against Premier Garage Systems LLC, Shorr Technologies LLC and In & Out Garage Floors LLC in the U.S. District Court of Arizona.

In its complaint filed Dec. 29, 2009, HP Spartacote, in conjunction with the inventors and other associated parties, asserts that products manufactured and sold by the named defendants have infringed on its patents. The complaint seeks unspecified damages and a court-ordered injunction against future infringement by Premier Garage, Shorr Technologies and In & Out Garage Floors.

HP Spartacote manufactures and sells a wide range of patented polyaspartic coating products for concrete and steel.

☎ (866) 966-1329

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

### Diamatic offers “vertical” polished concrete solutions

Diamatic Management Services has announced the industry's first vertical business model for the concrete polishing industry. Now, DMS is able to create and customize a flooring solution for building owners, designer and builders.

“The Ultra-Flor system includes cutting-edge chemical technology by Advan and Dow Corning, the best in engineered cements by Ardex, new diamond technologies, new pad technologies, the best in maintenance equipment by Clark/Advance, vacuums by Nilfisk/CFM, and the most advanced planetary equipment line manufactured in our state-of-the-art facility in Holland,” states a press release.

By creating specifications from methods that include the top brands and products available, Diamatic is able

to train, deliver, fulfill, manufacture and manage projects while supplying a network of installers.

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

### New distributors for SpectraQuartz aggregate

N.T. Ruddock Co. has been named the exclusive distributor of SpectraQuartz colored quartz aggregate from Mineral Visions to construction, flooring and pool markets in Ohio, Indiana, Michigan, western Pennsylvania and western New York. Gulf Coast Chemical has been named the exclusive distributor for the state of Florida.

SpectraQuartz is manufactured using a unique process in which high-purity quartz is coated with colored pigment dispersions developed to permanently bind to the quartz surface. The product is extremely resistant to ultraviolet rays and chemicals, retaining its color and hardness after years of exposure to sunlight and flooring chemicals.

N.T. Ruddock is a leading supplier of abrasives, alloys, aggregates and other specialty industrial and construction products and equipment. Its headquarters is in Cleveland, Ohio.

Gulf Coast Chemical is a leading supplier of high-performance raw materials and specialty additives for many industries, including construction, coatings, adhesives and composites. Operating from a 35,000-square-foot facility located in Tampa, Fla., Gulf Coast Chemical serves customers in the Southeast by supplying products, equipment and technical assistance.

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

### New digs for Surface519

Surface519, a manufacturer and distributor of high-performance sealers and specialty coatings for decorative concrete and concrete countertops, has moved to a new 30,000-square-foot operations and training facility located in Des Moines, Iowa.

The expanded facility will house Surface519's new packaging equipment, provide a location for decorative concrete product training and testing, and provide a central distribution location.

Surface519 has also hired Becky

Clark. Clark will be assuming the role of office manager, and she will be handling order processing and technical assistance.

☎ (800) 475-1975

🌐 [www.surface519.com](http://www.surface519.com)

### Versatile Building Products moves to Anaheim

Versatile Building Products Inc. has relocated to a 60,000-square-foot building in Anaheim, Calif.

The new corporate headquarters is located one block south of the Route 91 freeway at Harbor Blvd. It is within walking distance of several hotels, making it convenient for customers who fly in for training classes. A store has also been added for walk-in customers.

Versatile Building Products Inc. manufactures garage floor coatings, decorative and industrial concrete coatings, waterproof coatings, epoxies, urethanes, and garage cabinets, and also offers franchises for the garage improvement market.

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

### Sakrete adds California producer

Sakrete has entered into a new licensing agreement with E-Z Mix Inc., a leading producer of building materials serving home centers and independent retailers in southern California.

Through this licensing agreement, E-Z Mix will manufacture Sakrete concrete mixes and related products, including masonry mixes, concrete and masonry repair products, sands and gravels, and asphalt maintenance products. E-Z Mix has bagging operations in Rialto, Calif., and Sun Valley, Calif.

☎ (800) 738-1621

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

### Concrete Countertop Institute software aids mix design

The Concrete Countertop Institute has developed easy-to-use software for creating high-performance, from-scratch concrete countertop mixes.

Two mix formulas are provided, one all-sand mix excellent for hand-packed or variegated looks and one gravel-based mix designed to be highly flowable and perfect for vibration and a



uniform surface appearance. The software automatically calculates exactly how much of each ingredient is needed, including pozzolans, pigments and decorative glass, and produces a printable batch report for use while mixing. Sample colors are also included.

These mixes were tested by an independent testing lab and found to achieve compressive strengths of more than 4,000 psi in one day, 6,200 psi in three days, and 8,200 psi in seven days.

Jeffrey Girard, P.E., president of the Concrete Countertop Institute, designed the mixes and wrote the software. "These are the mixes I developed when I first started making concrete countertops, so they have 10 years of success behind them," he says in a CCI news release. "I have been teaching these mix formulas to my students for years, but this is the first time that CCI has offered them outside of our hands-on classes."

The package consists of the software, a user's guide for the software, and a 34-page textbook explaining important fundamentals of concrete, such as water/cement ratio, how pozzolans work and how concrete cures, as well as offering a troubleshooting guide.

☎ (888) 386-7711

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

## Concrete Countertop Institute offers training in Australia

The Concrete Countertop Institute has partnered with Global Concrete Solutions of Melbourne, Australia, to offer a Concrete Countertop Master Class covering precast and glass-fiber reinforced concrete countertop, fireplace, sink and shower construction. Jeffrey Girard, P.E., president of The Concrete Countertop Institute, will travel to Melbourne to teach the class.

The class will cover all of the technical fundamentals of concrete countertop construction. In addition, design instruction will teach contractors how to create a broad range of effects, from rustic to contemporary.

The class will be offered June 7-11, 2010, and Oct. 25-29, 2010, at the Global Concrete Solutions facility in Melbourne.

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

🌐 [www.globalconcretesolutions.com.au](http://www.globalconcretesolutions.com.au)

## Clarification: More information about integral color jobs

by Chris Sullivan

In the January issue of *Concrete Decor*, the magazine published an article called "How Admixtures Affect Integral Color." In an effort to provide information that is as accurate and detailed as possible, we wanted to provide additional facts regarding two pictures used in conjunction with the article.



Photos by Ross Urshan

The picture on page 54 shows integral color used at Daytona Beach Walk, Daytona Beach, Fla., installed by Edwards Concrete Co., Winter Garden, Fla. The colors used were QC Construction Products ColorTech-E colors Cinnamon Dust in standard gray concrete, blue custom color in white concrete and green custom color in white concrete, all with a sponge-float finish.



The picture on page 55 shows integral color used on a walkway at Festival Bay Mall at International Drive, in Orlando Fla., installed by ConTech Construction, Winter Garden, Fla. The colors used were QC Construction Products ColorTech-E colors Purple Dawn and Bamboo. The Purple Dawn has a sponge-float finish, and the Bamboo has a broom finish.

Colors similar to these are now available from many manufacturers of integral color.

*Concrete Decor* always encourages contractors to send in pictures of their work along with project details so it can accurately promote and highlight the work that makes architectural concrete such a great product.

Thanks to Ross Urshan, regional sales manager of Innotech Decorative Concrete Products, who provided information for this report.





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## Reorganized Bomanite back in business

by David Thompson

Among the victims of the economic upheaval of 2008 was Bomanite Corp., an early innovator in providing materials for decorative concrete. But Bomanite has emerged from the depths of the Great Recession with a new name, Bomanite Co., and a back-to-the-future business plan.

The Madera, Calif., company, has gotten out of product manufacturing and refocused itself on its contractor franchisees, which it offered in the early 1970s when it was founded.

"We just didn't have the kind of robust sales to operate the kind of manufacturing operation we were used to, so we made some changes," says Russ Ingersoll, a principal in the old Bomanite Corp. and general manager of the new Bomanite Co. "We've focused our energies away from manufacturing products and toward providing service and support to our contractors, like we did in the early days."

Bomanite's line of color hardeners, release powders, stains, imprinting tools, etc. are still available to Bomanite contractors, but the products are now manufactured by a half dozen "toll blenders" located around the country. The outsourced products are produced using Bomanite's proprietary formulas, and currently a half dozen manufacturers are producing them. Ultimately there may be up to 14 toll blenders strategically located across the country, Ingersoll says.

"Our goal is to get a regional manufacturing network, so no one Bomanite contractor has to spend an inordinate amount on freight to get a product to his shop," he says.

The QC Construction brand, the Bomanite product line that had been available to the general public prior to the closure, remains discontinued.

Bomanite was founded in the 1970 by Brad Bowman, a concrete contractor with an artistic eye, Dan Sieben, who had just finished a stint in the Peace Corps, and Frank Shallenberger, a business professor at Stanford University. Bowman, a World War II vet and an expert in camouflage, is said to be the father of modern imprinted concrete. He used cast aluminum to create the first stamping tools, and he practiced with them in the wet sand at the beach in Carmel, Calif. The company grew rapidly through franchising.

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



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## Two Reasons Artisans Struggle in Business

I watched him as he sat visiting with a man I didn't recognize. All kinds of people were walking by, but few noticed him, drinking coffee and conversing like some kind of business was on the edge of being agreed upon. I couldn't help but wonder how one of the most wealthy sports celebrities in the world had managed, or unmanaged, to lose all his wealth while still a young man. All the talent in the world but nothing to show for it. The other man eventually stood up, shook the retired boxer's hand, and paid the coffee tab for both of them. Sad.

Our industry of decorative concrete is full of amazing and talented artists who have taken our trade to a level I truly never thought I would see in my lifetime. Every issue of this magazine is proof of it. But.

I have been hesitant to write an article like this because I don't want to be misunderstood by any of my peers. However, my concern is that many of our gifted artisans will fall prey to this market downturn for reasons that have



by Doug Carlton

nothing to do with their decorative talents. Most of the cutting-edge types have little interest in the business side of decorative concrete and this shortfall is proving to be costly. In a good economy like the one last seen, most could put off the business side and still make ends meet. I want to approach these concerns head on, and if anyone is offended, I apologize in advance.

Here are the two shortfalls, as I see them, that keep talented individuals from making money in today's market.

### No. 1: Lack of organization

Artists are free-spirited, creative, energetic, and broke most of the time. I have met many since my association with *Concrete Decor*, and I will tell you that they will not argue with this last statement. These individuals will create a masterpiece time and again but run out of gas on the way home. I'm not being mean here, just stating the facts.

Let me give a few examples of what I'm talking about when I say "lack of organization." All are 100 percent true. Again, I'm not picking on anyone, just trying to make a point. Examples are as follows:

- One artisan traveled by plane to do a job and didn't have the tools sent out to do it.



- One forgot to order the materials to overlay a 6,000-square-foot floor that had a scheduled grand opening the next week.
- One forgot to bring a tape measure to a scheduled bid with the homeowner.
- One forgot to invoice a \$12,000 job until the tax preparer caught it at years end.

Amazing.

Being organized is something you are born with or must learn on your own. Heaven knows I have had my share of goof-ups, so I can pitch a piece of advice without feeling guilty: Even in a day of advanced software, Blackberries and Twitter, my recommendation is to use the old, reliable pad and pencil. If five minutes at the day's end is spent writing out the game plan for tomorrow, most problems will fix themselves. Make a commitment to organize yourself today.

## No. 2: Can't say no

Doesn't the word "yes" sound good? Think about it. None of us would be married if not for the word "yes." Dad wouldn't have let us drive for the first time without it. Meeting expectations is the biggest challenge within the decorative concrete industry, and many of us find saying no can turn into conflict. I completely understand this. The problem here is that occasionally, never saying no to customers, suppliers, fellow subcontractors and employees causes a severe hemorrhage in your cash flow.

I remember a job we had scheduled for months that consisted of a complex overlay, decorative cutting and stain. The general contractor was well managed and specialized in high-end custom homes and did a great job with them. Our company pushed away work to make sure his job could be completed to his schedule. Well, you guessed it — in the eleventh hour the general tried to call us off and reschedule for sometime in the near future. The reply from our company was that the work would be done in the week scheduled or there were no guarantees that we could do the work at all. He managed to fit us in as scheduled. If I would have conceded that late in the game, we would have

lost two to three profitable days or spent money trying to find work for our crew.

The other problem with always saying yes is that your clients will depend on it, especially your commercial and residential builders. It may be no to overtime, no to a new technique or no to a compromise, but find a kind way to say no.

## Final word

The economy of the past allowed for loose business practices with little

repercussions. This is not the case anymore. Survival for small business in today's market means 100 percent control and organization. Remember, your family and the families of your employees are counting on more than your artistic talents. 📱


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

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## **Seven Steps to Success Before You Start**

**L**iving by the motto “The customer is always right” can be frustrating and a painful experience in the decorative concrete world. Decorative concrete is a magnet for scrutiny.

As an installer of architectural concrete finishes, you are held to a much higher standard than those pouring plain gray concrete.

After all, you are dealing in color, texture and tone — in other words, art. The difference is that your canvas is concrete.



*by Chris Sullivan*

The ability to provide high-quality work, collect your hard-earned money, satisfy your customers and gain referrals can depend a lot of the time on steps you take before the job even starts. Troubleshooting means not only understanding what went down and solving problems after they occur, but also establishing a routine, working smarter, and setting yourself up for success before the work even begins.

Before you read any further, you all need to ask yourself a question: Why am I in this business? There really is only one reason, to make money. The ability to use your artistic talents to turn concrete into something colorful and unique is secondary. With decorative

concrete, the client receives a value-added product, while the installer receives a significantly higher paycheck. This is as it should be, considering all the time, training, and risk required of you, the decorative concrete specialist. Doesn't it make sense, then, that it would be a good idea to put even more thought into understanding, controlling and selling these value-added products and services you offer?

This is where the seven steps to success before you start come into play. Problems with architectural concrete projects, real or perceived, can all be traced back to a breakdown of one or more of these seven steps.

Whether you are established in the decorative concrete business or just getting started, think about your first stamp or stain projects. Remember the stresses of trying to remember all the steps, knowing when and how to apply the products, and worst of all, wondering if the colors will come out as promised. There is no easy road to being a great decorative concrete specialist. One problem can cost you all of the profit and momentum you have developed — and worse, can cost you your well-earned reputation as someone the industry can count on for quality work. Practice, practice, practice! I encourage you to not only read the seven key steps, but also actually try to incorporate them into future projects.

These steps are designed to help you avoid certain problems, set yourself up for easier resolution if problems do arise, and increase your profit margin.

### Step One: Understand the products and the process

I think step one has more to do with common sense than any age-old trick of the trade. Unfortunately, common sense is not always so common. It is always good to start with the basics, and that is just what this is. When is the last time you read a product label, reviewed the spec sheet, or sought factory advice on new and different ways of application? Take a class, talk to the manufacturer, and get your hands dirty! For those thinking about getting into architectural concrete, this exercise should be mandatory. If you don't know how the product works, don't have a basic understanding of what it's made of, or have never been involved in its application, how can anyone realistically expect a professional outcome? You can enroll in the school of hard knocks and learn via trial and error, or you can take

a few minutes and save yourself a fair amount of heartache, time and money.

I can't tell you how many times I have received a call from a contractor on his or her way to a job, only to realize that they have neither the tools, the manpower, or the preparation in place to actually do the work. I am continually reminded of just how powerful the fallacy of easy money can be. The realization that decorative concrete pays more often clouds the fact that there is much more involved in product and application in order to earn that fat check. Take a moment to think — do you really understand everything about the process and the products you use every day?

### Step Two: Manage expectations

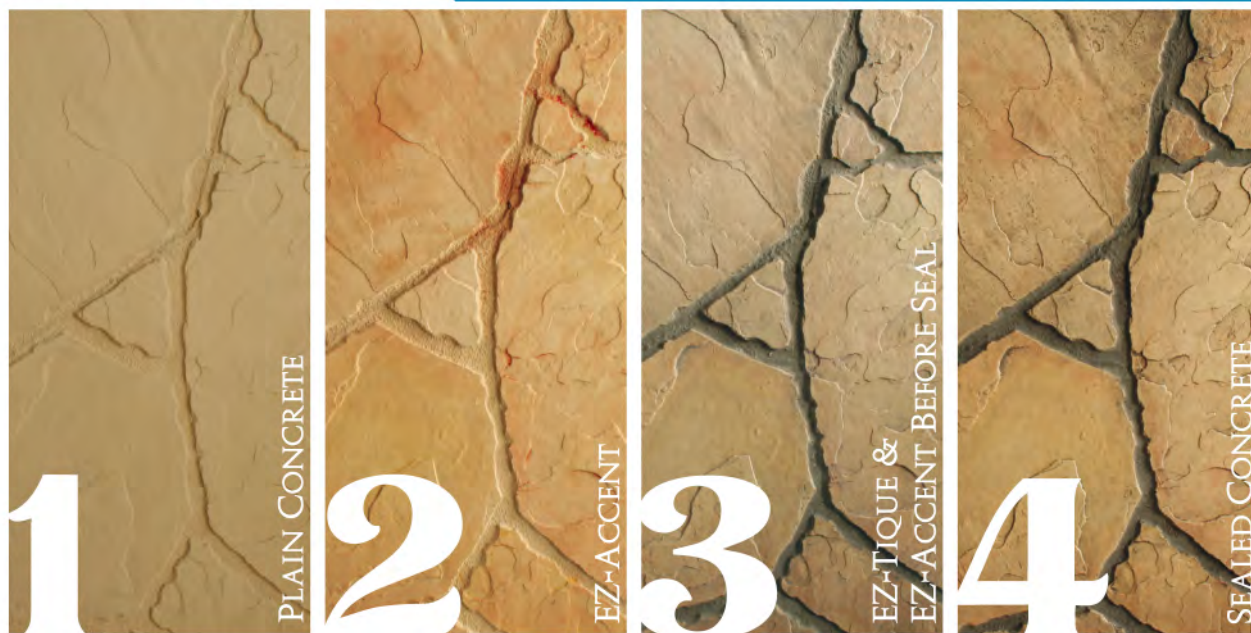
I first heard about expectation management years ago from Steven Hicks, founder of ConcreteScience International. I immediately thought about how powerful this simple concept is in relation to decorative concrete troubleshooting. Manage your client's expectations upfront. Underpromise and

overperform in regard to application and a vast majority of potential perceived problems go away. Each year I am asked to troubleshoot hundreds of decorative concrete "problems." I find that many of the problems are perceived. If the client's expectations had been properly managed during the sale, the perceived problem would have never been an issue.

This is such a powerful concept in regard to architectural concrete because it involves color and design. The very thing that provides value and premiums can also cause significant loss of time and money if not managed properly before any contract is signed. What is common knowledge to you and me (colors in concrete can vary, stains produce variegated color tones, sealers require maintenance, concrete cracks, etc.) requires in-depth explanation to architects, general contractors and homeowners. Showing realistic, reproducible samples, explaining the processes, outlining the products' limitations in contract form, and making sure your clients are comfortable

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with the required maintenance are all factors in managing expectations.

