

Counter Culture: Spring 2010

Vol. 10 No. 3 • April 2010 • \$6.95

Concrete

The Journal of Decorative Concrete

Decor

Art for the Ages
Beautifying a Children's Museum

A Professional Trade Publications Magazine

A Safer, More Effective Way to Prep Concrete

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

As Low as....

\$0.27
per sq. ft.

Quick & Easy Removal of Coatings!

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

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

Check out some of
our other great products:

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

**CALL
TODAY!**

800-538-5069 • www.franmar.com



FRANMAR
Chemical®



Thank You

FOR A SUCCESSFUL SHOW!

Special thanks to our founding sponsors:

Arizona Polymer Flooring

Buddy Rhodes Concrete Products

CHENG Concrete, LLC

Concrete Coatings Inc.

The Concrete Network

Concrete Solutions

Crown Polymers, LLC

enCounter

H&C Concrete Coatings

Kemiko Decorative & Industrial Coatings

L.M. Scofield

Super Stone Inc

SureCrete Design

Skimstone, a division of Rudd Company

WerkMaster

Please support our exhibitors throughout the year:

Alpha Professional Tools

Ambient Glow Technology

American Decorative Concrete Supply Company

American Specialty Glass

AQUAFIN Inc

Architectural Enhancements, LLC

Arizona Polymer Flooring

Ball Consulting

Bayer Materials Science

Benner-Nawman, Inc.

Benron Equipment & Supply, Inc.

Bon Tool Company

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

Concretex Ltd.

A. W. Cook Cement Products

Crown Polymers, LLC

CS Unitec

CTS Cement Manufacturing Corp. | Rapid Set®

Decorative Concrete Cruise

Decovent

Delta Performance Products LLC

Diamatic Management Services

Diamond Solutions

Diamond Tec, Inc.

Eco Safety Products

Elite Crete Systems, Inc.

enCounter

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 Company

Kraft Tool Co.

Levetec

Lura Enterprises

Lythic Solutions, Inc.

Machine Technologies, LLC

Marion Brush Mfg. Co.

Metzger/Mcguire

Midwest Rake

Miracote, Div. Of Crossfield Products

Modello Designs

Multicolor Specialties, Inc.

Newlook International, Inc.

The Operative Plasterers' & Cement Masons' International Association of the United States & Canada

Padco, Inc.

Plastiform Company

Polytek Development Corp.

Proline Concrete Tools

Pullman Ermator

Rhino Home Pro

Riviera Brush Company

Safety StepTD, Inc.

L.M. Scofield

Shave Away, Europe

Silpak, Inc.

Skimstone, a division of Rudd Company

Slip Industries

Smith Paint Products

Smooth-On, Inc.

Solomon Colors

SP Systems, LLC

Stardek Decorative Concrete Products

StoneEdge Surfaces

Stonemakers

Super Stone Inc

Sure Crete Design

Surface 519

Surface Gel Tek

Tajmawall

TopXCrete

Tuscan StoneWorx / Envision Concrete Countertop Kits

Universal Templates

Val-Test / Open Decor

Veron Coating Systems, Inc.

W.R. Meadows, Inc.

Walt Tools/The Contractor Source

Water Shapes Magazine

WerkMaster

Z-Counterform a division of Concrete Countertop Solutions, Inc.





Publisher's Letter



Dear Readers,

If I hadn't been so busy working on this issue of *Concrete Decor* magazine, I'd have a mountain of thank-you cards on my desk. I'd be addressing them to everyone who helped make the first annual Concrete Decor Show a success. Since I have this special page at the front of every issue to say what's on my heart, I want to take this opportunity to say:

THANK YOU!

Together we pulled it off ... and we pulled it off during the worst economic time in recent history. If that doesn't say something about where this industry is heading, I don't know what would. And we've just touched the surface of this industry's potential. As my good friend Bart Sacco had said (and as we quoted him on our T-shirts): "People love concrete... they just don't know it yet!"

Only one thing can hold it back and that's you. That's it. All that's needed to throttle forward and compete even more effectively in virtually every category of construction is your desire to be the best in your craft.

If you're saying to yourself that you don't have the time or resources to pursue the education you know you need — I hate to say it, but maybe you should find another occupation. This may sound a bit brash, but I am really trying to emphasize the importance we must all place on doing everything we can during these difficult times to capture an even larger share of the markets in which we compete. If you think your potential customers aren't listening because it's difficult for them to spend a dollar or even a dime, think again.

Good marketing strives to capture a lion's share of the market even when things couldn't seem to get any worse. There is always pie, no matter how small that pie is at the moment, and your slice could always be larger. So, even with limited resources, you need to get out of the chair and get creative. If it means giving your time and talent away right now, do it. I do. And when I do, it makes me and others feel good — and after all, that is why we do it in the first place. When times are good, we make a chunk of change at the same time.

Today I am returning from a week of visits to potential locations for the 2011 Concrete Decor Show. I also attended the spring conference for ICRI (International Concrete Repair Institute) in Myrtle Beach, S.C., where I gave a presentation. Through the balance of this year and as we get ready for the 2011 Show, our emphasis is on your success. Plain and simple — if you're not successful, neither are we. Let's attack 2010 together, and let's see where we end up 12 months from now.

Sincerely,

Bent Mikkelsen, Publisher

Your password to view articles on ConcreteDecor.net: Sealer

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. 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.