### Step Three: Sell perception and value

While this step has less to do with avoiding problems and more to do with sales, it is important. If all you do is manage expectations, you won't make much money. Decorative concrete provides the look of stone, tile, wood, or something totally unique, combined with the value of concrete. How often do you sell the benefits of decorative concrete? Try using words and phrases such as "unique," "durable," "endless color options," "versatile" and "multifaceted" next time you sell yourself and your work. Always end with the understanding that this is an investment, not just a driveway, floor or wall. The commitment to and understanding of the investment from the client is what will make this partnership work.

### Step Four: Do samples

What is standard practice before installing tile, wood, carpet, paint, or any common flooring or finish? Picking a color and style, bringing it home, and seeing how it looks in its possible new surroundings. Why should decorative concrete be any different? The decorative concrete sample process can be accomplished in many ways — having samples ready in advance, maintaining a showroom, making custom samples prior to each project, and applying various finishes to the actual floor, to name a few. A professional photo portfolio of your work also adds to the overall sample process. In my opinion, certain processes, such as staining, require mandatory on-site samples, while others, such as stamped concrete and overlays, can be illustrated with premade samples and showrooms. Make sure to note recipes, surface conditions, and application procedures so results can be reproduced years later. Sampling is the cheapest form of insurance any applicator can take out, so why don't more take advantage of it?

As a side note, once your samples are approved, keep them in a safe place. Too many times, I have seen situations where samples would have solved a dispute but were destroyed or covered up prior to job completion. If your work resembles the sample, disputes tend to be settled quickly.

### Step Five: Build a resource network

Where do you turn when problems do occur? That stack of business cards of established and trusted industry specialists that you have been collecting for years is a good place to start. Product representatives, distributor sales staff, other installers, and artisans in related trades are often the most common people found in decorative concrete applicator resource networks. You can go looking when a problem occurs, but once again, planning ahead can save time and money when things turn ugly on a project. I need to stress how your local distributor's sales and counter staff are invaluable in this situation. They quite often can get you in touch with people in the know when problems do occur. Other places to look include books, Web sites like ConcreteDecor.net, trade shows such as the Concrete


Decor Show and World of Concrete, industry meetings, and publications such as the one you are reading right now. Too many times I've seen a small problem turn into a huge problem because an applicator did not know where to look or who to talk to.

### Step Six: Take the systems approach

Almost all reputable manufacturers of decorative concrete materials (color, stain, overlays, sealers, etc.) design their products to work in conjunction with one another. Materials for surface preparation, coloring, cleaning, sealing, maintenance and even stripping are sold under one label. This is known as a system. Using a system will greatly help reduce potential problems. For one thing, reputable suppliers will have tested their materials to assure compatibility. This is worth its weight in gold both before the project, when you need advice or clarification, and when a problem occurs and you need only deal with one supplier to get resolution. Secondly, you simply can't always be the one to make sure things are done as they are supposed to. Consistency in the system you use helps you develop a comfort level and allows for more reproducible results.

### Step Seven: Be an expert

Continue your education as often as you can. Schools, seminars and product demonstrations are available everywhere. Take advantage of them. Be aware though, not all are equal. Do your research before spending any money. How much of the seminar is spent in classroom and how much in "hands-on" time? Exactly what products or techniques will be covered? Is the training so broad as to only be a "sales pitch" for a company, not information specific to your needs? Also, be wary of "deals" or "franchises" that are only available at a training event. Keep asking questions. Keep learning. Strive to be an expert on what makes you money!

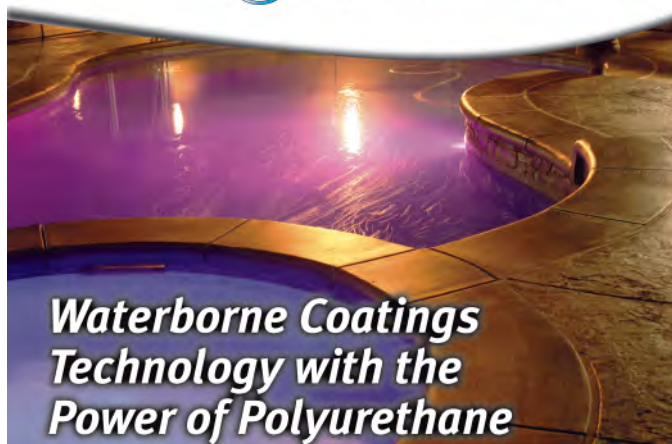
The ideas discussed above only go so far. They won't help much if the work is subpar or the actual products don't perform as advertised. But the seven steps to success before you start are an important first part in avoiding and solving problems. The steps are common threads that wind their way through all decorative applications and projects. It is your responsibility to incorporate them into your everyday business. 

*Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. He has presented seminars and product demonstrations throughout North America, including at the World of Concrete convention. Contact him with technical questions at [trowelanderror@protrade.pub.com](mailto:trowelanderror@protrade.pub.com).*

Chris Sullivan will teach a seminar, "Taking the Mystery Out of Sealers," at the Concrete Decor Show & Decorative Concrete Spring Training in Phoenix on Thursday, March 18, at 3:15 p.m. For more information, go to [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).



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# the concretist



Photos courtesy of the concretist

The Concretist's assistant art director Sean Dunston teaches Chinese workers how to stamp with homemade materials and equipment at Universal Studios Singapore.

## Far Far Away

**H**ere it is — a bright and shiny new year! And just like at the start of every other new year, I spent some time developing resolutions and reflecting on previous years and what I'm thankful for. Of course, there are resolutions that look quite familiar, like "Try to slow down and be a bit more thoughtful" and "Don't gossip" and "Just don't be so nasty!" And the list of what I'm thankful for also appears familiar: my wife and kids, my extended family and friends, my partners and associates, even my adversaries ... you see, I have the greatest "adversaries" that any guy could ever ask for! And I'm thankful that for the most part, we all are still here and have each other, have



by Mike Miller

our health, and have enough to eat and a roof over our heads. Wait a minute, Miller! What kind of a column is this? Enough of your personal meandering! This is a decorative concrete trade magazine, *right*? Ah, thanks for helping me focus ...

Practically speaking, I'm thankful for the infrastructure of this great country, and the efficiency and economy it affords us.

I've recently returned from a themed concrete hardscape project in Singapore. I was working as an art director on Far Far Away (inspired by the Shrek movies), part of a new Universal Studios theme park on Sentosa Island. Singapore was great, a really wonderful country, with fascinating people and a rich collage of cultures. And a wealthy country as well!

There were even unbelievable benefits from a concrete contractor's standpoint. As Singapore is near the

equator, temperatures are very stable and don't typically swing much or swing quickly. It's also quite humid. What this meant, from a concreter's standpoint, was great latitude as to contraction joints. I'm sure most engineers would disagree with me (even those local engineers in Singapore), but the anecdotal evidence that I witnessed suggests that virtually no concrete out of the 135,000 square feet that we placed showed evidence of any shrinkage cracking of substance. And, believe it or not, I don't know that a single bit of it was jointed, properly or at all. *Amazing!*



However, what was not so amazing was my lack of access to proper materials and equipment to complete our project. You see, in Singapore, there are no Home Depots or Lowe's stores. There are no Ace or True Value hardware stores. There are no White Cap stores. And even something as seemingly simple as purchasing dry bagged silica sand required our initiating a smuggling operation over the causeway between Johor Bahru, Malaysia, and Woodlands, Singapore. I don't know that it was ever necessary, but I do know that in Southeast Asia, bribes to customs officials are referred to as "coffee money." I had a staff of three great young Malaysian civil engineers (really smart and talented), who were responsible for procurement, and even so, even with substantial time available for sourcing, we would often come up short-handed.

Sometimes this was fun and challenging. I felt a bit like the MacGyver of sensory concrete. An example of this was my first day on the project. The project schedule was continually being modified and shortened. This started from day one. We were asked to place stamped concrete that wasn't to have been placed for another couple of weeks. In fact, the stamps were still in a container on a ship on the South China Sea. But never mind — we were ordered to pour. I spent the morning with my engineers, young Albert and Chan, scouring the neighborhood shops for rubber from which to dummy up stamps. We finally succeeded and were able to make the pour. Color hardener was hand-batched, with a digital scale and plaster mixer, and cast. Mineral spirits were applied with a garden sprayer to act as a release agent. Dirt, stones, twigs, leaves and other forest debris from under the on-ramp at Opal Crescent were collected and cast, too. We cut Flintstone-style random stone shapes from the rubber with a razor knife and proceeded to stamp away. Even the tamper was homemade — a 4-inch-thick composite of plywood "Makitaed" together with deck screws and an axe handle attached. My mainland Chinese finishers had never done anything quite like this before. In fact, I'd never done or even seen anything quite like this. Not only my part of it, but their part, too. They didn't use screeds. They used 3-foot homemade wooden darbies. Their longest trowel was 12 inches and was out of plastic. They had no kneeboards, so they concocted what looked like giant rebar chairs out of — rebar. They used these in kneeboard fashion to walk over and then squat above the concrete to do their finishing.

And you know what? They pulled it off. That first pour was perhaps the best concrete we placed over the course of that job. The loose leaves and debris were later washed off, the surface was screened (finding screens and a floor machine



A sculpted map of the Chattahoochee River begins to materialize at Whole Foods Market, Duluth, Ga. The job was completed a few years ago.

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## the concretist

was another adventure) and the color-hardened surface was then patina-stained. (Of course, the container was in port, but had not yet cleared customs, so we had to compound the stain ourselves, too, with muriatic acid, iron salts and a little sodium dichromate, which somehow Albert was able to find.) This was fun and challenging, but certainly not something you'd want to have to deal with on a regular basis.

Now, back to the States, and an example of a contrast in efficiency and economy. A few years back, Kelley and I were fortunate enough to art-direct Bob Harris and Mike Speech as decorative concrete artisans on a new Whole Foods Market in Duluth, Ga. Our mission was to design, sculpt and color a stylized map of the Chattahoochee River into an existing ground, polished, sealed, natural gray concrete floor. Our art piece was an afterthought, albeit a really cool afterthought, and was the brainchild of the Whole Foods regional president. God bless him! Anyway, Duluth is just outside of Atlanta, so we had plenty of Home Depots and Lowe's stores and Ace



A coat of epoxy casting resin — purposely placed thick and orange-peeled to appear aqueous and “rivery” — finished off the Duluth, Ga., Whole Foods Market job.

and True Value hardware stores and, I think, a White Cap. And if there wasn't a White Cap, there were 10 other well-stocked decorative concrete accessory

houses, not to mention the resources of Bob's Decorative Concrete Institute, FedEx Kinko's, OfficeMax, Starbucks and NPR. Kelley and I were really comfortable and in good hands. When Bob and Mike showed up on the site that first day, they were driving something similar to a semi, fully loaded with every tool that a sensory concrete gal and guy could ever want. And, if it wasn't there, they knew where to get it, and fast.

We put in really long days, because the style of work required it. We did have some unskilled labor issues, but they were minimal, and they were more than made up for by Bob and Mike's preparedness, knowledge, general support and personal extra effort. I'm thankful for guys like this and for all of the hard work of past generations who developed the infrastructure of this country (roads, communications, retail, technical knowledge, the whole lot of it). It's this infrastructure that allows us the efficiencies and economies of today. 🚚

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Mike Miller will give the Kick-Off Address, “Step Into the Clarity of Sensory Concrete,” at the Concrete Decor Show & Decorative Concrete Spring Training in Phoenix on Tuesday, March 16, at 4:15 p.m. For more information, go to [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).





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## Sustainability in the Field

**S**ustainable design is a big part of what makes a building green — especially in terms of earning LEED points — but sustainable construction techniques can add a few points and can also prove to an owner or designer that your company is serious about the issue. Simple decisions you make and little things your workers do, such as protecting the existing landscape, recycling or reusing materials, and choosing the right materials, can impact the site and the building for years to come.



*by William D.  
Palmer Jr.*

To help contractors make their site construction operations more sustainable, the U.S. Department of Defense has published the Field Guide for Sustainable Development. The document is available as a free pdf at the Web site of the National Institute of Building Sciences' Whole Building Design Guide, or you can buy it in a very nice spiral-bound format from the Design-Build Institute of America.

To make the guide easy to use, the authors at the Partnership for Achieving Construction Excellence at Penn State University laid it out in a matrix

format. There are 10 chapters dealing with various categories in building construction, such as procurement, recycling, construction technologies and indoor environmental quality, where wise decisions can lead to reduced impacts. Within each of these 10 chapters are 15 sections that represent phases of a project, from demolition to foundations to interior construction to finishes.

The concept of the Guide is that a manager of a specific project might focus on all sections within one chapter, while a practitioner of a specific trade might focus on a specific section in every chapter. For example, during the procurement phase, the project manager might review the entire procurement chapter, while a decorative concrete contractor might want to check out the guidance on interior construction (Section 9) within each of the 10 chapters. Using the second method, you would find that Section 9 in Chapter 3, "Material Selection," advises you to always use low-VOC sealants, while Section 9 in Chapter 5, "Recycling," recommends that you require subcontractors and suppliers to use on-site recycling bins and place those bins in convenient locations.

You're likely thinking that's pretty much common sense, and of course you'd be right. But that's true of most aspects of sustainable design and construction, and we all know how

common it is to find workers who seem to have missed out on their share of common sense.

Probably the best way to instill a sustainability mindset in your workers (and maybe even in yourself) is education. This little book works well as a resource for toolbox talks, since each section takes only a few minutes to review. Using the Guide as a reference, let's look at a few on-site activities where you could help improve the building's green aspects.

## Chapter 4, "Waste Prevention"

- Replace disposable materials with reusable materials as much as possible.
- Use salvaged materials whenever possible.
- When building temporary on-site structures, use screws instead of nails to facilitate disassembly.
- Provide crews with positive reinforcement (pizzas, hats, etc.) to encourage waste reduction.
- Set up central cutting areas to keep scrap in one place for possible reuse.
- Set up stockpiles of reusable scrap materials.
- Pour leftover concrete in chunks that can be used as fill.
- Recycle, reuse or sell any leftover rebar.

## Chapter 10, "Indoor Environmental Quality"

- Don't allow smoking inside the building.
- Turn off the building's HVAC system during operations that could generate dust — this keeps dust out of ductwork, fans and filters.
- Use integral dust-collection systems on grinders, saws and polishers.
- Provide walk-off mats inside dust-control areas.
- Make sure below-slab vapor barriers are intact and sealed at joints and penetrations. (This will help prevent mold and mildew.)
- Schedule application of any toxic chemicals before installation of materials that absorb chemicals, such as drywall or carpet.
- Use vacuums instead of brooms to reduce dust.
- Use a dehumidifier to control moisture during wet operations.

Again, most of these are things you probably do already and that are likely to actually save you money.

Throughout the Field Guide, there are lots of other tips on sustainable practices that you can implement on a job site. Many of these may seem inconsequential, but it all adds up. The bottom line is to develop a sustainability policy for your company that is tailored to your operations and to submit it along with your bids. In tough times like these, that may add up to a few extra jobs and keep your company in the black. 📁

**The Field Guide for Sustainable Development is free online courtesy of the National Institute of Building Sciences Whole Building Design Guide:**

🌐 [www.wbdg.org/ccb/COOL/fieldg.pdf](http://www.wbdg.org/ccb/COOL/fieldg.pdf)

*William D. Palmer Jr., P.E., is with Complete Construction Consultants, where he develops technical and educational resources for the construction industry. He can be reached at [wpalmer@cee3.com](mailto:wpalmer@cee3.com).*



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## Why the Formula Approach Hurts Our Industry

I talk daily with concrete polishers from across the continent, and along with seeing their commitment and passion for the polishing business, I hear about their frustration with low compensation. Prices are dropping, and quality is going down proportionately. Rock-bottom prices are causing some of the best polishers to leave the business.

Even with the “greatest floor on earth” as our product, many polishers have folded under economic pressures. How can we save the highly skilled artisans of this industry? How can we polish concrete profitably in this low-price environment? Is it really necessary to drop our prices for this skilled work? I believe that the answer to this last question is categorically NO.

The weak economy does not have to make our industry buckle under price pressures. We’ve forgotten that polished concrete is already the best bargain in the flooring industry, and what’s more, we’ve allowed the formulaic installation to become entrenched in specifications.

On top of all that, instead of educating our clients in the benefits of our product, we’ve allowed ourselves to

be compared to low-end epoxy flooring, which does not require a skilled artisan and can be installed by following simple procedures. The client’s question has become simply, “Which costs less to install, polished concrete, an epoxy floor or other low-cost options?”

Too often, our response is to cut corners to deliver the most inexpensive floor in the shortest time, when our answer should be that the “big job” or the “quality job” will take longer. With a limited number of expert craftsmen, we can produce a certain amount of square footage per day, just like a master carpenter would of fine cabinetry.

Also, when our clients recognize quality and respect our trade as a skilled craft instead of as a simple “recipe” installation, then the profits will follow. Polished concrete is the original high-performance, durable, low-maintenance, decorative, functional, LEED-compliant, low-life-cycle-cost floor, and only skilled craftsmen are positioned to deliver.

Concrete polishing is truly an artisan craft, not simply a formulaic procedure. Becoming a master concrete polishing craftsman requires years of experience. We have not been clear about the value of this experience, and so our customers dictate that our prices and timelines must drop below profitability. We’ve responded by hiring untrained hourly workers to push



by Jennifer Faller

substandard equipment in the “recipe” approach, resulting in garden-variety floors that fail to perform.

### Professional training and skill

Professional polishing requires extensive training in concrete characteristics, nuances and conditions. It involves paying attention to how the machine sounds, vibrates and moves. Awareness of techniques such as looking behind the machine to evaluate whether the diamonds are cutting a complete scratch pattern, determining whether diamonds are glazed or not cutting, and recognizing an incorrect bond are keys to a quality floor. We must monitor how the hardness, flatness and finish level of the concrete affects the grinding. We must use sight, sound and touch to determine how the concrete is reacting to the diamonds, and we must decide how to prevent glazing, random scratches or other surface blemishes.

Advanced polishing skills are typically apparent after a minimum of two years of training and development. At that point, the polishing operator will understand what the concrete is

telling him and will discern which diamonds, chemicals or methods to use next in order to produce a high-quality, scratch-free, durable, polished concrete floor. Experience makes the difference between a mediocre floor and the “greatest floor on earth,” and this experience is worth something.

In other artisan trades, more experience means higher pay. The distinction of higher quality goes with the titles of journeyman or master craftsman. Clients of artisans have been educated to know the difference, and this translates into compensation for the experience they have to offer. This is available to the professionals in our industry if we join together, regulate ourselves, and invest in educating our customers and staff. Several new concrete polishing conferences, associations and trade publications have started up within the last two years, offering hope that we can stop the decline in quality and be properly compensated for artisan installations.

### Shortcuts lead to inferior results

What is wrong with charging the

bare minimum and doing minimal work in the shortest possible time frame? Most low-cost, formulaic work is sold as a carbon-copy procedure, rather than the contractor specifying the result that will properly perform to the client's expectations. For example, the contract may require only three diamond grits and one squirt of densifier to polish a floor in a compressed time frame. Important techniques such as complete densification and proper equipment operation are ignored in favor of barely acceptable practices. Then, we see big box-store floors receive minimal treatment and subpar polishing, and we hear that they “fail to perform.” This multifaceted “failure to perform” involves a cycle of staffing, densification and equipment shortcuts.

Improper densification can mean lightly misting the floor with densifier, not allowing enough time for the densifier silicates to chemically react, or using densifier at the wrong point in the process. Incomplete densification results in an inadequate wear surface without the proper durability. Failure to “feed the floor” for full densification will



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result in lost durability and shine, plus surface or color walk-off.

Substandard equipment does not allow the concrete to be opened properly and uniformly, so that the floor can then be densified and closed with proper diamond polishing. An example is the use of a swing machine or scrubber equipped with diamonds instead of a “real” diamond grinder.

Inadequate staffing and training mean that often the laborer is not a skilled, experienced artisan — he is just a person hired to push the machine.

These shortcut practices mean that polished concrete’s longevity and low-maintenance benefits cannot be delivered and will be perceived as false promises.

### Restoring our reputation

Each time we fail to deliver a durable, low-maintenance floor, it whittles away at the aura and reputation of professionally polished concrete. This makes selling polished concrete even harder, and the expectation level of the customer drops further. When expectations drop, so do opportunities to be well compensated for our efforts. No longer is this the “greatest floor on earth” — instead, it is just one of many mediocre alternatives. Allowing our industry to be grouped into the category of “six months and then redo” concrete floors is simply unacceptable.

Inexperience, unskilled labor, substandard equipment, and tooling limitations cost money and time, and they can make a good job go bad. I once worked with a contractor on a 20,000-square-foot cookie-cutter job that stopped in its tracks because of equipment, tooling and training. The floor had deep scratches in one section, but the correct diamonds were not available for removing them, and a machine belt needed replacement before the equipment could be used. After an expensive one-week delay, the contractor received the right bond diamonds, repaired the equipment, and were able to blend the scratched area into the rest of the floor. If that operator had been attentively trained,

he would have seen the scratches as they developed and ordered the correct diamonds immediately. With an educated operator, a spare parts kit and good diamond inventory, the costly delay could have been eliminated. Things are too easily overlooked when workers are told to hurry up and cut X square feet per hour by Y date and time, resulting in rushing the job. Shortcuts are taken and the quality suffers.

Finally, here are a couple of ways to avoid the garden-variety, low-cost, low-quality rut:

No. 1: Install a paid mock-up on the actual job slab and keep it as a comparison until the job is complete. Determine upfront which diamonds will work most effectively and what steps are required to produce the expected clarity and shine. Explain that when the contract is signed and the job is completed, the mock-up cost will be credited back on the final invoice. Go in with your eyes open, plan properly and polish profitably.

No. 2: Educate the client about your company, the experience of your operators and the quality of the floors you install — not the intimate details of the diamond grits and procedures. Your client does not need to install the floor! Offer them the certainty of your experience and your results without raising worrisome questions about the details of the craft.

No. 3: Let’s concentrate on producing high-quality, high-performance polished concrete floors under a pricing structure that allows us to make a profit. We’ll be proud of our craftsmanship and our expertise will be valued, allowing cookie-cutter, one-size-fits-all thinking to become a thing of the past. 🛠️

*Jennifer Faller has been in the surface preparation industry for the past 15 years as a distribution company owner, decorative concrete contractor and technical consultant. Currently, she is business development manager for Vexcon Chemicals and lead trainer for the Certi-Shine brand of polished concrete materials. She can be reached at [jennifer.faller@gmail.com](mailto:jennifer.faller@gmail.com).*



# JUMP FOR KOI

*Koi are considered a symbol of strength and perseverance in adversity.*

Join us on Friday, March 19, at 5:30 p.m. at the Children's Museum of Phoenix for a night of celebration following the Concrete Decor Show & Decorative Concrete Spring Training. Enjoy complimentary food and beverages.

Admission is free to registered attendees of the 2010 Concrete Decor Show. Invitations are also available through the corporate sponsors, shown below.



Working through challenging times, the people behind this project captured the energetic spirit of the Koi with inspiring gifts of their creativity, time and resources. We jump at the chance to recognize their work.

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## Ideas for Improving Your Bid's Chances

If you've been in business for even a short while, you've invested your time and efforts in identifying bid opportunities. You diligently filled out all the necessary documents, put the insurance and bond requirements in place, met the time restrictions, obtained the correct license and so on. Then you sit back waiting to hear if you were the lucky one who was awarded this project. Months pass and inquiries fall on deaf ears. Finally you discover another company received the award.

Why did they get it and not you?

Maybe they were registered with the federal government's CCR (Central Contractor Registration). If you're not registered on CCR, all your paperwork went in the round file without being read. I guarantee it.

On large commercial and government RFPs (Request for Proposal) there is a section that references FARs (Federal Acquisition Regulations). The FARs book has more than 53 sections. The index alone is more than 100 pages. Just thinking about it could scare you off. The good news is you don't have to read the whole thing, just the parts identified on the RFP. It's not difficult to use once you know how to read and use it. You don't have to buy it either, as it is

available online.

Section 52.212 states registration on CCR is a requirement. If you're not registered on CCR, you've lost the bid and your time invested in filling it out. No one will take the time to tell you why.

Are you tired of wasting your time? Obviously, you're not afraid of hard work. If you're like me, you'll work hard every time. But it's so frustrating when that time is wasted.

Although getting registered on CCR is the focus, getting your D-U-N-S (Data Universal Numbering System) number from The Dun & Bradstreet Corp. (also called D&B) is your first step. Everything is keyed off this number and you will not be able to register on CCR without it.

A D-U-N-S number is a unique nine-digit sequence that is recognized as the universal standard for identifying and keeping track of businesses worldwide.

Type the following link into your computer browser — [http://www.dnb.com/US/duns\\_update](http://www.dnb.com/US/duns_update) — and follow the instructions for getting a new D-U-N-S number.

You can expect it will take up to seven days to get assigned your D-U-N-S number. Record this number. Don't lose it. It will be more difficult to get a new number than it was getting the first one.

There is no fee associated with this number. However, D&B will try to sign you up for additional services. I chose



by Tamryn Doolan

none of the additional options.

Another note: Perhaps you're a woman-owned small business, a minority-owned small business, a veteran-owned or disabled-veteran-owned small business, or HUD-registered. Businesses with these designations can be registered as "disadvantaged" with the CCR. These companies will receive preferential bid awards — if the awarding entity knows about you.

Did you know federal law establishes a government-wide contract award goal for disadvantaged business types? The mandate is 5 percent of the total value of all prime contracts and subcontracts awarded for each fiscal year. Often the bid opportunities will be identified as "set-asides" to make sure only a specific disadvantaged-type company can bid on them.

I'm thinking you're getting the idea by now that just positioning your company for bidding is a lot of work. Once that is accomplished, you still have to find the RFPs.

The ultimate goal is to get bids awarded to you and then get paid for the work you performed, right? Obviously the process includes several steps. You could research all of this information on your own. If so, get ready to use up a lot of time and effort.

Or you could find out from me. I've taken the time to learn how to do it properly. I understand how to register the disadvantaged designations. I am a WOSB and a SDVOSB (Service Disabled Veteran Owned Small Business).

You can consult my workbook, "Taking Advantage of Being Disadvantaged." Or you can attend my seminar, "Cracking the Code," at the Concrete Decor Show &

Decorative Concrete Spring Training. Bring your D-U-N-S number and your laptop with you. The course fee includes my workbook. 📖

Tamryn Doolan is president and CEO of Surface Gel Tek. Her seminar, "Government Contracts — How to Crack the Code," will take place at the Concrete Decor Show & Decorative Concrete Spring Training on Friday, March 19, at 10 a.m. She can be reached at [tamryn@surfacegeltek.com](mailto:tamryn@surfacegeltek.com).



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## Wanted: Processes that Ensure Quality Work

**T**hose of us who have been in the concrete business more than 30 years will sometimes reflect on the many changes that have taken place in that time, almost all of them good. We have safer job sites, better training and more professional protocols, to name a few things, although all of these could still be improved. At the same time, we continue to suffer some of the same dysfunction the industry has struggled with since I was an apprentice cement mason in 1973.



*by Mark Maher*

The dysfunction I speak of is the lack of communication between owners and designers at the top of the building process and the workers at the production end, as well as the training needed for a seamless transition from client's conception to finished project. There are, of course, many contributing factors, including the low-bid process where shortcuts or lack of qualified installation professionals can take a perfectly good product or specification and turn it into an architect's nightmare. Whatever the reasons, one thing is clear, and that is that the construction industry has not yet achieved what

other industries have in implementing a full top-to-bottom approach toward production.

I make the comparison because lately I have been trying to learn some lessons from the business community to improve on my niche of the construction industry, training the cement masons and plasterers of Washington. One of the things I've been looking at is "training within industry" programs to improve the efficiency of our hands-on training. TWI supports "lean manufacturing," a philosophy that prioritizes more customer value and less work.

I digress into manufacturing because that industry has seamless top-to-bottom processes for bringing new products online. Whether or not construction can or should follow "lean" processes, they give us a way to look at how we can more successfully and seamlessly operate, especially in this technologically advanced and green-built world, where new products and procedures are arriving at our job sites at an accelerated rate. How are we going to be successful when it is a crapshoot from the architect's perspective if a trained professional is going to provide the top-value work they need?

There have been attempts from the manufacturers to help remedy this with product-specific training. The training centers of the Operative Plasterers' and

Cement Masons' International Association (OPCMIA, the cement masons' union) have been training people across the country in the proper installation and procedures of the products and equipment that come their way. Organizations such as the American Concrete Institute and the National Ready Mixed Concrete Association are also attempting to standardize procedures. Yet overall, we fall far short of having a seamless quality control system that assures the owner of a successful job or the manufacturer of successful application and success for their new product.

While there remain a lot of hurdles to overcome, there are some encouraging signs in our industry, including changes to bid delivery models, standardizing specifications, and the adoption of nationally recognized certifications and ethical standards. In delivery models, construction management and integrated product delivery methods offer more control and collaboration and are not held hostage by the low bid. There also seems to be an increasing desire in the design community for more assurance through certifications, and in trade associations for ethical codes of conduct. In the OPCMIA, we have a code of conduct for our workers and the desire to train to industry specifications and certifications for the betterment of the industry. The trick is to find a way for all areas of the industry to work together to find that seamless top-to-bottom model.

## Promoting better polishing

One example of the industry trying to pull the pieces together is in concrete polishing. As it grew in popularity, the polishing business drew in the bad along with the good contractors. Just at the time when the green building craze is ready to burst loose, there have been enough corner-cutters and unqualified players out there to seriously stunt the growth potential of this new product.

Mike Costello, of OCH Consulting LLC, in Mukilteo, Wash., is an independent consultant who was formerly with Dayton Superior Corp. He sees approximately 30 architectural firms monthly. He says that many design professionals have

now had project experience with polished concrete floors. Some clients were very satisfied with the product, and the construction team met their expectations. However, in other cases, clients were not happy with the surface produced.

"My current estimation is that architects are going to demand more tools to give them more consistent results in finished, polished floors," he says. "I would say that with other green options available, the polishing industry is at the

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## Business Strategies

tipping point of seeing it grow or seeing it crumble. They have some work to do.”

Yes, manufacturers independently offer training, which is sometimes very good, but it does not measure up as a national model of certification that architects can depend on, he says. “There is now a growing group of applicator professionals, with a huge investment in special equipment, who are determined to give designers better specification tools and to assure owners a polished floor surface they are proud of.”

The Concrete Polishing Association of America (CPAA) seems poised to draw the industry together. President Brad Burns describes it as a contractor association, but that is only part of the equation. The CPAA has many major players in both chemical and machine manufacturing on its board of directors, but with contractors in the executive roles, the organization plans to hold proprietary companies in check. This is an industry group that seems to understand that if the product is

successful, they will all be successful. It is encouraging to see this eclectic group develop standardized training, a code of ethics for its members, and specifications they all agree with. The OPCMIA is interested in the same issues for the sake of the industry, and we have hope that this type of effort will prove to be a successful model.

If they are successful in convincing the design community that quality work and training produce good results, we should start to see stabilization in the polishing market.

A collaboration of all parties is needed in the industry — labor, management, designers, owners and manufacturers need to work together to create an environment of success and professional standards. None of these parties alone can do it, although many try. The OPCMIA is ready, willing and able to contribute to the transition to a seamless industry. Every sector I talk to understands the need to develop professional industry-wide guidelines. The question is: How do we set aside

the urge toward cutthroat competition to develop the strategies and systems needed to assure success for all involved?

I have seen a lot of positive changes in the concrete world over the last 44 years. I would love to see another one, for the good of the industry and the workers who make their living in it. 🛠️

*Mark Maher is training director for the Western Washington Cement Masons and a member of the American Concrete Institute and International Concrete Repair Institute. He has been an OPCMIA cement mason since 1973. He can be contacted at [concretetraining@msn.com](mailto:concretetraining@msn.com).*

The OPCMIA will present “Opportunities in Concrete & Decorative Concrete” twice at the Concrete Decor Show & Decorative Concrete Spring Training — on Wednesday, March 17, at 10:15 a.m., and Thursday, March 18, at 1 p.m. For more information, visit [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).



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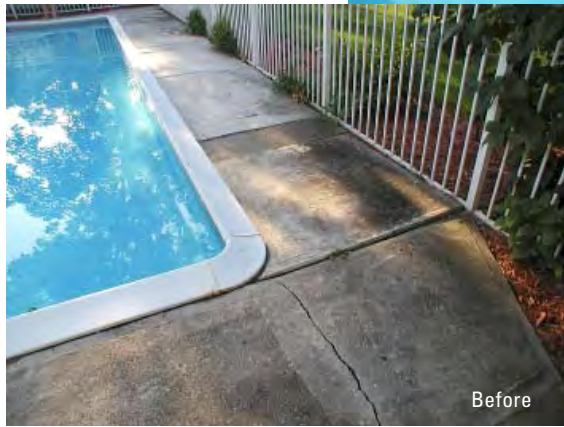
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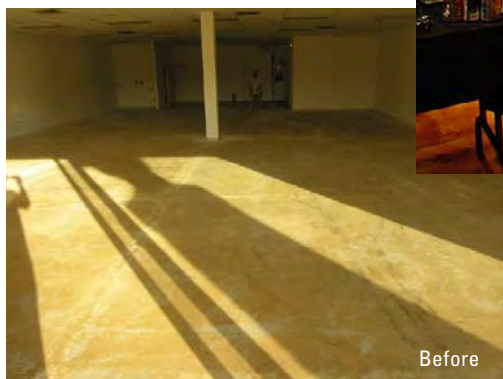
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After



Before

To read about these projects in the artisans' own words, plus see some of the runners up, visit the 2010 Concrete Restoration Contest feature at Concrete Decor's Breaking News & Events Blog:

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# Jeffco Concrete Contractors Tuscaloosa, Ala.



Photos courtesy of Jeffco Concrete Contractors

by David Thompson

**Y**ou're 28 years old, your name's Jeff, and you've just started your own company. Naturally you name it Jeffco.

Well, if you're Jeff McCool you do.

In the two-plus decades since McCool founded Jeffco, the company has grown from a three-man, one-truck operation doing small jobs out of Tuscaloosa, Ala., to a company with 70 employees (at its peak), a fleet of vehicles and some high-profile national accounts. Shoppers at Walmart and Sam's Club stores, as well as museumgoers

visiting the U.S. Space and Rocket Center, in Huntsville, Ala., and the Birmingham Civil Rights Institute have all walked on Jeffco's concrete floors.

McCool started Jeffco in 1983 when the company he had been working for went belly up. That company specialized in pouring foundations for truck and railroad scales, which is what Jeffco did in the early days. But the company's focus changed radically in 1986 when McCool returned to Alabama from a trip to the West Coast.



While away McCool stayed at a hotel where he laid eyes on imprinted concrete for the first time.

The idea that you could color, pattern and texture concrete to make it look like cobblestones, slate, or other things that it's not fascinated McCool. He returned to Tuscaloosa all fired up to start imprinting concrete himself.

But nobody else in Alabama was fired up about it because nobody else there had ever heard of it. "I had to learn to be a salesman and develop the market," McCool says. "I went from being a guy pouring concrete to a guy trying to educate these architects who didn't know what imprinted

concrete was."

The architects liked it when they learned about it, and soon McCool was getting business. Within a year of the fortuitous West Coast trip, McCool devoted his company entirely to architectural concrete. After researching the handful of companies offering imprinting tools at the time, McCool settled on Bomanite, which pioneered imprinted concrete. Jeffco became a Bomanite franchisee then and remains one today.

In the 1980s, architectural concrete was limited to imprinting, exposed aggregates and a few fancy finishes — and Jeffco did all of that. When chemical

stains, microtoppings and overlays came along in the 1990s, Jeffco was quick to adopt them. Likewise, when polishing first hit the Americas in the early 2000s, Jeffco jumped on it, becoming the first contractor in Alabama to do so.

"We're always on the lookout for something new that will fit with what we do here, and when it came about that you could shine a floor but didn't have to have a clear sealer or a wax on it, that really got my attention," McCool says.

Polishing has taken off for Jeffco. It now makes up more than 80 percent of the company's business.

"I've still got crews that pour and imprint with Bomanite, but the big









thing here at Jeffco now is polished concrete," McCool says. "It's what pays the bills."

Just as Jeffco worked to develop the market for imprinting back in the 1980s, these days it's cultivating the polished market. That can mean anything from networking with other Bomanite contractors, to talking with architects about the standards that distinguish true polished concrete from a cheap shine, to sample-polishing 100 square feet of oil refinery floor so plant officials can see for themselves how polished concrete holds up.

Jeffco's specific niches in the

polished concrete market are these: regional commercial and retail centers, major industrial plants, schools and national box-store chains.

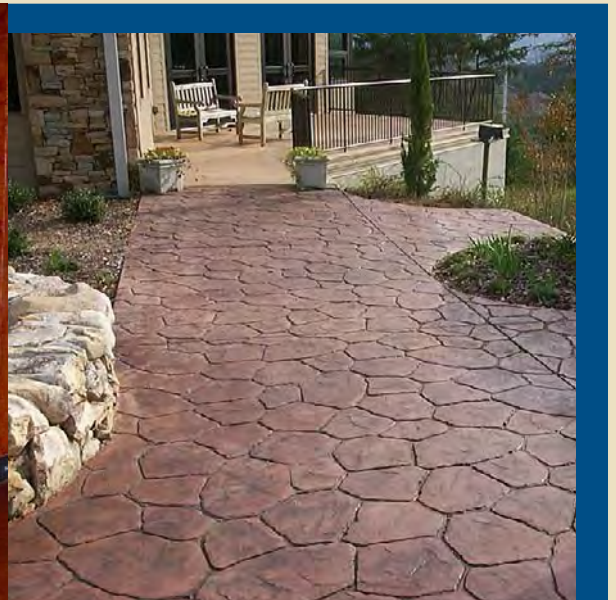
The state of Alabama has been on a public-school building spree lately, and Jeffco has put polished concrete floors in seven of them so far. McCool says that the move away from vinyl composition tile toward polished concrete in new schools is a direct result of the "lunch-and-learns" that Brian Short, Jeffco's sales manager and "our polishing guru," as McCool calls him, does with architects.

The lunch-and-learn goes like this:

Short buys lunch for architects and pitches polishing while they eat. The architects get the continuing education credits they need as members of the American Institute of Architects, a fresh look at the merits of polished concrete, and a sub sandwich.