April 2010 • Volume 10
Issue No. 3 • \$6.95

Publisher: Bent O. Mikkelsen
Co-Publisher: Ernst H. Mikkelsen
Editor: John Strieder
Assistant Editor: Emily Dixon
Creative Director: Bill Simpson
Web Design: Brian Hollett
Writers: Doug Carlton
 Natasha Chilingirian
 Amy Johnson
 Mike Miller
 Sue Marquette Poremba
 David Searls
 Chris Sullivan
 Peter Wagner
Business Manager: Sheri Mikkelsen
Circulation: Meg Kilduff

Editorial: (877) 935-8906
news@protradepub.com
 Fax: (541) 341-6443

Advertiser Services: (877) 935-8906
info@protradepub.com
 Fax: (541) 341-6443

Eastern U.S. Sales: Donna Flood
donna@protradepub.com
 (770) 967-3373

Middle U.S. Sales: Cindy Rizzo
cindy@protradepub.com
 (262) 620-4561

Western U.S. Sales: Troy Ahmann
troy@protradepub.com
 (702) 869-4342

Subscriptions: USA (one year): \$22.95
 Canada (one year): \$32.95
 Other countries: \$64.00
 All prices in U.S. dollars

Subscriber Services: (877) 935-8906
circulation@protradepub.com
 Fax: (541) 341-6443

U.S. Postal Service: Professional Trade Publications Inc.
Mail Address: P.O. Box 25210
 Eugene, OR 97402

Other Shipping: Professional Trade Publications Inc.
 228 Grimes St.
 Eugene, OR 97402

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

ISSN 1542-1597

© 2010 Professional Trade Publications Inc. All rights reserved. No part of this publication or its Web site may be reproduced without written permission of Professional Trade Publications Inc.



Matt Thompson, Vice President
Specialty Concrete Surfacing/
Mountain States Asphalt Paving
Englewood, Colorado

"No two jobs have the same parameters. Crown Polymers assists our company with product selection and provides the support we need to get the job done right, and on budget. Crown's wide selection of 'Green' products, accompanied with expert technical support, gives us a competitive edge. We can rest assured Crown's knowledgeable staff is available to help us through every phase of any project. Plain and simple, Crown Polymers provides solutions to our flooring problems."



CrownHybrid™ & CrownCove™



Crown StainedGlaze™



CrownQuartz™

Visit Us At:



NRA Show 2010
May 22-25
Booth 1979



AIA Show 2010
June 10-12
Booth 1083



**All Our Colors
Are Green™**

View Our "Green" Polymer Floor & Wall
Systems Online at crownpolymers.com

IDENTITY PROTECTION

ENHANCE YOUR IDENTITY WITH CROWN POLYMERS PRODUCTS

Make A Permanent Impression.

Crown Polymers understands the importance of your company's identity. Crown offers a host of products designed to showcase your customer's logo and provide it with the appearance & protection it deserves.

CrownImage™, a composite of printed fabric applied to a CrownShield™ SL self-leveling epoxy and CrownPro™ polyurea topcoat, is ideal for applying corporate trademarks, illustrations and product branding to floors in lobbies, showrooms, factories and corporate offices.

CrownStone™ can also be used to create stunning renditions of logos and endless decorative elements on floor surfaces. As an added benefit, CrownStone™ reduces standing surface water, creating a safe walking surface ideal for pool decks, patios, entrances and areas where water may be present from rain or melting snow.

Enhance your identity by surrounding it with an unlimited variety of solid colors, quartz or flake blends.

Crown's line of LEED® 'Green' polymer & modified concrete floor overlays & wall systems, are free of VOC's and support sustainability strategies. In addition, Crown products are virtually maintenance free while complying with ADA slip-resistant standards.

Architects, contractors and building managers alike benefit from Crown Polymers prompt, professional customer service and expert technical support.

Learn how to sell and apply Crown products at the highly regarded 'Polymer Overlay College.™' Call today for more information about how to enroll.



Features



- 14 Show Highlights**
Coverage of the 2010 Concrete Decor Show & Decorative Concrete Spring Training, held March 16–19 in Phoenix

- 30 Artisan in Concrete:**
Custom Concrete Solutions LLC
West Hartford, Conn.

For some people, “art” means mouthwatering French cuisine. For others, it’s an exquisite polished and epoxy-coated concrete floor. Don Pinger has developed a flair for both.

by David Searls



- 36 Seeding Floors**
Place decorative aggregate by hand instead of mixing it in, and beauty is just a stone’s throw away.
by Sue Marquette Poremba



- 40 Design Ideas: Restaurants**
To sample just a few of the flavors of decorative concrete that can be found in the newest restaurants, follow us to Modesto, Calif., San Diego, Calif., Covington, La., and St. Louis, Mo.
by Natasha Chilingirian

Counter Culture Spring 2010

- 60 Countertop Sealers: Defending Against Stains and Scratches**
- 65 Six Steps to the Perfect Work Space**
- 69 Top Form: Brilliant Bar Tops**



On the Cover: Doug Bannister applies blue and green waterborne stains to a Performance Pad his team is installing at the Children’s Museum of Phoenix. The Pad was created as part of the Concrete Decor Show & Decorative Concrete Spring Training. For more about the museum rehab and other Show highlights, turn to page 14.

Photo by Steven Ochs

MAY SEGMENT PROMOTION!

LOWEST PRICE EVER ADVERTISED ON
SURFACE PRO® QUICK CHANGE DIAMONDS

- Guaranteed Longer Life - Compared to Competitive Diamonds
 - Extremely Aggressive Cutting Speed
 - No Glazing for Non-Stop Performance
 - Availability in a Range of Bonds for Concrete Hardness
- Variations: Soft, Medium, Hard, XHard, XXHard

UPGRADE YOUR MACHINE FOR FREE!

Get 3 Quick Change Plates Free
when you buy 2 sets of Surface Pro®
Grinding Segments at regular price.

Plates available for:

Husqvarna King Concepts

Cimex HTC SASE CPS Klindex

Edco Diamatic Lavina Eagle

Over
30,000ft²
Achievable!

We can
Adapt to any
Machine!

Our Product Range

GranQuartz Stone & Concrete Systems is the exclusive dealer for Surface Pro® Floor Machines, Diamonds, Concrete Densifiers, Sealers and Dust Extraction Equipment. We offer the most complete range of tools and equipment for concrete, natural stone and terrazzo coatings removal, surface preparation and polishing.

Our Service Philosophy

It's simple. Because every floor is different, the sale doesn't end when the product ships.

Our experienced and knowledgeable service team partners with you to ensure that you get the job done on budget, on time and every time.