Low maintenance costs are usually polished concrete's top bullet point. Unlike tile, which has to be regularly stripped and waxed, polished concrete can be maintained with a regular wet and damp mopping and a periodic pass-over with a floor scrubber. A 200,000-square-foot high school with polished concrete rather than tile can save





\$70,000 in maintenance costs a year, McCool says.

In terms of the sheer number of jobs Jeffco does, the polished floors in small to medium-sized commercial and retail spaces dominate.

Industrial plants are another ripe market for polished concrete. Jeffco has done several, including the 1.2-million-square-foot Mercedes-Benz manufacturing plant in Tuscaloosa County. Jeffco polished all 185,000 square feet of concrete aiseways running through the massive plant.

Among the retail chains for which

Jeffco has installed polished concrete floors are Sam's Club, Lowe's, Dollar Tree and Walmart. While a 100,000-square foot retail store may look like the Holy Grail of jobs, box stores are actually some of the lowest-margin jobs you can find, says Short, the sales manager. And huge jobs like that — where you're chasing so many painters, electricians, and other contractors who aren't always finished being where you want to be — are rife with frustrations, he says.

"We can actually execute ten 10,000-square-foot jobs faster than one

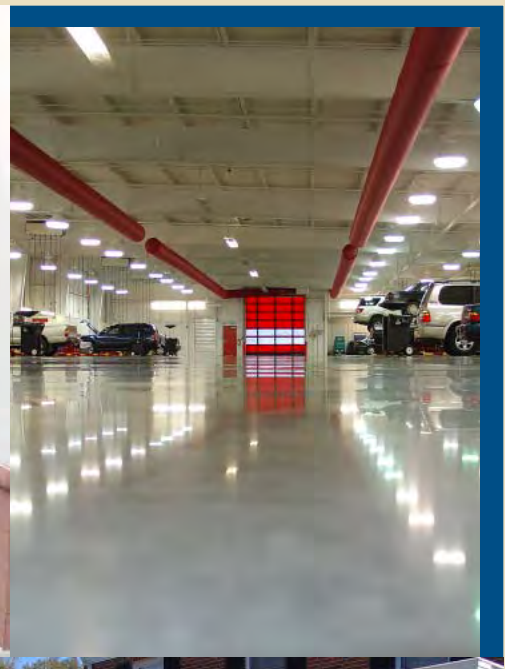
100,000-square-foot job," Small says.

Jeffco's crews are often on the road and out of state. "We try to stay on this side (east) of the Rocky Mountains, but we've gone as far west as Las Vegas and Phoenix and as far north as Massachusetts," McCool says.

Wherever Jeffco goes, it brings the diesel generators that power its polishing machines. "The lights could go out in a city, and we'll still be able to work," McCool says.

Jeffco has grown steadily over the years. By 2007 it had outgrown the 15,000-square-foot facility it called





home, and McCool started construction on a substantially larger place. Its new headquarters has 50,000 square feet of warehouse space and 6,000 square feet of office space. The whole facility is like a giant sampler platter of Jeffco's various products. The warehouse is outfitted with polished concrete, each office features a different concrete dye color, and acid stains and microtoppings are displayed in the office area in multiple colors. A 300-foot-long outdoor walkway along one side of the building features a different type of textured concrete every five feet.

"A lot of customers and architects come to our facility to walk it and see what we can do," McCool says.

As welcome as the roomier facility was, the timing couldn't have been worse, opening at it did in January 2008 — just at the global economic crisis was about to get really bad. "Like everybody else in this economy we had our bumps and woes," McCool says. "Things went south on us, and we really had to trim back and cut costs."

That included reducing inventory and giving up the janitorial and landscaping services.

"Now we're a lean, mean fighting machine," he says.

And a polishing machine — or rather, a company with 20 polishing machines and the capacity for a lot more. "We designed the new facility with room for up to 100 machines, if we want to go that big," McCool says.

"Our future is in polished concrete," he says. "Imprinting has already crested and is on the downhill slide. Polishing is on the uphill run." 🛠️

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# Project Profile



Photos courtesy of Cutting Edge Decorative Concrete

From the far end of the pool, guests at RH-1 can see portions of the pump house, cabana, fire pit, outdoor kitchen and the house itself.

## RH-1 Chesterland, Ohio Contractor: Cutting Edge Decorative Concrete

by Kelly O'Brien

**T**hough it suggests some sort of cutting-edge robotics project, “RH-1” is actually the nickname of a recently renovated private home in Chesterland, Ohio. It does not involve robots, but it is certainly cutting-edge — Gregory Mata, owner of Cutting Edge Decorative Concrete, saw to that.

Mata's client has done pretty well for himself and his family. A young, successful and energetic CEO, he purchased his Chesterland home a few years ago, and when the time for renovation came around, he called

**Contractor:** Gregory Mata, owner of Cutting Edge Decorative Concrete, Richfield, Ohio

**Client:** A wealthy CEO and now decorative concrete enthusiast who wishes to remain anonymous

**Project:** Decorative concrete work at the CEO's home in Chesterland, Ohio

**Challenge:** Find an innovative and unique solution to every design challenge the client can think of

**Origin of the project's name:** The R is for the owner's last name, the H is for house, and the 1 is because it's meant to be the first of multiple family residences



The fire pit and its fiber optic lighting, switched on at night.

Mata, who'd done some work for him a few years earlier, to quote a stamped concrete patio. Simple, right? Think again.

"(It was a) struggle to come up with the right design based on the products available," says Mata. "It didn't seem like anything was hitting the mark." Little wonder — the client's mark was a small, and sometimes moving, target.

Throughout the course of the project, which soon far surpassed just a patio, nothing standard would do. "With every bit of what we were doing on this job we were being asked to increase the level of difficulty," Mata says. Everything had to be new, one of a kind, never before seen. But while the client was demanding, Mata says he was also incredibly enthusiastic.

As the design deliberations for the patio went on, Mata and the homeowner discussed more and more of the things that could be done with decorative concrete. As the owner learned, he began going to his project manager to try and incorporate more decorative work into the exterior spaces, says Mata.

That enthusiasm was what made the project such an exciting one to work on, Mata says. "We picked up such a great energy from him — he really inspired you to do your best. It's just exciting to have someone so pumped up, amped up to do something cool with concrete."

So, with the patio still in a holding

pattern, the client found other ways the Cutting Edge crew could put their talents to good use.

RH-1 as a house is unbelievably high-tech, says Mata. "Everything was the coolest of the cool." The home features club-quality sound systems, a state-of-the-art underground home theater room, and a two-story glass and steel master bedroom, reinforced to support the rooftop helipad. "Everything was so over the top," says Mata, and that theme carried over into the exterior living spaces as well.

Take the fire pit, for example. The owner had a tribal sun tattoo motif that he wanted to incorporate into the elevated fire-pit area, which was about 30 feet in diameter around a 6-foot pit. After a great deal of discussion and brainstorming, Mata had a plan. The sun design began with the decorative metal grate that sets down over the pit. Then, around the pit, Mata installed a 3-foot-thick ring of polished black concrete with exposed black glass aggregate (which, he says, is a great high-end finish — the client liked it so much he had Mata do his front steps in the same style). As a border for the black ring, Mata sunk in a ring of fiber optic lighting. Moving on to the sun motif itself, he diamond-ground it into the surface and hand-stained it with black and bronze. But he didn't stop there. Mata picked up the pattern with



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A wide-angle view of the pool as dusk approaches.









## Project Profile

1-inch square glass tiles in copper and bronze, which carried the design out even further. Ultimately, it reaches up the concrete retaining wall at the back of the pit area.

That level of complexity and detail was the rule for this project, not the exception. Walking through the exterior spaces, Mata says, is not a matter of moving through discrete areas — i.e. the patio, the courtyard, the cabana. Rather, the entire space is one constant design, with a unique decorative concrete feature every 10 to 20 feet.

The consistency of the design is due, in part, to the fact that the look evolved organically throughout the building process, and each piece of the project was adapted to suit. “As we’re building this thing, there’s no set design,” says Mata, “no set plans.” While that gives the space a very natural feel, it also made the process that much more challenging.

A prime example of this can be found in the 35-by-25 cabana area, tucked behind a concrete water feature and filled with sand. Mata and his crew had poured the foundation and were getting ready to move on to the next step when the owner had an idea: Wouldn’t it be great to build an underground vault and mount two 60-inch flat-screens down there on hydraulics? Then, at the push of a button, they could rise up out of the ground, and they would swivel so you could watch TV from wherever you were in the cabana/pool/patio area. It would indeed be great, they decided, so Mata and his crew set to work ripping up part of the foundation to accommodate the TV vault.

Another dramatic evolution in the project was the client’s solution to ensuring his family’s privacy. While the house is set on quite a sizable lot, you could still see one neighbor’s house from the giant glass bedroom suite, and that was a problem. After considering a 16-foot concrete wall built with custom form liners, the owner came up with an even less conventional approach — four empty shipping containers (the kind you see on cargo ships) welded together, finished in clean white paneling, and mounted, thanks to Mata, on 36-inch-diameter concrete pylons and an 8-foot



The pool area with all of its design features operational, including fiber optic lighting. A privacy wall at the house was built out of empty shipping containers.

concrete foundation. The containers not only won the client his privacy, but the resulting indoor space, a 140-foot tunnel, could be used both as a track for riding his four-wheelers and as a fully functional stage for the patio area.

Mata and the Cutting Edge team came in to quote the patio for RH-1 back in October 2007. After a year and a half spent working on other parts of the spread, it was finally time to actually build a patio. One of the designers came to Mata with a picture of a polished terrazzo interior floor from South Beach, Miami. Was there some way they could do the design as an exterior? Mata’s motto for the job was, “Never say never.”

“It was a huge challenge,” Mata says. “We came up with something never before seen.”

To get the look of a subdivided terrazzo floor, Mata sunk metal divider strips between the (many) different panels of the patio surface. Some of the longer, slimmer bands in the pattern he packed with fiber optic lighting. Others took exposed aggregate — white and chocolate glass, mother of pearl, Italian white marble. The design incorporated a multitude of custom mixed and colored concrete, all placed by hand. But the real challenge was not in the design, but in the technical precision required to get all of these separate sections pitched just so to allow for proper drainage.

Mata and his crew finished the final pours on RH-1 two days before Christmas 2009, racing the oncoming snow. Completing the project took every bit of the concrete knowledge Mata has amassed in his career, and it consumed all of his company’s resources for two whole years. But, says Mata, because of the client’s enthusiasm, it was all worthwhile. “It was fantastic being so appreciated,” he says.

RH-1 was not only a dream job for Mata, but it was his client’s dream house too, and that comes across when you see it, he says. “I don’t care who you are or what’s going on in your life — (when you’re looking at this project) you’re grinning from ear to ear. We built the whole thing and I still couldn’t help but stand there grinning.” What more can you ask for in a job? 🛠️

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Photo by David C. Mitchell, Bunyan Industries

# Pretty and PERVIOUS

## Decorative Options for Pervious Concrete

A band of traditional concrete installed between colored pervious sections, as seen in downtown Beijing at the Olympics staging area.

by Stacey Enesey Klemenc

**A**lthough the use of pervious concrete is certainly on the rise, you won't often hear the words decorative and pervious coupled together.

Pervious concrete is a specialized pavement mix that allows water and air to easily pass through a maze of interconnected voids. An important player in the growing sustainable construction movement, it's frequently described as looking like Rice Krispies. Pervious concrete typically consists of portland cement, 3/8-inch coarse aggregate and water, with admixtures sometimes added to improve placeability.

"People who want to use it are looking for utility and they don't want to pay for the decorative finish," says Sergio Ilic, owner

of Heritage Bomanite in Fresno, observing that the basic mix is more expensive than traditional concrete.

But if you look at the big picture, the cost of paving with pervious may be more economical than at first glance. Certain systems can reduce the need for retention basins and storm-water drainage systems in large projects, making for more effective land use.

Pervious systems also can help filter out pollutants, replenish local aquifers and improve root systems' access to air and water, making for healthier, longer-living trees.

Safety-wise, pervious keeps water from pooling, eliminating standing puddles and reducing the probability of black ice





Photo courtesy of Progressive Concrete Works

This plaza area in Phoenix features pervious concrete that's been colored terra cotta and green with spray-applied lithium-based stain from Bomanite.

in winter. In the area of climate control, it helps alleviate the urban heat island effect since it absorbs less heat in the day and releases less heat at night than conventional pavements.

With all these pluses, contractors may be able to persuade clients that a pervious job can look pretty, too, with a little extra investment.

"Although the main purposes of the product are storm-water mitigation, groundwater recharge or new-water harvesting, it doesn't have to look like an all-natural, organic aggregate surface," says Guy Collignon, president of Enviro-Crete Inc. in Sacramento. "Gray concrete in any form is fine with me, but color improves the flavor to the eye for very little effort."

## The trickle-down effect

Pervious concrete was first used in this country in the early 1980s, mainly in Florida, but it's been used in Europe for about 150 years, says Dan Huffman, vice president of national resources for the National Ready Mixed Concrete Association. "People weren't using it to achieve porosity or permeability like what it's used for today. Sand was frequently in short supply, so they made concrete without sand."

In the United States, Huffman says, pervious concrete is largely used for parking areas, but it's increasingly showing up in sidewalks, driveways, patios, alleys, parks, plazas and public access areas. And it's not just being used in the Southeast. It's starting to penetrate the West Coast and Upper Midwest and otherwise become known nationally.

"We're seeing pervious use rapidly rise in response to increasing environmental needs where stricter storm-water regulations are being enforced or greatly stimulated,"



Photo by David C. Mitchell, Bunyan Industries

Pervious concrete can be pattern-stamped using metal stamping tools.



Photo courtesy of Progressive Concrete Works

This pervious concrete is integrally colored, lightly dry-diamond ground and finished with a light coat of sealer. No special aggregates were used.





Photo courtesy of Heritage Bomanite

To try to drum up some decorative pervious concrete business, Heritage Bomanite in Fresno, Calif., is using parts of its parking lot as a pervious showcase. The pervious installations are intermingled with sections of traditional stamped and colored concrete.



Huffman says. In fact, the Environmental Protection Agency has listed the appropriate use of pervious concrete among its recommended best management practices for compliance with federal storm-water regulations, and some states and localities are rapidly following suit.

### Coloring and cutting

So you've decided to install pervious concrete, and you want to incorporate some kind of decorative element. What are your options?

"The best way to color pervious from a durability standpoint is to use integral color. That's my first choice," says Mike Riggs, president of Progressive Concrete Works in Phoenix. He's used integral color in several parking lots he's paved. He says he's also had success with ConColor, a spray-applied lithium-based stain from Bomanite that mimics the look of acid stain.

"I'd never try to acid-stain pervious concrete," he says, noting that all that heavy metal would just flow through the permeable surface to the ground

below. "And color hardener is out of the question. It would be impossible to work in since pervious is too dry."

While he shies away from stamping pervious concrete because he's not sure the imprints would meet the standards of the Americans with Disabilities Act, he saw-cut and colored a star pattern about two years ago in the driveway of his company's parking area. "The cuts are about a quarter inch deep," he says. "The high points of the aggregate have worn off, but there's enough open void in the pattern that there will never be enough traffic to completely wear it away."

To try to drum up some pervious decorative business in Fresno, Ilic converted 6,000 square feet of his parking lot to pervious concrete in 2005, and has been converting the rest bit by bit, although he has yet to land a decorative pervious commercial job. "We tried rubber stamps and they don't work very well," he says, adding he couldn't produce an acceptable texture on top of pervious because the surface is so open. But the old Bomanite metal



stamps, he says, work well for creating patterns.

If you are going to stamp a pattern into pervious concrete, it works best to stamp through plastic curing film, says Dave Mitchell, founder of Bunyan Industries, a Salt Lake City company known for its screed system.

Craig Morrison, a former homebuilder and residential developer who founded Pervious Concrete Inc. in Snohomish, Wash., has been using pervious for about six years. He says he helped pioneer use of the product in the Pacific Northwest when he used it in one of his residential developments that had a storm-water management issue. Going that route allowed him to eliminate the need for storm-water retention vaults, underground pipes, curbs and catch basins. He gained two extra lots and turned a profit.

At a house overlooking the Puget Sound, Morrison sprayed part of a surrounding pervious walkway a deep blue and incorporated different-sized rocks, metal salmon and other creatures along the concrete “waterway,” which emptied into a “lake” on the pervious patio.

He’s also done a fair share of residential driveways. “That’s probably the simplest way to combine pervious and decorative,” he says. “You just need to choose a color that complements the house and a stone that’s coarse enough to match the house’s texture.”

As for sealers, Riggs says, they’ll work as long as you have a good open mix that drains well. “It’s important you only apply a light coat and use a sealer that breathes and can handle vapor transmission.”

## Freeze-thaw no longer a problem

Thanks to advances in design and construction and better mixes of raw materials, pervious concrete can be as durable as other paving materials even in areas with harsh winters, which caused problems for pervious in its earlier years.

“If the concrete is made, installed, cured and maintained correctly, you shouldn’t have any problem with freeze-thaw issues as long as the water has someplace to go,” says John Lee, P.E., sales manager for civil and engineered



Photo by David C. Mitchell, Bunyan Industries

In China, workers install an integrally colored pervious wear course. They are laying the pervious concrete over a structural course that was placed just 20 minutes earlier.



Photo courtesy of Progressive Concrete Works

Progressive Concrete Works’ parking entryway in Phoenix features a saw-cut and colored star pattern that’s been holding its own for about two years, although aggregate high points have worn off.

sales for Cemstone, a Minnesota-based company that owns and operates a network of ready-mix concrete plants and aggregate facilities.

“The key to making pervious concrete work is to use aggregate particles that aren’t susceptible to freeze-thaw,” Lee says. “You need really hard stones whose absorption qualities are not too high and not too low. Stay away from shale, chert, iron oxide and anything that a producer would call a poor aggregate. Certain granites and trap rock will work well.”

The LEED-accredited salesman says Cemstone has been making its pervious mix from “falkstone,” a crushed dolomitic limestone with really low absorption, for about five years now. He cites the Woodbridge neighborhood in Shoreview, Minn., which had all its roads replaced with pervious this past summer to solve storm-water and infiltration issues, and Edgewater Park, a 2.5-acre park in Minneapolis designed to handle storm-water runoff, as evidence the product will last.

Edgewater Park, built in fall 2006,





About 2.7 million square feet of pervious concrete was placed in Beijing, China, for the 2008 Summer Olympics. At this location, the blue and gray part of the ring in the middle is made from conventional concrete, while the center of the ring and the outer pattern is integrally colored pervious.



Much of the pervious concrete placed for the Olympics consists of a top layer of integrally colored premium aggregate mix on a coarser blend of aggregates and cement. The two layers combined are about 9 inches deep.

features integrally colored, primarily pervious sidewalks intermingled with concrete pavers. Ramsey, Minn.-based North County Concrete applied water-based stain on the sidewalks to create a design that mimics the paths of the nearby Mississippi and Minnesota rivers. Reportedly, the contractor used a lot of stain, as it tends to run right through pervious' porous surface.