Superstore Locations

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

GranQuartz
PO Box 2206
Phone: 866-639-0960
Fax: 770-399-3997
GranQuartz.com



GranQuartz
Stone & Concrete Systems

GranQuartz Stone & Concrete Systems reserves the right to make changes in design, engineering, or specifications and to add improvements or discontinue manufacture at any time without notice or obligation. Consult the applicable operator manual before utilizing the product. GranQuartz, GranQuartz Stone & Concrete Systems and Surface Pro® logos are registered trademarks.

Departments

20 **Carlton's Corner**

The New Normal
by Doug Carlton

22 **Trowel & Error**

New Ways to Sell Decorative Concrete
by Chris Sullivan

24 **the concretist**

Bubbles, Balloons and Broken Glass: Concrete Ideas from Outside the Box
by Mike Miller

28 **Polished Perspectives**

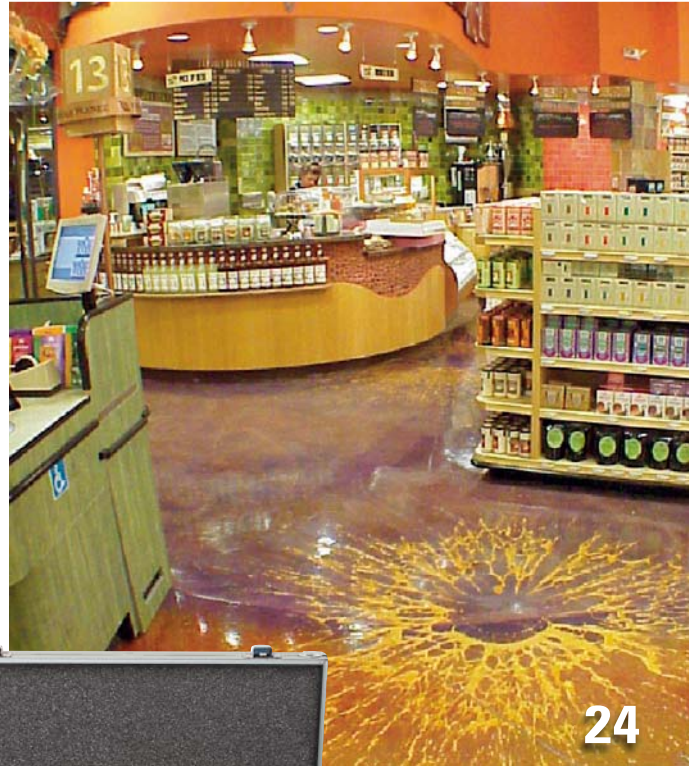
You're Not Done When You're Done
by Peter Wagner

44 **Tools**

Testing and Measuring Tools

58 **Final Pour**

Bob Harris at the Children's Museum



24



58



44

- 2 **Publisher's Letter**
- 8 **Industry News**
- 46 **Product News**
- 52 **Association News**
- 54 **Concrete Quarters**
- 56 **Concrete Marketplace**

Braxton-Bragg Introduces

Redesigned Lavina Planetary Grinding & Polishing Machines

**NEW &
IMPROVED
MODELS
FOR 2010**

High Quality
Lavina 25 Pro
Floor Grinding and
Polishing Machine

Lavina planetary machines are used for a variety of grinding, polishing and sanding applications. They provide superior results on concrete, natural stone and also can be used for wood sanding and floor maintenance.

Available in a variety of sizes to meet the requirements of your application. Coupled with the Lavina Vacuum System, dry grinding and polishing is possible where a water based process is undesirable.

- Hourly meter that keeps track of the hours worked
- Self-leveling skirt that keeps dust/dirt confined under the bowl
- Soft Start technology allowing for a smooth start and a progressive power build-up
- Stackable weights with rubber bushings
- Adjustable handle bars with 6 positions
- Vacuum port for dry applications
- Variable speed motor bolted on top for easy access



Lavina 16 Pro
Floor Grinding and
Polishing Machine

Lavina 20 Pro
Floor Grinding and
Polishing Machine

Lavina 7 Pro Floor
Grinding and
Polishing Machine

Item #	Description	LOW Intro Price
18990	Lavina 7 Floor Grinding/Polishing Machine 110V, 1-Phase, 50-60 Hz, Variable Speed 500-1,100 RPM, 2 HP, 15 Amp, LV-7-PRO	\$3,150.00
18992	Lavina 16 Floor Grinding/Polishing Machine 208-240 V, 1-Phase, 50-60 Hz, Variable Speed 300-1,100 RPM, 3 HP, 12 Amp LV-16-PRO	\$4,995.00
18993	Lavina 20 Floor Grinding/Polishing Machine 208-240 V, 1-Phase, 50-60 Hz, Variable Speed 300-1,100 RPM, 4 HP, 15 Amp, LV-20-PRO	\$6,299.00
18996	Lavina 25 Floor Grinding/Polishing Machine 208-240 V, 1-Phase or 3-Phase, 50-60 Hz, Variable Speed 300-1,100 RPM, 10 HP, 30 Amp, LV-25-PRO	\$12,899.00

F.O.B. Atlanta, GA

Call NOW Toll Free

800-575-4401



Available at:

Braxton-Bragg
Better! Faster! Cheaper!

or Fax Your Order

800-915-5501



Industry News



The DCC's award for best overall project went to Bay Area Concretes Inc. of California for this plaza.

Winners of Decorative Concrete Council awards revealed

The Decorative Concrete Council, a specialty council of the American Society of Concrete Contractors, has announced the winners of its second annual decorative concrete awards competition.

The WOW! Award, for best overall project, went to Bay Area Concretes Inc. for the Fillmore Center Plaza. Here are the rest of the winners:

Cast-In-Place/Special Finishes – More than 1,500 square feet

First: Bay Area Concretes Inc., Livermore, Calif., for Fillmore Center Plaza

Second: T.B. Penick & Sons Inc., San Diego, Calif., for McClellan-Palomar Airport Terminal

Concrete Artistry – More than 1,500 square feet

First: T.B. Penick & Sons Inc., San Diego, Calif., for San Elijo Nature Center

Second: Bay Area Concretes Inc., Livermore, Calif., for Del Monte Shopping Center, Fountain Plaza

Overlays/Spray Texture – More than 1,500 square feet

First: Sundek of Austin, Austin, Texas, for Austin 360 Building

Stained – More than 1,500 square feet

First: CSolutions, Atlanta, Ga., for Boys and Girls Club

Second: CSolutions, Atlanta, Ga., for Railroad Depot, Stone Mountain Park

Stenciled – More than 1,500 square feet

First: Sundek of Washington, Chantilly, Va., for Omni Shoreham Hotel

Vertical Application

First: Deco Illusions LLC, Roanoke, Ind., for Cool Waves

Second: Palatial Development Corp., Calverton, N.Y. for Loscalzo

Overlays/Stamped – More than 1,500 square feet

First: Sun Surfaces of Orlando, Winter Garden, Fla., for The Vineyard Wine Co.

Second: Sundek of Washington, Chantilly, Va., for Maryanne Everett Residence

Overlays/Stamped – Less than 1,500 square feet

First: Rowland Concrete Services, Tottenham, Ontario, for William Residence Wine Room

Polished – More than 1,500 square feet

First: Colorado Hardscapes Inc., Denver, Colo., for Colorado Mountain College Summit Campus

Second: Hyde Concrete, Annapolis, Md., for Wallace Presbyterian Church

Polished – Less than 1,500 square feet

First: Angus McMillan Concrete, Mayfair Hastings, New Zealand, for Plus Rehab Taradale

Cast-In-Place/Stamped – More than 1,500 square feet

First: Hyde Concrete, Annapolis, Md., for Srou Apartments

Second: Rowland Concrete Services, Tottenham, Ontario, for Inman Residence

Cast-In-Place/Stamped – Less than 1,500 square feet

First: Lloyd Concrete Services Inc., Forest, Va., for Lloyd Residence Steps

The entries were judged by: Rex Donahey, editor-in-chief, Concrete International; Emily Lorenz, editor-in-chief, PCI Journal; Joe Nasvik, senior editor, Concrete Construction; William Palmer, president, Complete Construction Consultants; and Jim Peterson, president, ConcreteNetwork.com.

www.asconline.org

Concrete Coatings acid stain receives formal name

Concrete Coatings Inc. has unveiled the Vivid name for its acid stain line. The product name has been trademarked for product ownership and easier identification at purchase sites. The stain line is used by contractors throughout the Concrete Coatings network.

Concrete Coatings has manufactured 11 Vivid Acid Stain colors for 13 years and determined it was time to give the stain a formal name.

Vivid Acid Stain reacts with concrete to produce a color that will not peel, chip or fade, making it an ideal finish for many applications. Application leaves little residue.

Vivid Acid Stain is available in 4-ounce, 1-gallon and 5-gallon containers.

www.concretecoatingsinc.com

WOC's Most Innovative Products announced

The winners of the 2010 Most Innovative Products award program at the World of Concrete have been announced.

The award program allows WOC attendees and readers of Concrete Construction, Masonry Construction, The Concrete

Producer, and Concrete and Masonry Construction Products a chance to vote for the products they judge as innovative. Also, the editors of Concrete Construction, Masonry Construction and The Concrete Producer review and select products in terms of the innovation they bring to the industry.

This year, products were grouped into 11 categories. Top vote-getters were flanked in each category by Editors' Choice selections.

Winners that might be familiar to decorative concrete contractors include:

Construction Supplies: Green Concrete Mix, The Quikrete Cos.; SD Joint Saver, Somero Matson Group (Editors' Choice).

Decorative: Wall Crete Carpentry Panels, Something Better Co.; SS Dye-namic, The Stamp Store (Editors' Choice); Hybri-Flex Performance Seamless Flooring System, Dur-A-Flex (Editors' Choice).

Equipment: Hammerhead 26-8000A, Fitzgerald Formliners; Circa 2000 portable UV Floor Curing Machine, Adastra Technologies (Editors' Choice); Vanguard single cylinder engines Transport Guard Systems, Hilti (Editors' Choice).

Formwork: ToughForm Plastic Concrete Forms, Dinesol Plastics; Staxo 100, Doka USA (Editors' Choice).

General Product Category: Insulation Limestone Wall, Neocantera Board; Scotchgard Stone Floor Protector, 3M (Editors' Choice).

www.mip2010.com

CONCRETE TEXTURING TOOL & SUPPLY
PIGMENTS • DYES • HARDENERS • SEALERS
TEXTURE MAT RENTALS
45 UNDERWOOD RD.
THROOP, PA 18512
888-824-2383
FAX 888-824-2353
WWW.CONCRETE-TEXTURING.COM

MASSIVE INVENTORY OF DECORATIVE CONCRETE SUPPLIES

WE SHIP ANYWHERE

ORDERS PLACED BY 2:30PM EST SHIP THE SAME DAY ON IN-STOCK ITEMS

WIDE RANGE OF TRAINING WORKSHOPS

CUSTOM BLENDED & PACKAGED PIGMENTS

Good People—Fair Prices—Excellent Service



International Countertop Expo attracts from around the world

The International Surface Fabricators Association has announced that the first annual trade show and conference of the International Countertop Expo, held in Las Vegas, February 7-10, attracted visitors from 17 countries.

In addition to a conference program that covered many aspects of running a fabrication business, ICE featured live countertop fabrication demonstrations, seminars on sustainability and green fabrication, and informal mentoring sessions.

A highlight of the annual gathering was the announcement of the ISFA Awards during the General Session. Hall of Fame honors went to Richard Christ of Richard Christ Consulting. Thierry Delles of CREA Diffusion was named Fabricator of the Year. Colonial Saw was honored as Associate of the Year, David Cranke of Interfab garnered Innovator of the Year honors, and ITW Plexus received the Envision Award.