## Pervious at the Olympics

One of the most eye-catching decorative pervious jobs undertaken to date involved the staging grounds for the 2008 Olympic Games in Beijing, China. "We supplied a lot of the machinery used on the 2.7 million square feet of pervious concrete placed for Olympic facilities," says Mitchell. "That job took about a year and a half, with 500 men living on-site, 24/7."

To maintain the job's cost-effectiveness while still delivering dazzling colors, the Chinese opted to place the pervious concrete in two layers. The lower layer, or structural course, was made with large aggregate, low cement and no admixtures, while the top layer was premium aggregate selected for its color and gradation with a carefully blended proportion of integrally colored cement. "The lower layer is harsh and cheap while the top layer is sweet and expensive," Mitchell says.

Typically, the layers were placed 20 feet wide by 1,000 feet or more in length. Usually, pervious concrete is at least 6 inches



deep. At the staging ground, the two layers combined were about 9 inches deep.

"The first layer is pounded into place, and you have to make sure that water still percolates through the pavement. To assure a proper bond between layers, the second placement must proceed within 20 minutes of completion of the first," he says.

Although this two-layer method is cheaper than using a premium mix throughout the full thickness, there's still considerable expense with two placements, Mitchell says. However, he says, "you don't have to be nearly as careful with the structural course." This method, he adds, is a highly unusual way to place pervious.

### Tiger striping and other issues

Working with pervious concrete poses several challenges. "It looks easy to install but it's not forgiving at all," Riggs says.

## Serious about Pervious? Get Certified

To help promote successful pervious projects, the National Ready Mixed Concrete Association began its Pervious Concrete Contractor Certification Program in 2006. It's designed to be administered by local sponsoring groups across the country in conjunction with planned training sessions or demonstrations.

There are three levels of certification:

- "Pervious Concrete Technician" is awarded to people who have passed a written exam to prove they know how to place, compact, finish, edge, joint, cure and protect pervious concrete.
- "Pervious Concrete Installers" have passed the same test and have also demonstrated their ability to perform the proper techniques on a minimum of three projects that encompass at least 10,000 square feet of pervious pavement.
- "Pervious Concrete Craftsman" is awarded to people who have passed the initial test and have at least 3,000 hours of field experience in all aspects of placing pervious concrete.

To date, there are 5,668 NRMCA-certified technicians, 40 installers and 17 craftsmen.

"Installation of pervious concrete is very different than conventional, so it requires special training," says Michael Kohout, P.E., Western regional concrete engineer for Cemex USA, a concrete supplier in the Phoenix area. And the NRMCA program is designed to help contractors learn the ropes.

"I know contractors have a tough time paying for extras, but in the long run, pervious concrete may be beneficial to the bottom line," says Stew Waller, executive director of the Arizona Cement Association.

Cemex and the ACA, among others, help administer the NRMCA program regionally and offer several classes a year.



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Edgewater Park in Minneapolis is designed to be sustainable, with prairie grass and native plants chosen for their low maintenance and their ability to capture storm-water. The pervious concrete fits right in. It's stained blue in places to mimic the paths of the nearby Mississippi and Minnesota rivers.

"You don't want to overwork the material."

"Some contractors stamp pervious, but you have to be quick," Collignon says, because it sets up in about 20 minutes.

"Pervious is all about how you manage the water — from the batch water, the added water and the evaporating water, continuing through the moist-cure phase of construction," Mitchell says. "Those things will give you a headache if not addressed properly, especially in dry and freezing climates."

Pervious concrete requires a moist-curing period of a full seven days after placement, or the structure of the slab will be at serious risk. However, protective film laid to control the cure causes its own problem where it wrinkles — mottled color variations that some call tiger or zebra striping.

"This discoloration was prevented on the Chinese pavement by shifting the wrinkles in the poly sheeting daily," Mitchell says. They also remoistened the concrete to assure maximum hydration.

Lee with Cemstone recommends using UltraCure, a product made by McTech Group. "It's basically like a diaper," he says. "You presoak it and lay it on the concrete to get a wet cure for days." Disposable and lightweight, it's touted as a great help in reducing discoloration.

Riggs says the zebra striping lines are typical with pervious concrete and he lets clients know to expect them. "To mitigate the problem if we're using an integral color, we go back over these lines with a real light application of Davis color seal or wax." He says he's also heard of people using bean oil with good results.

Curing is really important, Riggs reiterates, and so is having the proper mix. "If you don't pay attention to all the details, you'll have failure like surface raveling," where the surface aggregate loosens and breaks free — an age-old problem associated with pervious. "You should try different mix designs before you start a project."

And before you start, be sure you have a well-thought-out plan.

"There's been a lot of trouble resulting from problems associated with hydration," Mitchell says. "This clearly becomes our main consideration as we proportion the mix design of pervious concrete as well as (deal with) the special handling and testing that's entirely different from conventional concrete."

"We have had good success with decorative contractors as they build pervious pavement," he notes. "They seem to be more attentive to details and timing. The winners and losers in pervious are based on how they manage the water. Decorative guys are generally a more careful lot, unlike those who are geared to higher volume." 🚚

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The Concrete Decor Show & Decorative Concrete Spring Training will offer a panel discussion, "Decorative Pervious Concrete in Municipal and Commercial Projects" on Tuesday, March 16, at 10:30 a.m. For more information, visit [www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com).

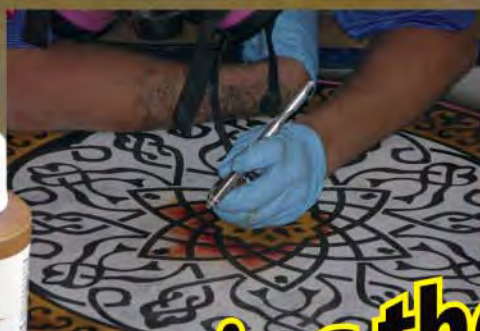


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Photo courtesy of Peter Wagner, Deco-Pour Inc.

A polished floor colored with Deco-Pour dyes at Microsoft Commons in Redmond, Wash. Dyes colors are Ocean Blue, Irish Moss and a custom charcoal gray.

# Just **DYE** It

by Chris Mayo

**C**oloring concrete is nothing new, according to Mike Miller, decorative concrete installer and founder of The Concretist, of Benicia, Calif. “Contractors have been using stains and integral color with concrete probably since the early 1900s,” he says.

Dyes are a different story — comparatively new to the market and growing in popularity. Dyes took off in the ‘90s and demand for them has been increasing ever since.

Why? If stains and integral color were good enough for all those years, what’s so special about dyes?

## Reaction vs. penetration

To put it very simply, dyes penetrate the deepest, while stains react or bond. Dye particles

are smaller than colorant particles in either acid stains or water-based stains, so they can get deeper into a concrete surface.

Gary Jones, creative director for Smart Surface Technology Inc., compares dyes to acid stains. Acid stains are developed with heavy metal salts in an acidic solution, he says. They depend upon a chemical reaction with the calcium hydroxide in cement to create color, and they are sealed to protect the color after the reactive solution has been neutralized and rinsed clean.

Dyes are made of much smaller particles than acid stains — about 1,000 times smaller than iron oxide pigment particles, Jones says. They are borne into the concrete by a carrier, either water or solvent. “The color wedges itself

between the pores.”

Dye powder mixed with solvent produces a colored solution, says Scott Thome, director of product services with L.M. Scofield Co. Upon application, the colored solvent absorbs into the substrate. When the solvent evaporates, it leaves the powder dye behind. No reaction, and no bond or seal is created either.

What sets dyes apart from water-based stains? Aside from the size of the pigment particle, it's the binding that makes the difference. “Water-based stains generally have some kind of a binder,” Miller says “Something acts like a resin to bind.”

Water-borne reactive stains contain pigment, silicate, acrylic, co-solvent and water, Thome says. The reaction with the calcium hydroxide is only part of the story. As most of the water evaporates, the co-solvent is allowed to mix with the acrylic. Then, as the solvent evaporates, an acrylic film is developed in the pore structure of the substrate near the surface, locking the pigment in.

There is also the issue of solubility, Miller says. Just as acid stains are soluble in water, dyes are soluble in both water and solvents. Water-based stains are not soluble. “Water-based stains colorants don't go into solution. They're in suspension. So the water can penetrate fairly deeply, but the pigment doesn't go with the water.”

There is one exception to the rule that dyes don't react — “reactive dyes” intended for polished concrete. More on those later.

## The advantages

Experts say that, besides depth of penetration, a dye's biggest advantage is speed of application.

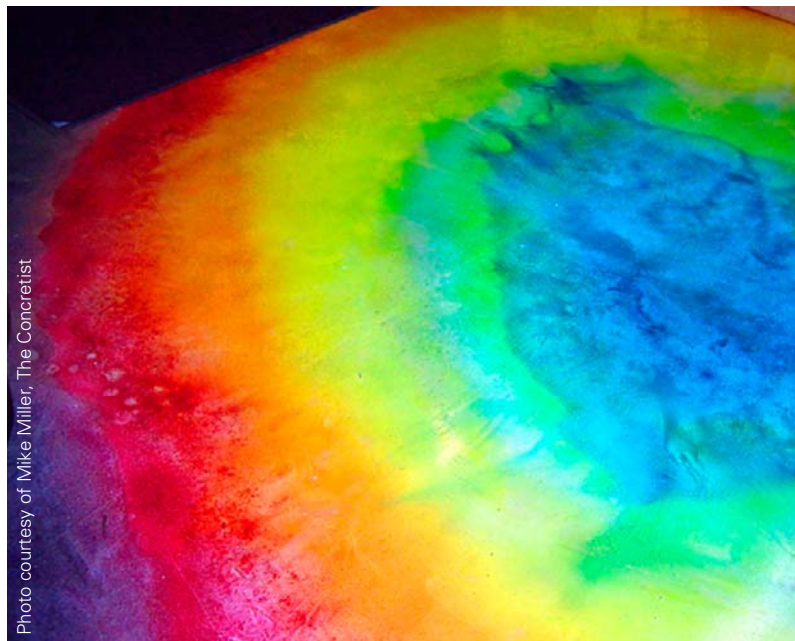
“Dyes are fast,” says Jones. “An acetone-borne dye can be applied to a 2,000-square-foot concrete floor in about half an hour, and it can be sealed about half an hour later. There's no waiting for the color to be cleaned and dried like there is with acid stains.”

While contractors can buy dyes in powder form, most are delivered as universal concentrates. Miller says there are a variety of choices in regard to what is used to cut the concentrated solutions. “The fastest drying solution is acetone-based, but you can go a little slower with something like alcohol or paint thinner or even slower by mixing the concentrate with water.”

The pace at which the solution dries has an effect on depth of penetration, Miller says. The slower the solution dries, the deeper it penetrates. So, ultimately dry time — and by extension, your choice of carrier — affects the richness of the color.

Your carrier choice is also going to be affected by weather conditions. “In hot weather you want to ensure the dye has time to penetrate. In cold weather, you don't want the solution to freeze.”

Another plus — some dyes are environmentally safe, says Les Davis, president of American Decorative Concrete Supply Co. “Our carriers that are mixed with dyes, including acetone, are exempt from the Environmental Protection Agency's Volatile Organic Compound (VOC) list or have a very low VOC content. Acetone is highly flammable, and only experienced contractors



Spiral coloring in a polished floor. Note how the artisan purposely created an effect that has one color bleeding into the next.

should apply solvent-based dyes carried by acetone. Water-based dyes are an excellent choice for less experienced applicators or if the job site does not offer good ventilation, fresh produce is present, or odor is a concern.”

## Dye disadvantages

Nothing is perfect in the decorative concrete industry, and dyes are no exception.

The biggest disadvantage to dyes is that, so far, no one has developed a way to make them as resistant to ultraviolet (UV) light as stains are. “Some companies make claims about their dye being UV stable, but when you read the product description you learn that it is not really a dye, but a pigment dispersion. Pigment dispersions are typically more topical by nature than penetrating dyes,” says Davis.

“Dye, by its nature, is subject to fading when exposed to UV rays over time,” he continues. “We recommend only interior applications with our dyes. Dye is used in carpet, automotive interior, clothes, and many other products, but they should not be used on exterior concrete.”

However, manufacturers are working toward closing the UV gap between dyes and stains. “We're constantly working to identify materials that have greater resistance to (UV) light,” says Davis. His company introduced a new reactive dye system for polished concrete at World of Concrete that contains a UV stabilizer. This system is an important advancement for polished concrete because it not only addresses UV resistance, but also moisture resistance.

Chris Sullivan, vice president of sales and marketing for ChemSystems Inc., points out some of the other downsides of dyes. “For one thing, the most commonly used carrier for dyes is acetone, a highly flammable material — if you can't guarantee good ventilation and the absence of any potential igniters, you can't use it. Dyes are also very intense and very permanent, which is an aspect that people like about





Dyes supplied the crucial element of color in these art deco autumn leaves.

them. But if you spill or drip by mistake, that's permanent too."

Dyes can have performance issues with regard to the pH levels of a given slab. The extent of the problem will vary by manufacturer.

Finally, too much moisture in a slab, and dye particles will be drawn into the concrete, gradually getting sucked out of sight and fading the color on the surface.

That's where reactive dyes come in. With a reactive dye, a chemical agent attached to the dye particle reacts with trusty old calcium hydroxide in cement. The reaction binds the dye in place so nothing can make it migrate. Again, these are marketed to concrete polishers.

### Part of the team

In the final analysis, dyes have their limitations, but there is no question they also have their place.

They do a nice job supporting other colorants,

## Polishing: The Dyes Have It

While dyes have experienced an increase in market share in the colored concrete industry over the past few years, it's not unreasonable to say they've enjoyed an unmitigated bull market within the polished concrete arena.

"Until dyes came on the scene, coloring polished concrete was a bit of a challenge — the act of polishing tends to prohibit the chemical reaction in reactive stains," says Les Davis, president of American Decorative Concrete Supply Co. "With dye, you're not depending on a chemical reaction. It's more like you're injecting color into the concrete. Dye opens up a whole host of artistic opportunities in the polished concrete industry."

"You lose a lot of the color in the final grinding and polishing with stains," says Chris Sullivan of ChemSystems Inc. "Stains simply don't penetrate deeply enough into the concrete. Because dyes go deeper, they're a perfect fit for polished concrete artisans."







A dye was used to produce this watercolor effect.



A polished Microsoft Commons floor dyed Deco-Pour Irish Moss and Granite Black.

says David Tatom, sales and marketing director for Chem-Coat Industries Inc. "Dyes can stand alone in many applications, but they also work very well in conjunction with reactive stains. Sometimes, for instance, a contractor will use a reactive stain and, for any number of reasons, portions of the concrete won't accept the stain. In a case like that, dye is an excellent solution to filling in the gaps.

"Dyes are also a great choice for things such as logos or very defined artistic work."

Peter Wagner, an industry veteran who is helping with the introduction of Deco-Pour Inc.'s water-based line of dyes and tints for polished concrete, says dyes have increased in popularity over the past four or five years, and there is good reason for that. "Advances in densifier technology, along with the advent of water-based dyes, has made it possible to use dyes in applications in which they couldn't previously be used.

"In essence, the newer dyes have eliminated much of the guesswork that has always been part of the reactive stain industry. With dyes, a contractor can be

much more consistent with his colors, yet can still offer the variegated look of a stain, in addition to having the option to adjust colors as the base concrete color changes. He can present options to customers with more confidence and consistency."

Miller views dyes as a valuable addition to his inventory. "You can use dyes as a stand-alone product, or mix and match them with stains or integral color. The only limit is your imagination."

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# Design Ideas



Photos courtesy of Commodore Construction Corp.

Ameri-Can Concrete Solutions used Lithochrome Tintura, a water-based reactive stain from L.M. Scofield Co. , in two dugout lounges in Yankee Stadium.

## Sports Stadiums

*by Stacey Enesey Klemenc*

### **Yankee Stadium, New York City**

#### **Flooring subcontractor: Ameri-Can Concrete Solutions**

Scott Griffin and his partner Dominic Puglese of Ameri-Can Concrete Solutions in New York City credit their listing in *The Blue Book of Building and Construction* for helping their company land work at the new Yankee Stadium.

“We had never worked on a stadium before,” Griffin admits, but that wasn’t a criterion for Commodore Construction Corp. Also a New York City-based contractor, Commodore needed to sub out some specialty work for the new baseball stadium that involved both self-leveling and decorative concrete.

Ameri-Can Concrete, which has been in business since 2007, had experience in both. Griffin met with Commodore's project manager, Michael Kennedy, and the men came to an agreement. Ameri-Can would rub, patch, grind, densify and seal all of the concession, kitchens and storage areas throughout the stadium — about 80,000 to 100,000 square feet — and also handle the stained concrete in the dugout lounges, which encompassed almost 5,000 square feet.

These two lounges, one for visitors and one for the home team, Griffin explains, are ground-level private bars that overlook the field. They are prime areas for game-goers... if you can afford the \$2,500 seat nearby.

A certified Pinnacle installer for Mapei Corp., Ameri-Can is one of only two such contractors in the Tri-State area. For the lounge floor, the company first pumped in Mapei's Ultraplan M20 Plus, a self-leveling underlayment concrete. "We had to work with some very unlevel surfaces," Griffin says.

Once that set, his crews prepped everything and then sprayed on Lithochrome Tintura, a low-VOC, environmentally friendly reactive concrete stain. The water-based product made by L.M. Scofield Co. leaves no residue behind, yet the finish strikingly resembles an acid stain. The color chosen was 2626, which complemented the Yankee colors.

Finally, the floors were sealed with Scofield's Selectseal-W, a one-component clear acrylic-polyurethane sealer that's recommended to be paired with Tintura, and then buffed and polished. Both Scofield products can be used to earn LEED credits for indoor environmental quality.

Griffin says they began working on the stadium in May 2008, but most of the dugout work was done at the tail end of the project. "We worked around the clock day and night to finish up our part" by the March 25, 2009, completion date, Griffin says.

"I feel proud to know that this is the house that Ameri-Can helped build," Griffin says, alluding to Babe Ruth's association with the stadium's predecessor. Griffin credits his successful install to his reliable suppliers, Atlas Industries of New Jersey and Buffalo Concrete Accessories of Buffalo, N.Y., for going the extra mile to deliver needed products necessary to meet a difficult time frame.

The \$1.5 billion Yankee Stadium, located on East 161st Street across the street from the old stadium, was designed by Populous, formerly known as HOK Sport Venue Event. The four-level stadium is 63 percent larger than its predecessor and is able to hold about 52,000 fans. It officially opened April 16, 2009, with the first game of the season, against the Cleveland Indians.

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## Dr Pepper StarBar at Cowboys Stadium, Arlington, Texas

### Concrete bar contractor: Dex Industries

A new bar at the Dallas Cowboys Stadium in Arlington, Texas, is literally “just what the doctor ordered.”

The 17,000-square-foot Dr Pepper StarBar is one of six party decks at the east end of the stadium's upper concourse. Seven huge flat-screen televisions and six concession stands help raise the bar for the ultimate game-day experience for Cowboys fans.

Big and bold, the state-of-the-art Dr Pepper StarBar, which is visible from inside and outside the stadium,

features 15 aluminum arches covered in tensioned fabric that light up each time the Cowboys score, acrylic ice-cube lounges, a “fizzy” bubble-shaped custom-made chandelier from Italy, a colossal Dr Pepper logo and a concrete bar top featuring backlit vintage Dr Pepper bottles.