The first annual Innovations In Design Competition was open to residential, commercial and art projects featuring all types of decorative surfacing materials. Best of Show was awarded to Jon Olson of Sterling Surfaces for a commercial/institutional project titled "Ambient Experience." The award for Best Residential Kitchen went to Troy Thompson of Surface 519. Christopher Carrol of Innovative Concrete Systems took the award for best residential bath. The award for best Freestyle/Art went to Eric Pottle/ Erick Perkins of Surfaceworks. Best Green Project went to Hugh Simon of Refresh Interiors. Kirk Olsen of Envision Concrete Countertops won the On-Site Vanity Fabrication award.

www.isfanow.com

New self-study course from CCI teaches building a casting table

The Concrete Countertop Institute is now offering detailed plans for building a casting table. The self-study course explains the best materials to use for a casting surface, tells where to buy the best parts for constructing the casting table, and outlines step-by-step

instructions for building a strong, level and durable table.

The course is available in electronic format on the Concrete Countertop Institute Web site.

www.concretecountertopinstitute.com

Marshalltown Co. acquires Cleform Tool line

Marshalltown has acquired the complete line of products from Cleform Tool Corp.

Cleform had been manufacturing tools for the construction industry since 1902, and the acquisition brings several new lines of tools and equipment to Marshalltown. These items include asphalt and seal-coating tools, Gilson mixers, and a broad line of shovels and long-handled tools.

Cleform manufacturing processes will be moved to Marshalltown's facility in Fayetteville, Ark.

[\(800\) 888-0127](tel:8008880127)

www.marshalltown.com

Mapei develops BIM systems

Mapei is working with Arcat Inc. to develop its wide array of products into Building Information Modeling systems.

With BIM software, architects can build libraries of information about products they wish to specify in their construction plans. Information such as technical data sheets, MSDS sheets, LEED data and specifications can be gathered into a single system, which can then be stored in BIM plans.

Mapei's Tile & Stone Installation Systems are already built into BIM objects, and products in the Concrete Restoration Systems line should be added to the Arcat Web site by the end of the first quarter of 2010.

In addition to creating accurate graphics, Arcat and Mapei have added appropriate product data to the systems. Also, Arcat has embedded links in the system to Mapei's CSI 3-Part specs.

[\(800\) 426-2734](tel:8004262734)

www.mapei.com

www.arcat.com

Allen Engineering Corp. appoints new service manager

Tim Duty was recently appointed as the new service manager for Allen Engineering Corp.

Duty has been with Allen for more than 20 years, most recently serving as production manager for the company. He will be responsible for managing all equipment service and support activities for Allen dealers and rental centers. Duty's duties include the training and support of all personnel in the network of Allen Factory Authorized Service Centers. He also serves as regional sales manager for the Southeast United States.

www.alleneng.com



Propex's Dan Large recognized

Propex Operating Co. LLC has announced that Dan Large, senior account manager for the Concrete Solutions business unit of Propex, has been named Wisconsin Ready Mix Concrete Association Man of the Year.

The WRMCA honored Large because of his dedication to the organization as a loyal and long-term member, his 15-year service as the organization's technical committee chairman, and the tireless work he's done on behalf of the organization as a five-term member of the board of directors.

www.propexbrands.com



Coming Next Issue...

**The 2010/11 Decorative Concrete
BUYER'S GUIDE**



Arizona Polymer Flooring debuts Web site

Arizona Polymer Flooring, a manufacturer of resinous polymer flooring materials for concrete, has launched a new Web site.

At the site, visitors can browse through APF's systems and individual products, along with all associated technical data. A Live Help feature allows visitors to talk in real time to an APF technical representative. Other features, such as the System Guide, allow users to narrow down system choices for a flooring project using specifications. From there, customers can utilize the Project Estimator to estimate material needs based on a chosen flooring system and square footage.

Also, all APF brochures and color charts are now available online and easily downloadable.

Architects and architectural specifiers have a resource section targeted to their specific needs. Technical data such as MSDS sheets, architectural drawings, specifications and product datasheets are easily accessible, as are case studies and a Green Products section.

Commercial, industrial and residential contractors have a section that is dedicated to technical documentation, including system application instructions, a list of official APF distributors by state, and information regarding seminars and training.

Other highlights include "The APF Concrete Blog" and a comment feature.

www.apfepoxy.com

Lafarge improves LEED guide

To help design professionals save time on their next sustainable project, Lafarge has improved its interactive online product guide for LEED project certification.

The product-evaluation Web tool features more comprehensive information on Lafarge construction materials that can be specified to help meet requirements under the LEED rating system.

In addition to searching information on a broad array of Lafarge cement and gypsum products, users can now research which lightweight aggregates, concrete and asphalt materials best meet the environmental and performance needs of their project. Credit categories include Sustainable Site Selection, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality and Innovation in Design.

www.lafarge-na.com

Lafarge launches Web site for Artevia products

Lafarge is pleased to announce the launch of a new Web site dedicated exclusively to its unique range of decorative concrete, Artevia. Artevia-us.com features video, project profiles, information on color options and more.

Artevia patterns and textures are now easily accessible online. The Web site also highlights the partnership that Lafarge shares with its preferred applicators through the PRO Artevia Network. Consumers will appreciate the pictures of numerous projects successfully placed by our PRO Artevia Network Applicators throughout the United States.

www.artevia-us.com

Braxton-Bragg announces new lines in 2010 catalog

The 2010 catalog of Braxton-Bragg LLC features new products and reorganization of their product line, creating an easier method of locating what's needed. Several new product lines have been introduced, and many established brands have been improved.

The catalog was designed to work alongside the recently redesigned Braxton-Bragg Web site.

[\(800\) 575-4401](tel:8005754401)

www.braxton-bragg.com



ProSpec expands focus on flooring market with introduction of new catalog

As part of its expanded emphasis on the flooring market, ProSpec has introduced a new flooring catalog featuring its complete line of surface preparation products.

The catalog contains ProSpec's Level Set underlayments and wear toppings, as well as its patch and repair products. Also featured is a product selection matrix for easier at-a-glance product choices. As part of the selection matrix, users will also be able to determine the total number of LEED points that each product contributes.