Atlanta-based Dex Industries, which is co-owned by Craig Smith and his wife, interior designer Lauriel Leonard, helped create the bar top.

Smith was brought into this job by Exhibitgroup/Giltspur, an award-winning experiential marketing agency headquartered in Chicago with offices


in the Dallas area. He says the bar top itself is average in size, about 100 square feet. “It’s a basic rectangular top, with the main design feature being the dense pattern of backlit Dr Pepper bottles with red glass pouring from the mouths to emulate Dr Pepper,” he says. The bar top comprises more than 100 vintage bottles, which pass completely through the concrete from top to bottom.

To make the overall bar top more durable and to maintain the bar’s structural integrity, he says, each section was made with a thick 2-inch border that was structurally reinforced. “And the seams were laminated with aluminum edging to eliminate potential chipping during handling, as the bar needs to be moved occasionally.”

It took three weeks to produce the concrete bar top, which included cutting and inlaying the bottles. Smith says he used his company’s own blended engineered cement binder and fines along with recycled Dr Pepper bottle glass. The completed bar top was shipped at the end of August 2009, and dry-fitted and assembled by Exhibitgroup in Dallas. The group installed it in September just before the start of the football season.

The Dr Pepper StarBar was designed by HKS Brandspace, a division of HKS Architects, which designed the Cowboys Stadium, and HillebrandCory, a local Dallas design firm. The full bar has to be broken down and moved at least twice a year, so it had to be modular.

Dex Industries, which was incorporated in 1999 and specializes in precast concrete products, has worked with Exhibitgroup and HKS on previous projects. “Much of our main business comes from relationships with the design and architecture communities,” Smith says. “Plus, we have several private-label agreements where we produce products for manufacturers and retailers as well.”

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

The 17,000-square-foot Dr Pepper StarBar in the new Cowboys Stadium features a precast countertop with about 100 backlit Dr Pepper bottles that pass completely through the concrete.



Photo courtesy of Dex Industries





Photo courtesy of Dr Pepper





### Lucas Oil Field Stadium, Indianapolis, Ind.

**Flooring contractor: American Concrete Concepts Inc.**

Less than a year after the Lucas Oil Field Stadium opened, American Concrete Concepts Inc., in Springdale, Ark., got a call in February 2009 from Hunt Construction Group Inc. of Indianapolis and HKS Architects of Dallas. HKS had worked with ACCI before, and the firm wanted to know if the Arkansas company was interested in grinding and polishing the concourse floors at the stadium, the home of the Indianapolis Colts football team.

Need less to say, ACCI jumped at the chance. “We do stadiums on the high school and collegiate levels,” says president David Stephenson. His company was eager to try its hand on a professional venue of this size and scope.

The Colts’ new stadium had opened in August 2008 but the concourse floors were already looking nasty. About 400,000 square feet needed to be brought up to acceptable standards. “There were major concerns about all the rust stains, discoloration and holes,” Stephenson says.

The clients — the city of Indianapolis, the state of Indiana and the Colts organization — wanted a low-maintenance product that would be durable and look good. They ended up agreeing on the RetroPlate concrete polishing system, which was given a lifetime warranty as long as the floors were maintained properly.

“That was a huge selling point,” Stephenson says. “RetroPlate and ACCI told the stadium to figure on between 10 and 12 cents per foot per year in maintenance.” Vinyl composite tile in the same environment, he adds, would run between \$1 and \$1.25 annually in maintenance.

In addition to RetroPlate 99 concrete densifier, Stephenson says, RetroClean Plus was used to clean and maintain the area, and Prosoco LS Guard used to protect



Photos courtesy of American Concrete Concepts Inc.

against stains. The border epoxy was PPG PitThane by Spectrum Paints.

“We ran approximately 4 miles of 4-inch borders around the concourse to match the (blue-gray) base paint of the walls,” Stephenson says. The company also incorporated a darker gray color in the bathrooms. The epoxy was custom matched to existing paint colors for architectural effect.

The epoxy border placement, he explains, was a judgment call agreed on by ACCI and HKS. When using the machinery necessary to polish large areas, you can get only so close to the outside perimeters. “Hand grinding works on smaller jobs,” he says, “but when you’re talking about this much hand grinding the job becomes unrealistic.”

Aside from budget and time constraints, it probably wouldn’t have looked very consistent, he says. “And the borders ended up being a nice accent.”

As in other stadium jobs, the time element was one of the biggest challenges. Initially, Stephenson says, his company was given 10 to 11 weeks to complete the job, but by the time all the approvals went through and the details were hammered out, they were only left with eight weeks. “We had to finish the job 20 percent ahead of schedule just to be on schedule,” he says.

He employed a team of 23 men on the site for eight weeks, plus a project foreman and another four guys for four days just to handle the punch list. American Concrete enlisted a local contractor, VTI Total Solutions, to help with the epoxy and a local janitorial company to assist with cleanup.

“It was a pretty challenging job,” Stephenson admits. “The size was daunting and we had to be fast to pull it off on time.” They finished the job the Tuesday before the first preseason game against the Minnesota Vikings Aug. 14.

Lucas Oil Stadium covers 1.8 million square feet. The seven-level facility can seat 63,000 fans for football games and up to 70,000 for basketball and concerts.

[www.acci-us.com](http://www.acci-us.com)







Looking at the pristine flooring today in Lucas Oil Field Stadium, home of the Indianapolis Colts, you'd never guess the floors used to be stained and pitted, much less that they looked that way a year after the facility opened. ACCI was hired to remedy the situation with the RetroPlate concrete polishing system.





## Cowboys Stadium, Arlington, Texas

### Flooring contractor: Techniquex LLC

For the \$1.2 billion Dallas Cowboys Stadium, the largest domed football stadium in the world, everything — including the floors — had to be a standout feature.

Cowboys owner and general manager Jerry Jones and his wife, Gene, were looking for extremely durable

floors with at least a 10-year lifespan, says Baron Adelmann, president of Techniquex LLC, a flooring contractor in Tempe, Ariz., who landed the job of installing about 800,000 square feet of resinous flooring.

Adelmann, who has been in the business some 25 years, is no stranger to stadium work. Besides the Cowboys Stadium, he has installed floors in the Reliant Stadium in Houston, the

Superdome in New Orleans and Chase Field in Phoenix.

The Cowboys concourse treatment, he says, needed to be waterproof, aesthetically unique and not used before in any other stadium.

The Joneses chose all LEED-accredited DiamondStone products: DiamondCrete RT, a urethane cement product, for the food prep areas; DiamondCast, an epoxy broadcast flooring, for the concessions and restrooms; and Diamond-Metallic, a polymer resin system blended with metallic particles, for the concourses.

It was this metallic system that made the project shine. Diamond-Metallic is a six-coat system consisting of a primer, two waterproof coats, two metallic coats and a topcoat, in this case a “green” urethane called Eco-Top. “The metallic coats are squeegeed on and then back-rolled,” Adelmann says. While the second coat is still wet, the crew sprays a chemical on the floor, causing the particles to diffuse and create a design.

“If you spray enough, the floor would look like the cratered face of the moon when it dried. Even though the surface is smooth, it appears to have a deep look, almost three-dimensional,” he says. And, he adds, different lighting changes its appearance.

Over a course of time, Adelmann overnights HKS Architects hundreds of Diamond-Metallic samples to present to the Joneses, who finally agreed on a custom-blended color called Mega-Griege. “It’s a tan and bronze color,” Adelmann says.

After the color was nailed, the next challenge was installing the system in a compressed schedule. Although work on the restrooms and concessions flooring began in April 2008, the bulk of the square footage — Adelmann estimates more than 650,000 square feet of concourse and ramps — was installed in 2009 from the end of March through May. The stadium’s first event was June 6.

In addition to the compressed schedule, his seven crews also encountered another challenge when installing the concourse floors. “We had never installed (Diamond-Metallic) in that wide of an expanse without an established stopping and starting



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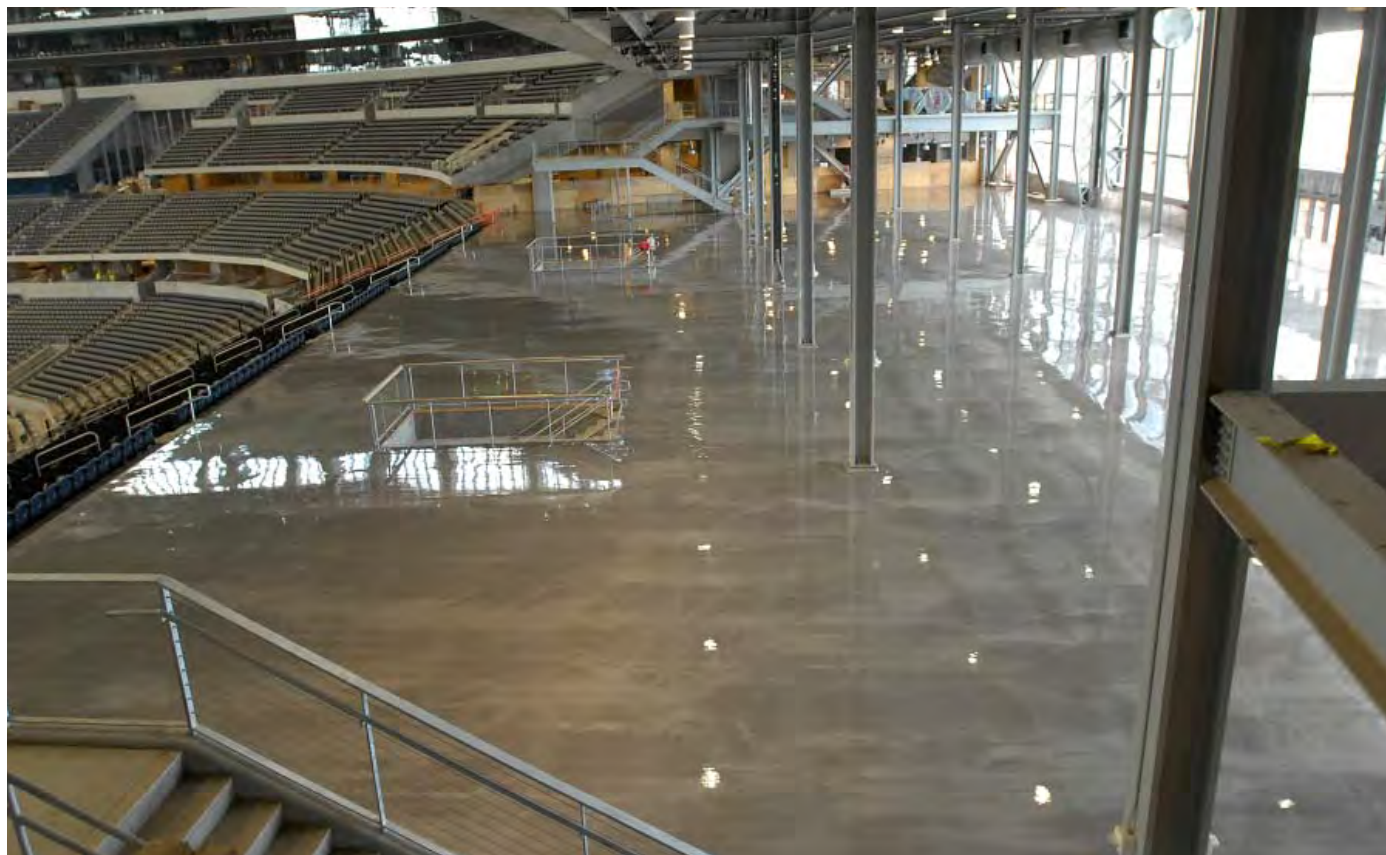


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Diamond-Metallic, a six-coat system from DiamondStone, gave the floors of Cowboys Stadium the pizzazz team owner Jerry Jones was seeking. The flooring, which appears to have 3-D qualities, changes in appearance when exposed to different kinds of lighting.

point, that being a joint," Adelmann says. "Stopping can cause heavy roller marks. In normal concrete jobs, there's usually a joint every 15 to 20 feet. But in a stadium, you can have 80-foot widths without a joint."

After some trial and tribulation, "my guys in the field came up with a proprietary process of treating the floor so it wouldn't roller-mark," he says.

Cowboys Stadium was designed by HKS Architects, who Adelmann says think outside the box. "Through their pursuit of perfection, Loretta Fulvio and Mark Timm have driven Techniquex to create design characteristics in the Diamond-Metallic flooring that weren't before possible."

The stadium was built by Manhattan Construction, and Adelmann has praise for them too: "arguably the most organized and well-run general contractor in the country." The Cowboys Stadium encompasses 3 million square feet and seats 80,000 spectators, but can comfortably accommodate 100,000 thanks to standing-room space on the facility's 10 levels. 

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## Stucco Sprayer from Mortarsprayer.com

by Amy Johnson

**B**efore the hand-held Stucco Sprayer, concrete contractors who wanted to work vertically had to settle for one of two extremes — a large, costly pump, requiring a crew of four to six, or hand-stacking. The Sprayer fills a niche between the two, giving contractors a right-sized option for shotcreting small to medium-sized jobs.

Currently produced in the United States by Mortarsprayer.com founder Nolan Scheid, the sprayer is a bucket-sized hopper perforated with multiple holes 3/4 inch in diameter. The user simply connects the hopper to an air hose and compressor, scoops the shotcrete mix into the hopper and starts to spray through the holes.

The Stucco Sprayer is supplied with two sets of jets. The smaller set requires an air compressor that delivers at least 7 cubic feet per minute (cfm) at 90 psi. The larger jets use a minimum of 12 cfm at 90 psi but can be run off a much larger compressor if that is what is available on-site. More air can help throw the mix harder onto a wall. Multiple sprayers can be connected to the same compressor.

Because the Stucco Sprayer is filled by scooping the mix from a wheelbarrow, there are no hoses to clog, eliminating a common source of irritation for shotcreters. If a piece of aggregate lodges in a hole in the hopper, it can be easily removed by hand. The sprayer can be used with aggregates up to 5/16 inch. Scheid recommends using a mix “thick enough to stay in the hopper when scooped, but thin enough to spray through the jets easily when the compressed air is turned on.” A trial spray should be used to determine optimum water content.

Toledo, Ore., contractor Michael Dahl describes the Stucco Sprayer as a “mini-shotcrete pump without the delivery lines.” He uses it as an extra tool on large jobs to back up line-pump operation. It works great if you have fallouts, he says, or voids that the line pump missed. He uses it to blow shotcrete up instead of throwing it up by hand when he needs to patch or feather a spot after the ready-mix truck has moved on. It is also useful for small areas where it would be difficult to run a mixer and hoses.



For contractors working on large, high-volume installations, the Stucco Sprayer is a useful accessory or tool for augmenting a pump system. On smaller-scale projects, it may eliminate the need for the pump. Decorative concrete contractors might find the sprayer useful for vertical stamped concrete, artistic wall finishes, stucco and GFRG.

The hand-held Sprayer reduces labor costs associated with both hand-stacking and pumping. On smaller jobs it mechanizes a highly labor-intensive, time-consuming process. For larger jobs it reduces the crew size required to shoot concrete and offers the flexibility to set the work pace and start and stop work as required.

The Sprayer can also be used with other building techniques, such as straw-bale, earth-bag, insulated-panel and thin-shell or ferrocement construction. Stan Petersen, a mason in Tremonton, Utah, first used it to apply plaster to a straw-bale house. He claims he can empty a wheelbarrow full of plaster in four or five minutes, double or triple the speed of troweling the material by hand. Now he owns several Stucco Sprayers and uses them on projects around the country to spray clay, lime and gypsum plasters as well as cement-based stucco. They are much easier to transport than a full-size pump system, and at a cost of just a few hundred dollars each (excluding the compressor, which is sold separately), he can afford to keep several on hand.

The Mortarsprayer.com sprayer is similar to the Tirolessa sprayer, a tool manufactured by a Mexican company



Photo courtesy of Mortarsprayer.com

that Scheid distributed for about a decade before making his own. "We have improved quality and made several improvements, the most noticeable being the extra handle and changeable jets."

With the Stucco Sprayer from Mortarsprayer.com, contractors have an option for spraying concrete that falls between the extremes of hand application and large-scale pumping. That is a nice niche to be in. 🚚

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# Product Profile



Photos courtesy of SafetyStepTD

## SafetyStepTD from SafetyStepTD

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SafetyStepTD is a system of truncated domes on flexible mats that can be easily cut to any shape. The easy-to-customize mats allow the cutting away of domes for both visual appeal and to avoid partial domes, which can create trip hazards. Most importantly, the mats bond to concrete surfaces to avoid moisture underneath as well as potentially hazardous separation between the system and the concrete. SafetyStepTD can also be used on asphalt.

“The key benefits of the system is that it’s flexible, breathable, and can be

used on both concrete and asphalt” says Dan Dodgen, who handles business development for SafetyStepTD. “It doesn’t trap any moisture behind the detectible warning system.”

The installation process is simple. After cleaning the concrete surface and precutting the mat to the desired size, remove any unwanted domes. Apply a thin coat of SSTD 589 Liquid Adhesive, and adhere the SafetyStepTD mats. Next, broom the mat to insure proper bond, and apply more SSTD 589 on the surface, making sure to get the edges and seams. Then, broadcast SSTD No. 30 Silica Sand to create a nonslip surface. Remove any unbonded material, apply a topcoat of SSTD 100 color pigmented acrylic sealer, and finish with an application of SSTD-1250 sealer.

Standard mat colors are yellow, red, black and gray. However, custom colors can be created by the manufacturer to



match any job. SafetyStepTD's flexibility allows it to flow nicely with any design.

"Whatever decor went into the concrete design, especially size and shape of panels, SafetyStepTD can form to that," says Aaron Chusid, who is in charge of the company's marketing.

Another benefit is the speed of turnaround. It can handle light foot traffic within a few hours of application. This means less disruption for stores or other businesses.

The SafetyStepTD system is available in bulk from the company or as a quick-start installation kit. Each kit includes the mat, adhesive, topcoat material, sealer and bonding aggregate. A kit will contain a mat that is either 2 feet by 8 feet, 3 feet by 8 feet, or 3 feet by 10 feet. 🚚

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### Alpha Professional Tools — New polishing products

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safety and protection. A vacuum cleaner can also be attached to the Ecoguard for dry concrete floor polishing without creating dust. By removing the Ecoguard's front cover and attaching the magnetic plate, contractors can polish right up to the wall.

The Alpha AIR-300 is designed for unique applications that are difficult to accomplish using conventional polishers. A smaller version of the well-known Alpha AIR-658, the AIR-300 is ergonomically designed to fit comfortably in your hand and only weighs 1.6 pounds. The smaller design is easy to maneuver and produces flawless sink rims and bowls. The Alpha AIR-300 accepts 3-inch and 4-inch discs along with 2-inch and 3-inch rubber pads.



Finally, Alpha Ecogrinder Caddies allow operators to work standing, not on their knees, when grinding and sanding concrete, terrazzo and masonry products or doing surface preparation work. The height adjustment mechanism allows the caddy to be adjusted to accommodate individual users. The unit is available in two versions for both Ecogrinders Alpha offers. A halogen light shines above the grinding area to show scratches in dark areas.