[\(800\) 738-1621](tel:8007381621)

www.prospec.com

Introducing the V-TEX

The new squeeze pump for all decorative concrete finishes, and the world's best for Glass Fiber Reinforced Concrete applications.



- 5.5hp Honda engine
- Two electric models also available
- Easy clean-out
- 20cfm oil lubricant air compressor
- 6 quart hydraulic system
- Includes 50' hose and pole gun or GFRC gun

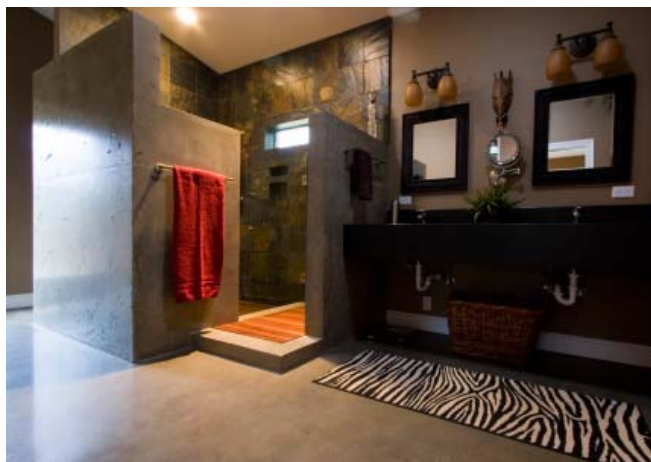



Call now for special pricing!
888-327-9839 International: **818-787-4455**
 To see more products, visit www.benron.com

Main peristaltic hose



Best of Show: Jeff Kudrick, J&M Lifestyles LLC



Best Bath: Mike Moncrieff, New Edge Design



Best Integral Sink: Nick Relampagos, It's Concrete

Cheng Concrete Circle of Distinction 2010 Award Winners Announced

Fu-Tung Cheng announced the winners of Cheng Concrete's 2010 Circle of Distinction Design Challenge, the longest-running awards competition honoring design and craftsmanship in decorative concrete, at the Concrete Decor Show & Decorative Concrete Spring Training in Phoenix. Entries were submitted by Cheng Concrete Exchange members, a group of skilled concrete artisans.

Out of 103 entries and after a long judging session, 30 awards were given to 18 individual winners: one Best of Category in each of 11 categories, 18 honorable mentions, and one Best of Show.

Rising to the top of this year's entries, the Best of Show award went to Jeff Kudrick of J&M Lifestyles LLC of Randolph, N.J. Kudrick's Uptown Manhattan Master Bath project features a bevel-shaped concrete double vanity supported by wall brackets to create a floating effect, as well as a poured

concrete leg that functions as a shower seat. The tub surround and shower pan are concrete, as are cast shower niches that make use of otherwise unused space.

Judges for the Circle of Distinction Design Challenge 2010 were Cheng, Dr. Tanya Komar, director of the Concrete Industry Management Program at California State University, Chico, and corresponding fellow with the Center for Heritage Conservation, College of Architecture, Texas A&M University, and Monika Gromek, contributing editor for Apartment Therapy and visual/user interface designer for Apple. Entries were judged on the following criteria: elements and principles of design, design planning, innovative concept/forward thinking, creativity/innovation, use of color, presentation, innovative forming techniques, and client problem-solving.



www.concreteexchange.com/showcase-in-the-sun.html



Best Functional Feature: Jack Cooper, Jax Custom Surfaces Inc.



Best Outdoor Living: Brian McLean, Throwing Rock Studio



Best Furniture: Jack Cooper, Jax Custom Surfaces Inc.



Best Fireplace: Ian Wyndlow, Liquid Stone Studios



Best Water Feature: Nathan Yates, Cured Concrete Specialists



Best Sculpture: Andrew Kerr, Kerr Concrete Design



Best Decorative Finish: Jeff Kudrick, J&M Lifestyles LLC



Best Interior Kitchen: Eric Boyd, Reaching Quiet Design



Best Commercial/Retail: Eric Boyd, Reaching Quiet Design

First Concrete Decor Show opens with keynote

The 2010 Concrete Decor Show & Decorative Concrete Spring Training kicked off March 16 in Phoenix with a breakfast reception and keynote address by award-winning designer Fu-Tung Cheng and renowned architect Will Bruder.

Attendees of the first annual show were treated to a unique look at Cheng's and Bruder's visions of concrete design, which range in scope from details in kitchens to large-scale commercial and public projects.

"We hope this conversation we have encases the idea that it's the passion, the design that matters," said Cheng.

Cheng highlighted several of his residential projects from throughout the course of his career, focusing on range of scale and sustainability. His career started with smaller items, such as sinks and hoods, which led to larger jobs such as remodeling rooms, then to designing entire homes.

However, the small-scale designs remain important. For example, Cheng has designed an entire home, but he has also designed a small mosaic found in a kitchen backsplash. He added that a current client hired him after seeing one of his countertops, and for that client, he is designing the largest project of his career.

Bruder, a Phoenix-based architect, focused on the power of concrete and its authenticity while keeping within the theme of scale.

"Concrete has the magic of its own soul," he said.

Bruder has designed many homes and commercial businesses with concrete, many in a nontraditional way. For example, he was inspired to build a wall of a building with cement blocks, but rather than line them up perfectly even, he had cement masons place them randomly to highlight shadows. He also has built walls for a home by cobbling together concrete scraps headed for the dump.

For Bruder, concrete is about authenticity. "Concrete, if nothing else, is an authentic material," he said. "Authenticity is what you should be pushing and selling to your clients."

When asked about the future of concrete, Cheng said he sees the artist, not new technology, as key. "It grows here, in the hearts and minds of all of you here," he said. "I see it as more of the growth and inspiration. The technology will grow ... What are you doing with that material? It's how you use it."



Photo by Steven Ochs

Distributors gather for breakfast discussion

In the wee hours of the morning after St. Patrick's Day, a group of about 40 met over breakfast to listen to a panel discussion about selling decorative concrete materials in stores. The Early Bird Distributor's Breakfast was part of the Concrete Decor Show & Decorative Concrete Spring Training in Phoenix.