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The BMG-735PRO-R is part of Diamatic's new line of industrial-grade polishing and grinding machines that are manufactured for the demands of the professional surface preparation and decorative concrete flooring contractor.

The 735PRO, like others in the line, has the option of being used wet or dry. It is an excellent choice for grinding and polishing natural stone surfaces such as granite, marble or terrazzo, and is an ideal machine for both concrete preparation and polishing. The three-head planetary design features a separate drive system for the main drum and 9-inch planetary disks, allowing the 735PRO to produce a 28-inch wide grinding path.

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Application is easy and efficient, saving you precious time and money. The dry time is exceptional and the sealer may be applied as soon as the stain is dry to the touch.

Preparation is simple and jobs can be prepared, stained and sealed in hours instead of days.

Charcoal	Dark Chocolate	Chocolate	Saddleborn
Pronghorn	Rust	Padre	Amber
Storm Cloud	Slate	Topaz	Moss
Fern	Sandstone	Sonora	Basalt

Also try GG Ultra Seal & GG VO-Seal™

**GG**  
INNOVATIVE PRODUCTS, INC.

**541-678-7364**

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



## Tools

The LCP 1703 VR is a planetary-gear, belt-driven unit powered by a 10-amp variable-speed flex motor. It is for use with 3-inch to 5-inch polishing pads and offers speeds of 1,100 to 3,400 rpm.



Flex has also developed the PLW 923 S Air Stone Sander/Polisher. The compact, lightweight design will get into tight spaces with ease, and allows for all-day operation with less operator fatigue. It features a central water feed with rear exhaust and accepts 3-inch, 4-inch, or 5-inch discs. It comes with a 4-inch Velcro pad, bail handle, side handle, wrenches, and hoses for air, water and exhaust along with appropriate fittings.

Finally, the LW 1503 is a wet polisher. Weighing just 4.4 pounds and with a 5-inch maximum disc, it still offers up to 3,700 rpm. It is frequently used to polish surfaces and edges, such as drain holes and countertop edges.



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

## HTC — Block Series

HTC Block Series tools have the look of metal bond diamond tooling but are, in fact, resin bond tools.

A Block Series tool is an aggressive tool that not only cuts and performs like metal bond tools, but also has the same life expectancy. It also leaves a very smooth profile, unlike traditional metal bond tooling. A variety of sizes and grit options are available.



[www.htc-floorsystems.com](http://www.htc-floorsystems.com)

## Kut-Rite Manufacturing Co. — Conquer25

The Conquer25 planetary grinder/polisher from Kut-Rite Manufacturing Co. offers a dual-phase, 7.5-horsepower motor and has a 25-inch grinding path. It features the Magnetic Quick Disconnect Tooling System for fast and easy tool change. It also features the optional Vacuum Towing Package. This package eliminates cord and hose management, allowing the operator to focus on the floor ahead.

[\(877\) 786-5067](tel:(877)786-5067)

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



## Superabrasive Inc — Lavina SPS line

Superabrasive Inc.'s Lavina SPS line includes three key polishing tools.

For concrete grinding and surface preparation, Superabrasive recommends metal bond plates for hard concrete and terrazzo bond plates for soft concrete. The plates are available in sizes of 7 inches and 9 inches, plus a variety of grit sizes for coarse, medium and fine grinding.

Nato resin-bond polishing discs are 3-inch Velcro-backed disks that are available in wet, dry and economy styles. Their wide channels and a unique design allow for work on a cleaner surface to ensure a quality polish.

V-Harr polishing pads are available in a wide variety of sizes and can be used under any planetary floor polisher. High-quality felt works between the resin segments to clean the floor, making V-Harr pads an ideal solution for concrete floor maintenance as well.

[\(800\) 987-8403](tel:(800)987-8403)

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





## **Innotech Decorative Concrete Products company launched**


ChromaScape Inc. has added a new division to its existing family of colorant companies with the recent launch of Innotech Decorative Concrete Products.

Bill Nichols serves as the general manager for the new company. As COO for Bomanite/QC Construction Products, Nichols was responsible for all manufacturing facilities and product quality control, along with training international partners on manufacturing processes.

Serving as regional sales manager is Ross Urshan, who served as the Eastern region sales manager at QC for 10 years. Tischa Coffman is marketing and communications manager, a role she held at QC for four years.

Decorative concrete product types that Innotech offers include integral colors, color hardener, release powder, liquid release, chemical stain, liquid dye concentrate, Micro-Topping EXT, and a wide range of cures, sealer, accessories and maintenance products. Additional products are currently being developed.

Established in 1998, ChromaScape Inc. is recognized as one of the top producers of aqueous color dispersions.

 (877) 829-7880

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

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

## **Westcoat introduces six**

Westcoat Specialty Coatings has introduced six new products.


Westcoat's new Liquid Dazzle with a satin finish is a durable epoxy floor coating system that offers exceptional decorative features with a touch of satin. Engineered with proprietary metallic

additives that flow uniquely when applied, this system produces a hardy, dynamic custom floor with a beautiful satin finish that conceals dust and scuffs.

Westcoat EC-40 Antimicrobial Epoxy is a two-component, 100-percent solids, medium-viscosity, high-build epoxy that inhibits the growth of fungi, bacteria and algae. EC-40 is perfect for restaurants, pharmaceutical manufacturing, commercial kitchens, animal care facilities, day care centers or any area that requires a long-lasting, antifungal coating.

EC-65 is a two-component, high-solids, water-based, polyurethane topcoat and sealer that offers properties equal to traditional urethanes with fewer health and environmental concerns. EC-65 is designed for professional use and is specified as a high-gloss finish coat in moderate to severe chemical environments or in heavy traffic areas. Due to the low odor of EC-65, it is user-friendly and ideal for interior applications, including industrial floors, garage floors, decorative floors, restaurant floors and automotive service areas. Apply EC-65 as a coating over Westcoat epoxy floor coatings and as a sealer on substrates such as plain concrete, stained concrete, Texture-Crete and SC-10 for tremendous protection. EC-66 is the satin version used to achieve a matte or more understated finish.

Other new products are SC-42 WB Acrylic Sealer, SC-21 Lithium Silicate and TC-25 Self-Leveling Cement.

 (619) 857-3535

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





### L.M. Scofield introduces antistain acrylic

L.M. Scofield Co. has introduced Scofield Formula One Guard-S Concentrate, a penetrating, solvent-borne acrylic concentrate that is diluted with acetone by the end user and applied to interior architectural or ground and polished floors.

Guard-S Concentrate is a VOC-compliant treatment that fills the near-surface voids in interior concrete floors, providing a measure of protection against water and many staining materials such as ketchup, mustard, red wine, vinegar, motor oil and antifreeze. It also increases the reflectivity (or gloss) of architectural or ground and polished concrete floors.

Guard-S Concentrate is a component of Scofield's Interior Polished Concrete System.

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



### American Decorative Concrete tests dye system

American Decorative Concrete is currently conducting a nationwide "beta test" of its new Ameripolish SureLock Color System to find out how it performs on real-world concrete.

"What we're seeing in our lab," explains American Decorative Concrete president Les Davis in a press release, "represents a revolution in concrete color. But we know that concrete is not the same from one part of the country to the next, or even from one city block to the next. We want to find out how this system performs on the slabs that concrete polishing contractors actually deal with."

The Ameripolish SureLock Color System is a three-part kit that is engineered to lock in and protect color in polished concrete. The three components of the system are uniquely designed to function together. The three solutions chemically bond to the concrete and to each other to keep color in the slab and protect it from the damaging and diluting effects of moisture, efflorescence, stains, etching agents and ultraviolet exposure.

SureLock Dye ships as a concentrated liquid. Its liquid form eliminates the three-hour wait for dissolving experienced with conventional dyes. The dye is a reactive formula that chemically bonds to the concrete, securing the pigment in the slab. SureLock Dye has demonstrated superior staying power, even when exposed to exterior weather for six months. SureLock Dye includes a penetrating agent mixed into the dye, which cuts steps and save time, and it has demonstrated unusually deep color penetration under microscopic examination.

SureLock Densifier is a proprietary lithium-based densifier/hardener that bonds to both the concrete and

SureLock dyes, locking in the color as it closes the slab's pore structure and toughens its surface. It includes UV stabilizers to help protect the color. It is spray-applied and requires no residue removal, saving time and reducing the environmental impact of waste disposal.

SureLock Stain Protector finishing treatment protects the surface and enhances depth and richness of color. It provides an additional application of UV stabilizers, completing the system's UV protection. As a result of all this protection, the SureLock system has demonstrated superior resistance to UV exposure. In addition to its chemical bonding properties, it has proven effective at protecting color from potentially damaging staining and etching agents — including vinegar.

After the "beta test" results are in, American Decorative Concrete expects a full commercial launch of the product later in 2010.

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

### New grinding machine from Aztec

Aztec Products Inc. has introduced the new UltraGrind propane-powered, planetary-head, gear-driven concrete grinding machine.

The UltraGrind is the newest addition to Aztec's extensive line of floor-stripping, buffing and polishing machines. The Aztec UltraGrind has been designed for more aggressive concrete-floor grinding applications, where the goal is to both remove material and highly polish concrete floors. The UltraGrind machine is complementary to the DiamondShine, which is specifically designed for ultra-high-speed, large-area concrete polishing applications.

Weighing more than 500 pounds, the UltraGrind provides the ideal 40 pounds of head pressure per diamond abrasive for maximum results. The UltraGrind has industry-standard 2-inch exhaust ports for concrete dust vacuums. The UltraGrind also has an 8-gallon water tank, allowing the user to rewet the floor while grinding and potentially adding up to 80 additional pounds of head pressure. The machine is powered by a 26-horsepower Kawasaki FX730V engine.

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

### New sealers, sand, repair compound from Quikrete

The Quikrete Companies has released a range of new products for both commercial and residential applications. These products include several new concrete sealers with multiple finish options and a versatile concrete repair compound.

Quikrete's new line of low-VOC waterproofing sealers offers a reliable, durable finish for a variety of surfaces. The sealers can be used to achieve a number of finishes such as natural, wet-look or high-gloss. Available in one- or five-gallon jugs, the new sealers offer highly water-resistant coatings that protect the surface from freeze-thaw cycles. Once in place, the sealers require no maintenance or upkeep other than routine cleaning. The new sealers are: Quikrete Waterproofing Sealer — Natural, Quikrete Wet Look Sealer — High Gloss, and Quikrete Acrylic Concrete Cure & Seal — Satin Finish.

For a durable yet flexible concrete repair, Quikrete Patching Compound is a ready-to-apply acrylic putty that



makes short work of cosmetic blemishes on most concrete, masonry and stucco surfaces. Available in a 1-quart pail, the Quikrete Patching Compound is ideal for repairs to common surfaces, including overlays, stairs, wall joints, driveways, smaller nonstructural cracks, and spalling of less than 1/4 inch thick. Once dry, the compound provides a tough and durable finish.

Finally, the latest addition to the HardScapes by Quikrete line is a high-performance polymeric jointing sand graded specially for sweeping into paving stone joints, including interlocking pavers, bricks, patio blocks and concrete slabs up to 2 inches wide. It's for use in both commercial and residential applications. Once placed and dampened, the nonstaining sand hardens to lock pavers in place, providing a stable surface that is resistant to erosion, weed growth and insects while remaining pliable for freeze-thaw cycles.

☎ (800) 282-5828

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

### Quikrete Green Concrete Mix enters new markets

The Quikrete Cos.' award-winning Quikrete Green Concrete Mix is now available in several new markets across the country.

After an initial launch of the product in the Seattle, Portland, Ore., and northern California markets, Quikrete Green Concrete Mix is now available in the Denver, Columbus, Ohio, Salt Lake City and New England markets.

Quikrete Green Concrete Mix consists of a blended concrete mix containing 50 percent recycled materials, including recycled aggregates and fly or slag cements. The material achieves a compressive strength of 3,500 psi in 28 days and meets the performance requirements of ASTM C 387. Suitable for general concrete work, Quikrete Green Concrete Mix qualifies for points within the Recycled Content and Regional Material classifications as defined through LEED Green Building certification.

Popular Mechanics selected Quikrete Green Concrete Mix for a Breakthrough Product Award in 2009.

☎ (800) 282-5828

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

### Self-leveling cement from CTS

CTS Cement has developed Rapid Set TRU Self-Leveling, a rapid-setting hydraulic cement-based self-leveling topping, resurfacer and underlayment that can be used both indoors and out.

TRU Self-Leveling is used for high-performance floor topping, underlayment and resurfacing projects that require high early strength. It cures to a light off-white color and levels rapidly. Ideal for stained or colored floors and decorative embedded aggregate flooring, TRU Self-Leveling also grinds and polishes well, which makes it a successful solution for polished, decorative floors. In addition to offering workability for up to 30 minutes, it is able to receive foot traffic in two to three hours and coatings in about 12 hours.

Before TRU Self-Leveling, the manufacturer recommends application of Rapid Set Acrylic Primer in addition to surface prep. Then, pour or pump TRU Self-Leveling, ensuring there

is at least 1/8-inch thickness over the highest points in the floor. No wet curing is required under normal conditions for the product.

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

### Rapid Set launches Skim Coat

Rapid Set has released Skim Coat, a high-bond-strength, fast-curing, smooth hydraulic cement-based material for floor underlayments, concrete repairs, patching and skim-coating on interior and exterior projects.

Used to repair, level and smooth concrete substrates prior to the installation of floor coverings such as carpet, tile, pavers, and epoxy toppings and other coatings, Skim Coat provides excellent bond strength and is workable for 20 minutes. The versatile product can be applied from featheredge to 1 inch in a single application. Able to reduce downtime, Skim Coat is ready for floor coverings in one hour and can be coated or sealed in 16 hours. Adding to the speed and usability of the product, no primer or curing compound is needed, and it just requires the addition of water to be ready for work. The material is resistant to mold and mildew.

Skim Coat offers green benefits. According to recent studies, RapidSet cement has a 32 percent smaller carbon footprint than portland cement on a pound by pound basis. Also, Skim Coat contains preconsumer recycled contents, making it an even greener product.

Upon curing, Skim Coat's light gray color blends well with the color of concrete.

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



### Line of hybrid flooring systems from Dur-A-Flex

Hybri-Flex Series M floor systems is Dur-A-Flex's custom line of hybrid flooring systems that enable users to specify a resinous flooring system designed for their needs. These systems are a combination of a unique urethane base coat combined with topcoats of epoxy, MMA or polyaspartic resins, offering a combination of features not typically found in a single resin system.

Hybri-Flex incorporates a unique base coat that offers bonding superior to most flooring systems, often eliminating the need for a primer coat. The self-leveling formula also tolerates moisture vapor transmission of up to 12 pounds as well as 92 percent relative humidity, eliminating the need for separate moisture mitigation systems. Combined with



## Product News

topcoats of methyl methacrylate, these two features can reduce installation times to as few as two days from start to finish, minimizing business disruption.

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



### Two new from Ultra Concrete Coatings: liquid release agent and decorative overlay

Ultra Concrete Coatings is now offering Ultracrete-TX1000 multipurpose decorative texturing overlay and Ultracrete-REL, a liquid release agent.

Ultracrete-TX1000 is not a traditional system, as it does not require a bond or primer coat and can be installed using a variety of texturing methods. Ultracrete-TX1000 is also excellent for a stamped overlay as it retains the details of the texturing stamp, providing a more realistic stone look. The overlay is mixed with water only and requires no bond or primer coat.

Ultracrete-REL is a colorless bond breaker for use when stamping with texturing mats. It is concentrated to work with the high polymer levels of Ultracrete-TX1000 and has a pleasant bubble gum scent.

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

### New finishing method from Lythic

Lythic Solutions Inc. has developed a new method of finishing exposed concrete floors that rivals the look of polished concrete at a significantly lower cost. The Lythic HardWear floor leverages the density added to the surface with use of Lythic Densifier and Lythic Protector to produce a medium-gloss look without the time and expense of polishing.

Lythic HardWear is ideally suited to retail environments, offices, schools, and other places where the aesthetic, environmental, and low-maintenance benefits of exposed concrete are desirable, but budget is a concern.

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

### Color-Helper device aids color matching

The Color-Helper is designed to aid in the color selection process for integral coloring or color staining.

Now being marketed to the decorative concrete industry, the easy-to-use tool's primary function is its ability to read a surface and identify colors that are a close match. When looking to find a match to an existing color, be it on an



existing wall, ceramic tile or other colored sample, simply hold this hand-held device onto the surface for two seconds and it will search through its database of known colors to find the closest possible matching reference to your favored stain or pigment supplier.

The Color-Helper comes preloaded with palettes from major suppliers such as New Look International, Davis Colors, L.M. Scofield Co. and Solomon Colors, and even includes palettes from major paint companies such as Sherwin-Williams, Valspar and Behr. Color collections can be custom formulated.

Additionally, with one press of a button the device will let you know if any two colors should not be used together, and it provides a list of alternative colors that you might prefer to use. "Compare" mode helps you measure in what way colors may be different so you can avoid subjective arguments.

The Color-Helper was developed by Color Savvy and may be updated by computer. Software for the device enables downloads of all available manufacturers' databases as well as "Hue View" software that displays color matches and color schemes on a PC screen.

[\(908\) 901-0868](tel:(908)901-0868)

[www.Color-Helper.com](http://www.Color-Helper.com)

### Concrete Dissolver from Sakrete

Sakrete has introduced Concrete Dissolver, an environmentally friendly concrete dissolver that removes dried concrete, mortar or stucco from most surfaces, without using harsh chemicals.

Concrete Dissolver is a safe and effective way to remove concrete from almost any type of surface, including tools, equipment, patios, pavers, siding, glass and even vehicles.

Concrete Dissolver is 100 percent biodegradable and works effectively without aggressive acids. It emits no harsh fumes and is noncorrosive. It's available in a convenient 23-ounce spray bottle and a 5-gallon container.

[\(800\) 738-1621](tel:(800)738-1621)

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





## MatchCrete Clear from Roadware

Roadware MatchCrete Clear is a two-component aliphatic polyurethane for repairing cracks, spalls and joints in concrete subject to UV exposure from sunlight.

This material is clear in appearance when applied and cured. Colored sand and pigments may be added to create color-stable repairs that match almost any decorative or tinted concrete surface. MCC will not significantly change color with exposure to sunlight over time, and it sets in 20 to 40 minutes.

Its ideal uses include repairing colored, stamped or decorative concrete, polished concrete and exposed aggregate concrete.


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



## New concrete repair and protection line

Cohesant Materials Inc. has announced the launch of ConcretePlus, a series of high-performance epoxy coatings and repair systems for concrete and more. The series of products includes: a penetrating primer, a flexible sealant, a resurfacer, a skim/scratch coating, a self-leveling coating, and an antiskid binder.

All ConcretePlus products are 100-percent solids and environmentally friendly.

 (877) 615-2648

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

## Modello Designs now offers Aurastone

Modello Designs is now distributing and offering training on the Aurastone system for artistic countertop, wall and floor resurfacing.