Retail consultant Nicholas Cichielo of NRC Advisors LLC led the panel, which consisted of Bart Sacco of Decorative Concrete Tools & Supply, a Throop, Pa., store, Doug Bannister, decorative concrete veteran and founder of Oklahoma City's The Stamp Store, and consultant Jim Rohrer, of The Loyalty Partners.

Sacco and Bannister both emphasized the reality that decorative concrete is a unique trade, unlike any other, and that store owners and their customers alike have to grasp this concept to succeed.

Businesspeople coming out of a traditional concrete background or a retail background need to hook up with people experienced in the field of decorative concrete to make decorative concrete retailing work, Bannister said. "It takes a number of different skill sets to succeed in this business."

"We get a number of suppliers who really don't understand the fundamentals of the products themselves," Sacco said.

The panel emphasized the importance of training staff. Store



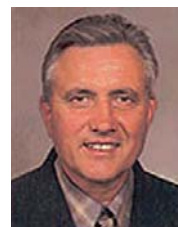
Nicholas Cichielo



Bart Sacco



Doug Bannister



Jim Rohrer

owners have to know enough about decorative concrete to tell professionals what they're doing wrong, Sacco said.

Concretist Mike Miller delivers kickoff address

The first day of the first annual Concrete Decor Show & Decorative Concrete Spring Training, held in March in Phoenix, came to a close with an early-evening talk by Mike Miller, founder of The Concretist, a decorative concrete artisans' collective.

Miller, who is also a regular columnist in *Concrete Decor* magazine, was joined onstage by two of his colleagues: concrete and fabric artist Emily McClintick and real estate consultant Steve Crocker.

"We are an industry that attracts a lot of new people to it," Miller said. "A lot of people here in this room came to learn and see people learning. That's something we have in our favor."

Miller spent the bulk of his talk discussing his approach to decorative concrete. He called his work "sensory

concrete," which he distinguished from "decorative concrete," which involves incorporating decorative flourishes such as images of leaves, fish or grapes, and "architectural concrete," which involves using disciplined approaches to add color and patterns within set boundaries. It's this latter type of concrete that tends to invite raised expectations and court disappointment, he said.

"What I try to embrace is variegation and lack of control more than anything else," he said.

Miller showed slides of some of his most creative projects, many of which he has described in columns for *Concrete Decor*, including work at a winery and several natural-food stores.

"I revel in the choreographed steps and serendipitous missteps of the placement process," he said.

He also revealed a few of his colleagues' favorite tricks of the trade,



Photo by John Strieder

describing how a colorant-filled balloon disperses color like a little atom bomb when dropped onto a nail and exploding just above a surface.

"Most people in this business are artists — they're just not quite ready to say that," he said. "You need to think of yourself as an artist."

Women's luncheon aids networking

Nearly one dozen women gathered for the Women in Concrete Luncheon, held on Friday, March 19, the final day of the Concrete Decor Show & Decorative Concrete Spring Training. The group discussed what it was like to be a woman in the concrete industry, as well as general business issues that affect both genders.

One thing the women took advantage of was an opportunity to discuss the challenges of running a business.

"What intrigued me about the roundtable was how quickly we kept veering off the topic of male versus female and began discussing the business questions which always arise with my male colleagues," said Gaye Goodman, of Faux Real Floors, after the event.

They discussed being a "guinea pig" for new products, how to photograph and publicize their business, the importance of word of mouth, Web sites, and pricing their work.

"It is so important for us as women to remember to network, check out Web sites of what other women are doing, read articles about them, and keep in touch with what is happening out there," said Tamryn Doolan, president of Surface Gel Tek. "If an opportunity comes up and you need some insight or even to share the project, you have a list of women you are already networking with to call on. Most of us do not have much time leftover after earning an income and raising our families, so the only network alternative is through quick e-mails, not attending a girls' night out."

The women agreed to stay in touch, and a special chat board has been set up at Goodman's Web site, GayeGoodman.com, for that purpose.

An advertisement for Expressions-LTD. The top section shows various fiberglass sink and drainboard molds in different shapes and sizes, with the text "Fiberglass Sink & Drainboard Molds - Over 40 sink mold designs to choose from - Vessel Sink Molds -". Below this, there are images of edge forms and liners, with the text "Edge Forms & Liners. PVC Countertop Forms - Rigid, Light-weight, Reusable Reusable Rubber Edge Form Liners 25 Edge Detail Designs Available. 1.5", 2", 3", 4", 6" Widths". The bottom section shows countertop products, stamps, sealer coatings, and more, with the text "Countertop Products, Stamps, Sealer Coatings and more-". The Expressions-LTD logo is prominently displayed at the bottom, along with the website "WWW.EXPRESSIONS-LTD.COM" and the phone number "Phone: (801) 806-0529 | Expressions Limited, LLC". A small graphic of a hand pointing is also visible.

First honorees named to Decorative Concrete Hall of Fame

Several leaders in the decorative concrete industry were the first to be inducted into the Decorative Concrete Hall of Fame, on March 18, 2010, in Phoenix. The Hall was founded by Professional Trade Publications to recognize leaders who have made decorative concrete what it is today.

Doug Bannister

Doug Bannister of The Stamp Store and One Day Floors is one of the most active professionals in decorative concrete training. While building a successful supply store with a strong Internet presence that led the way to e-commerce, he has also served the industry unselfishly. Doug has inspired many contractors with his depth of knowledge and experience, his commitment to adherence to industry standards, his ethical approach to business and his outstanding work ethic. He has worked tirelessly to improve standards and professionalism in the decorative concrete business and has served organizations in the larger concrete industry.



Fu-Tung Cheng

Fu-Tung Cheng is a trailblazer in the design world. He has authored three bestselling books and designed award-winning homes and kitchens. Together these efforts have change the paradigm of building kitchens and homes by legitimizing concrete as a timeless, beautiful and functional material for many uses. He develops concrete products and offers courses that have launched many new careers for those he has trained in the fabrication of countertops, fireplace surrounds and other architectural features. He has influenced and



inspired designers, contractors and even homeowners. Fu-Tung Cheng is an articulate spokesperson for concrete and sustainability, and he has changed the way the world sees concrete.