Aurastone is an environmentally friendly, zero-VOC product with unparalleled ease of use, durability, and aesthetic appeal. It is engineered with incredible bonding properties to go directly over almost any solid surface, including laminate, cultured marble, granite, marble, drywall, tile, wood paneling or concrete.

With Aurastone, contractors can create realistic marble, stone and specialty finishes. In addition, Aurastone is lightweight, will not delaminate, crack or chip, and at 9,000 psi, is three times harder than concrete. There are no seams, unlike with real granite or stone, and the material is FDA approved.

 (800) 663-3860

 [www.modello designs.com](http://www.modello designs.com)

## ScreedJoint from AMT Enterprises

AMT Enterprises LLC has launched the ScreedJoint, a rigid plastic control joint for concrete flatwork. It's comprised

of outdoor-grade PVC and comes in a variety of colors to complement any decorative project.

During the forming stages of concrete, the ScreedJoint is set in place, where it remains during and after concrete placement. It can be used with a trowel finish, exposed aggregate, texturing, stamping, a broom finish and more.

ScreedJoint eliminates the need for saw-cut joints after pouring. The top of the joint is set to the level of the finished grade. The exposed surface of the joint is the same width as most saw cuts and reduces the amount of water penetration under the slab.

 (800) 774-3154


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

## Concrete testing goes wireless

Wagner Electronics has introduced Rapid RH WiNet. The system couples high-powered, long-range transmitters and Web-based receivers to allow remote monitoring and data collection of relative humidity and temperature readings in concrete slabs.

Connected to Rapid RH Smart Sensors, the state-of-the-art IEEE 802.15.4 technology transmitters send a sensor's relative humidity and temperature data to a receiver plugged directly into an on-site computer or network. The Rapid RH WiNet Web Server displays real-time readings and charts of humidity and temperature with data logging capability captured in a spreadsheet format for easy documentation.

The powerful wireless transmitters have a job-site range of well over 3,000 feet line-of-sight and can easily transmit through structures.

 (800) 634-9961

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

## Bresle salt test kit released

The Bresle Chloride Test Kit from The Paul N. Gardner Co. features Direct Sampling Procedure to ensure high speed and accuracy. It includes all the necessary equipment for assessing the level of soluble salts on blast-cleaned surfaces prior to coating. It also uses a small test sample for measurement.

Inside the Bresle Kit is a conductivity gauge used for the assessment of soluble salt ions such as chlorides, sulphates and nitrates. The Bresle Kit complies with ISO 8502-6 and ISO 8502-9 standards.

The Bresle Method states that conductivity is mainly directly proportional to the concentration of dissolved salts in a solution.

The Bresle Kit is also suitable to determine contamination levels in blast media. This is to prevent the dissolved salts





in recycled abrasive media or water from recontaminating the surface being cleaned. The blasting media can be tested following ISO 11127-6.

☎ (800) 762-2478

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

### New oil and grease removal solution for concrete

Chomp! Pull It Out Concrete Stain Remover is a water-based cleaning solution that removes oil and grease stains commonly found on driveways and garage floors.

The bleach-free, acid-free solution helps address problem spills. The solution can lift motor oil, brake fluid, transmission fluid, hydraulic fluids and other stain-causing materials from a wide variety of surfaces, including concrete, brick, wood, composites and pavers.

☎ (888) 406-5318

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

### MK Diamond introduces new concrete saw

MK Diamond Products Inc. has introduced the 14-inch walk-behind CX3 concrete saw with the new Kohler CH270 7-horsepower horizontal-shaft Command PRO engine.

The wet- or dry-cutting CX3 Kohler is built with all-aluminum-frame construction and features a folding handlebar for easy transportation and storage. With a 1-inch diameter blade shaft and self-aligning pillow bearings, you get accurate cutting and maintenance-free operation.

The built-in water distribution system supplies water to both sides of the blade, and the blade guard can be positioned for left- or right-hand cutting.

The Command PRO's patented Quad-Clean technology is a Kohler innovation and the industry's first four-stage air-cleaning system. Quad-Clean technology keeps the engine free from debris, and the air cleaner doubles as a warm-air intake system for optimal operation in colder conditions.



☎ (800) 421-5830

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

### Worm-drive circular saw from DeWalt

DeWalt has launched the DWS535, a new worm-drive circular saw for framers, concrete formers and other professional users of circular saws.

Featuring DeWalt's Toughcord cord retention and protection system, a sturdy magnesium shoe, and rugged control levers and handles, the new worm-drive saw offers users increased durability. This model includes a true worm-drive mechanism for longer life and higher torque. The new worm-drive saw also has a class-leading 53-degree bevel capacity with DeWalt's patented bevel detent system, enabling the user to set common cut angles quickly and accurately.

In addition to the DWS535, DeWalt will also be offering

the DWS535T, a model that features a Twist Lock plug.

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

### Portable vacuum for hand tools

CDCLarue Industries has introduced its first portable compact dust vacuum for hand tools, the Pulse-Bac PB-550. Operating on any standard 110-volt outlet, the PB-550 is ideal for use with any hand tool needing a vacuum to capture and collect dust and debris.

Standing 25 inches tall and measuring 16 inches in diameter, the Pulse-Bac PB-550 is capable of generating more than 121 cubic feet per minute of air flow, and it is the first compact dust vacuum equipped with Pulse-Bac Automatic Self-Cleaning Vacuum Control Technology.

The PB-550 advanced filter filtration system uses a two-stage filtration process that is in compliance with new EPA standards for dust control when using power tools to cut, grind or sand. It is equipped with a self-locking 20-foot vacuum hose that locks into the vacuum inlet, preventing the hose from being pulled out of the vacuum when in use.

☎ (866) 954-9700

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

### New wet/dry vacuums from Stihl

Stihl Inc. has introduced a new line of wet/dry vacuum cleaners with the Stihl SE 122 and the Stihl SE 61.

The Stihl SE 122 professional wet/dry vacuum cleaner delivers superior suction power. The stainless steel vacuum tube is more durable than plastic tubes on other models, and the foot-activated depth control on the wet/dry suction head make it easy to switch from one surface type to another without stopping. It features a 10-foot suction hose, 25-foot electrical cord and pivoting front casters.

The universal, swivel, wet/dry head on the Stihl SE 61 lets you clean a wet or a dry surface with ease without removing the filter. The aluminum tube is more durable than plastic tubes on other models. It comes with a 16-foot electrical cord, 8-foot suction hose and onboard accessories.

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







# ULTIMATE DECORATIVE CONCRETE

ARDEX provides the canvas for an unlimited possibility of colors and designs for most concrete surfaces. Whether you are installing a one-of-a-kind designer floor, giving a unique finish to an exterior surface or looking to achieve a smooth, highly reflective polished concrete floor, ARDEX has the high-performance concrete toppings and sealers to meet the most discerning decorative concrete needs.

ARDEX Decorative Concrete products are strong, durable and are ideal for any treatment including coloring, staining, saw-cutting, insets or polishing.

*ARDEX ...your best choice for a successful decorative concrete installation!*

For more information please contact your ARDEX Sales Professional at 888-512-7339.



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



# Association News

## **American Concrete Institute Spring convention to be held in March**


The American Concrete Institute's Spring 2010 Convention will take place March 21-25 in Chicago.

The convention will feature more than 300 committee meetings and offer more than 35 technical sessions. In addition, attendees will participate in technical tours, forums discussing pertinent industry topics, student competitions, networking events and events celebrating career and industry achievements.

Several technical tours are scheduled to coincide with the convention's Xtreme Concrete theme and emphasize Chicago's extreme architecture and concrete projects. Most notably, a tour of the Metropolitan Water Reclamation District will walk attendees through the ongoing \$228 million upgrade of the MWRD facilities, \$90 million of which is cast-in-place concrete structures.

Several sustainability-focused events will also occur. ACI will unveil The Sustainable Concrete Guide - Strategies and Examples, the first in a series of guides on sustainable concrete published by the U.S. Green Concrete Council and available for purchase through ACI. This comprehensive resource on concrete and sustainability will provide design professionals with insight on specific strategies for the best

use of concrete in high-performance, long-lasting green buildings. The guide will feature case studies, technical data/references, and numerous practices prepared for immediate implementation. Additionally, a student competition on pervious concrete and a technical session titled Sustainable Design in Structural Concrete will be held.

 **(248) 848-3795**

 **[www.aciconvention.org](http://www.aciconvention.org)**

## **New award program for universities**

The American Concrete Institute has a new ACI University Award program, designed to recognize universities whose students and faculty are active in ACI and other concrete-related activities.

Throughout 2010, university students and faculty can participate in ACI-related activities to earn points towards achieving ACI University Award status. Some eligible activities include student ACI membership, participation in ACI student competitions, attendance at ACI conventions, an active ACI student chapter at the university, and participation in ACI technical, educational and certification committees.

In January 2011, universities are invited to submit a report to ACI on participation in these activities and programs. All universities earning 12 or more points between January 2010



and December 2010 will be recognized for the ACI Excellent University Award, and universities earning 6 to 11 points during this same time period will be recognized for the ACI Outstanding University Award.

Universities earning ACI University Awards will be recognized during the ACI Spring 2011 Convention in Tampa, Fla., April 3-7, 2011. Those universities will also be featured in ACI's Concrete International magazine.

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

### **New publications, CD-ROMs released**

The American Concrete Institute has released several new publications and CD-ROMs.

The publications are: Specification for Ready Mixed Concrete Testing Services; Report on Glass-Fiber Reinforced Concrete Premix; and Specification for Tolerances for Precast Concrete. The CD-ROMs are "Thomas T.C. Hsu Symposium: Shear and Torsion in Concrete Structures," "Modeling as a Solution to Concrete Problems," and "Nanotechnology of Concrete: The Next Big Thing is Small."

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### **American Society of Concrete Contractors**

#### **ASCC names member services director**

Rocky Geans has joined the American Society of Concrete Contractors as director of member services. Geans is the owner of L.L. Geans Construction Co., a concrete subcontracting firm in Mishawaka, Ind.

As a contractor, Geans was a vice president of the ASCC and chaired several committees. He also conducted a business school for concrete contractors.

In this newly created position, Geans will be in charge of providing ASCC members maximum value for their membership and promoting the organization to prospective members.

[\(866\) 788-2722](tel:(866)788-2722)

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



### **Concrete Sawing & Drilling Association**

#### **Certification program launched**

The Concrete Sawing & Drilling Association has launched the CSDA Certification Program for sawing and drilling contractors. The three-tier audit program has been developed by the CSDA Certification Committee to provide owners, architects, engineers, general contractors and government officials with a valuable prequalification tool, improve the knowledge and skills of cutting contractors and enhance their public image.

Sawing and drilling contractors can attain one, two or all three levels of certification. Level 1 has been devised to evaluate if a company meets the basic safety and financial requirements of the industry. To attain Level 2, a company

must show it is undertaking sound operational and financial best practices in addition to meeting the criteria set out for the first level, while providing evidence that the company has taken part in basic training or certification programs.

Level 3 will provide potential clients with proof that a company has a total quality management system in place and that the contractor is committed to a high standard of safety and sound business practices.

By attaining Level 3 of the CSDA Company Certification Program, a company will automatically be ISO 9000 compliant.

The CSDA Certification Program is available to all CSDA contractor members.

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

### **Portland Cement Association**

#### **Report: Homebuilders have little incentive**

According to a recent report by the Portland Cement Association, homebuilders are unlikely to accelerate construction activity until two critical conditions are met — low inventory levels of unsold new homes and stable or rising home prices.

"Currently, with housing prices fluctuating and new foreclosures coming on the market every month, homebuilders have no guarantee of an adequate return on investment," PCA chief economist Ed Sullivan said in a press release. "And there is little to suggest that this will change in the near future."

Tepid increases in residential construction activity are expected to materialize during the latter half of 2010, with more substantive gains expected in 2011 and beyond. PCA's fall forecast projects a 14.4 percent increase in housing starts during 2010 compared to extremely depressed 2009 levels. This reflects a 20 percent increase in single-family starts and a 5.7 percent decline in multifamily starts. These projections lie well below the consensus of construction economists' expectations.

Sullivan said federal tax credit programs artificially inflated the recent improvement in home sales and there is the potential for a significant sales payback during the second half of 2010. Additionally, slow job growth is expected to hinder housing sales during the second half of 2010, as will continually tight lending standards.

It is also likely that foreclosure activity may accelerate during 2010. This, combined with increased bank possession rates, suggests potential significant additions to existing inventories. The combined increase in properties for sale and bank-possessed discounted properties could stall home price increases, Sullivan said.

Unlike the construction economist consensus, PCA believes that the potential for slower-than-expected sales, higher-than-expected inventories, and a weaker-than-expected pricing environment suggest a delay in homebuilders reaching the trigger-point signal to accelerate single-family homebuilding.

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



## U.S. Green Concrete Council Council releases sustainability guide

The U.S. Green Concrete Council has unveiled its new book, "The Sustainable Concrete Guide – Strategies and Examples."

The first-ever comprehensive resource on concrete and sustainability, the book provides insight on specific strategies for the best use of concrete in high-performance, long-lasting green buildings. Included in the guide are case studies, technical data and references, and numerous practices that can be implemented immediately.


The guide is divided into three parts. Part 1 of the guide includes information on "Concrete Basics for Sustainability," which outlines the uses of concrete as the most widely used

building material in the world. Part 2 of the guide is titled "Considerations for Best Use of Concrete for Sustainable Structures," and it contains 11 chapters on specific uses of concrete for sustainable structures.

Part 3 of the guide, titled "Beyond Sustainable Rating Systems: Project Profiles," features 12 construction projects from throughout the United States, all of which utilized sustainable concrete practices and techniques. Included are profiles of three specific types of structures: parking structures and parking lots; single-family and multifamily residential structures; and commercial, institutional and industrial structures.

The book is authored by Andrea J. Schokker, head of the civil engineering

department at the University of Minnesota Duluth.

"The Sustainable Concrete Guide – Strategies and Examples" is the first in a series of sustainable concrete guides to be published by USGCC, which is part of a wholly owned subsidiary of the American Concrete Institute. 

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



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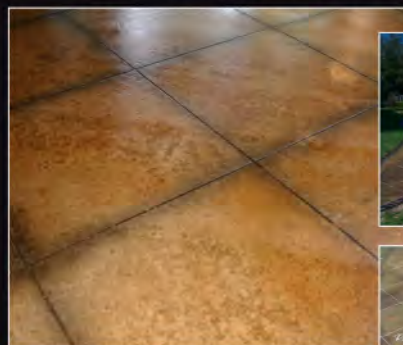


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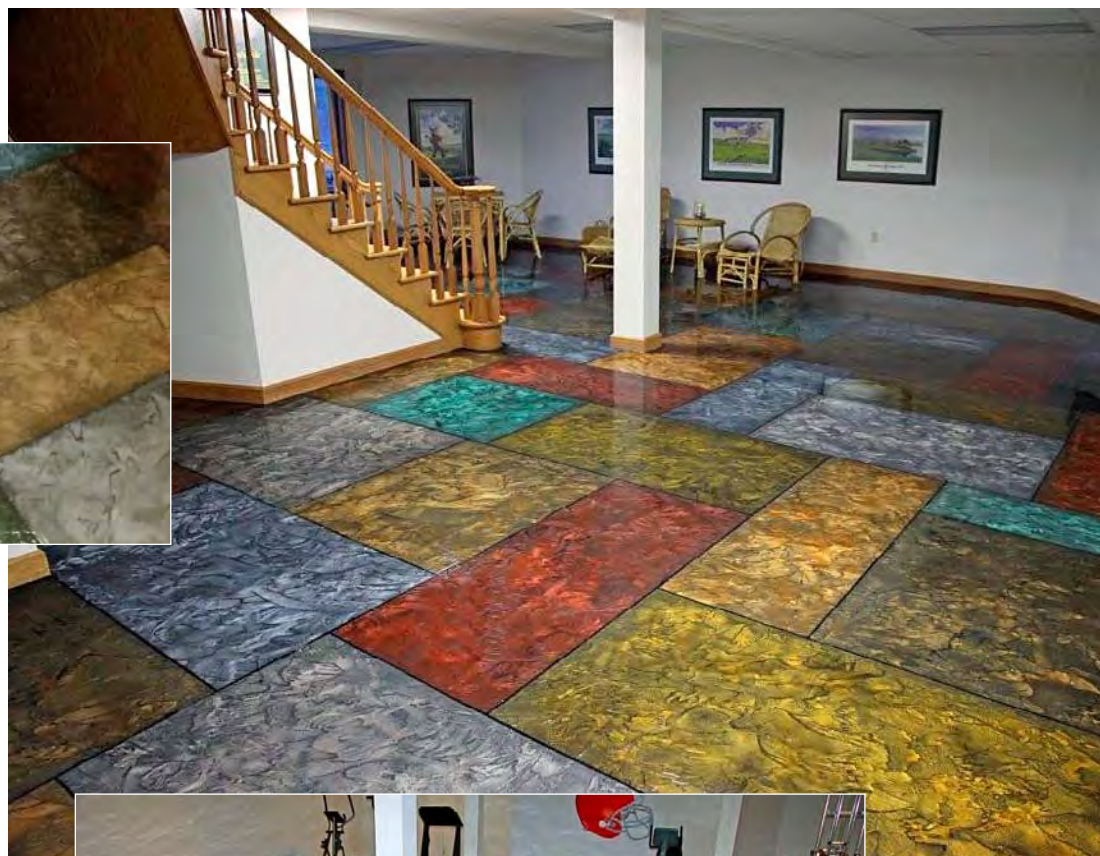
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## Tinfoil Stones

**R**yan Neal of SBR Concrete was hired by a former client to create a basement floor that had to be not only easy to clean, but also unique. The end result was a floor made with hand-shaped rectangular “stones,” each individually colored so that no two would look exactly the same.

Neal began the project by grinding the entire 2,700-square-foot basement. Then he applied Elite Crete Systems Thin Finish colored with black SYPP colorant. Next, he applied a texture coat of Thin Finish to the entire floor with a 6-inch steel trowel. Once everything was dry, Neal carved grout lines onto the surface with a tile scribe to get the look of individual stones.

The goal for each stone was for no two to be alike. The pieces were coated with Elite Crete Systems E100-UV1 epoxy tinted with different colors of Elite Crete’s Reflector Enhancer. Additionally, Neal troweled epoxy onto some of the stones with a plastic putty knife, causing more of the black base to show through, while painting epoxy onto other stones with a 3-inch chip brush, allowing more epoxy to pool and cover the trowel texture.

“The Reflector Enhancer falls off of the high spots of the trowel texture to

achieve a tinfoil look,” Neal says.

In total, only five different colors of Reflector Enhancer were used (Russet, Brass, Orange Gold, Charcoal and Green) but Neal mixed them together to create even more colors. The colors also vary because of the application process — achieved with either the putty knife or the chip brush.

“I did not want a uniform and painted look,” Neal says. “I wanted variation even between the stones colored with the same mixture, thus the

thin or thick application.”

To finish off the project, the whole floor was coated with Clear E100-UV1 epoxy to fill in grout lines and smooth the surface, and then three coats of floor finish wax were applied.

In all, the project took Neal and his crew two weeks to complete. The floor had to be completed in two phases due to the client’s pool table and exercise equipment, which could not be moved out of the room.

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