Bob Harris

Bob Harris has changed our expectations of training for decorative concrete and set new standards. With a quest to continuously improve his craft, he reached out to muralists, faux finishers and other artisans to learn a fresh way of looking at decorative concrete that has benefited all of us. He worked on Disney properties where creative uses of concrete and attention to detail were pushed as far as possible, and he generously shared the perspective and skills he gained through outstanding training programs. As an independent trainer, he also published Bob Harris' Guides and DVDs, successful titles that have improved the quality of work in decorative concrete.



Jim Peterson

Jim Peterson has brought the stories of the emerging field of decorative concrete into homes and businesses in the United States and around the world. Long before any of us became used to checking ConcreteNetwork.com to find out what the leaders in decorative concrete were up to now, he imagined that the Internet was the place for decorative concrete to showcase its explosion of new materials and techniques. He created ways to connect contractors with buyers and help decision makers. And most remarkably, he set out on this quest in 1999. Today, more than 11 million visitors per year



find out about decorative concrete at ConcreteNetwork.com. The information they find is accurate, unbiased and engaging. Jim's artistry in crafting a good story and collecting the information needed by Web searchers has redefined the digital map for the benefit of decorative concrete contractors and manufacturers.

Buddy Rhodes

Buddy Rhodes has been one of the pioneers in popularizing concrete countertops, furniture and features. He has elevated their natural appearance to a fine art that has even been exhibited in galleries. A ceramicist who discovered concrete while at art school, he brought the eye of a sculptor and his own hand-pressed method to fabrication. Buddy Rhodes provided the first bagged mix, has introduced specialized tools, and most recently has developed a green, environmentally sound product line. Buddy continues to share his expertise through training contractors and the DIY market. Buddy also has a burning desire to solve problems and improve results in ways that have influenced the people he has trained and the success of the industry.



Wayne Sellon

As an individual who gave so much to train others and shared his love of life and love of decorative concrete, Wayne Sellon touched the life of so many and will be long remembered as someone who enlightened and entertained the industry. Wayne Sellon was one of the most passionate, exuberant and enthusiastic promoters of decorative concrete anywhere, and he was an innovator in its vertical development.



L.M. Scofield Co.

This company introduced the first ready-to-use packaged materials for decorative concrete and has provided education, training and leadership for 95 years. It has maintained a long and consistent commitment to the decorative concrete industry, and it has introduced exciting new products even in the past 18 months, despite a challenging economy. The company continues to provide leadership through innovation. To quote an article from this magazine published in 2001: "To concrete contractors all over the world, the name L. M. Scofield Co. represents the oldest and one of the most trusted manufacturers in the business. The recognition comes from creating high standards for products that form a virtually unlimited menu for coloring and texturing concrete."

www.concretedecor.net/halloffame.cfm

Z-Counterform Wins Artisans Choice Award

Z-Counterform was selected to receive the Artisans Choice Award for best new product, as voted on by attendees of the 2010 Concrete Decor Show & Decorative Concrete Spring Training.

Developed by Concrete Countertop Solutions, Z-Counterform provides a labor-saving system for cast-in-place countertops. It offers a variety of edge styles.

To use Z-Counterforms, simply place them on 1/2-inch cement backer board,

fit the forms to the edges and back walls, and screw down the tabs. Caulk can be used to ensure a leakproof form.

Then the system is ready for pouring. Once the concrete has cured, simply snap off the forms, leaving the tabs under the concrete. "The way Z-Counterform is designed, it just breaks off and you're done," says Ed Baldoni, founder and owner of Concrete Countertop Solutions, who came up with the idea.



Photo courtesy of Steven Ochs

Decorative concrete's top dogs meet for Awards dinner

More than 100 people attended the awards banquet at the Concrete Decor Show and Decorative Concrete Spring Training on the evening of Thursday, March 18.

The evening kicked off with a silent auction, with proceeds benefiting the Petit Trou de Nippes region of Haiti. Donated items included a signed John Elway football, decorative concrete products and training opportunities.

In addition, Fu-Tung Cheng led a table-versus-table bidding war to raise

even more money for the Haiti cause. The winning table, which gave itself the playful team name of "Ex-Crete," included Cheng and Mike Heidebrink of Cheng Design, Jeff Kudrick and Michelle Radley of JM Lifestyles LLC, John Strieder of Concrete Decor magazine, Chris Franzen and Jack Thomas from Surecrete, Mark and Rebecca Donaldson from Concrete Ideas, and Shawn and Shannon Wardall from Wisconsin-based contracting outfit Specialized Construction Services. A total of more

than \$11,000 was raised at the event.

Over the years, every issue of Concrete Decor magazine has included an "Artisan in Concrete" feature that profiles an exceptional concrete artisan. In honor of their excellence in concrete, past Artisans were presented with awards for their work in the industry.

Finally, the highlight of the night was the introduction of the first seven members of the Decorative Concrete Hall of Fame.

Photos by Steven Ochs



Show trainers, attendees transform Children's Museum

By Sherry Boyd

When the 2010 Concrete Decor Show & Decorative Concrete Spring Training was over, it left something behind — beautiful and entertaining artwork at the Children's Museum of Phoenix. The koi pond mural and Sky Landing balcony are just a few of the exciting new features on which children are playing, thanks to artisans and exhibitors who donated time, materials and creativity.

It all started March 31, 2009, when a team of contractors joined Show founder and Concrete Decor publisher Bent Mikkelsen to tour the old 1913 school building in downtown Phoenix that houses the Children's Museum. The Greater Phoenix Convention & Visitors Bureau arranged the first meeting. Exhibits director Nancy Stice enthusiastically agreed to collaborate with Bent and the artisans to undertake improvements and additions.

Museum president Deborah Gilpin and director of operations Lynn Walsh, identified many parts of the museum where renovations had been delayed for lack of funding, and the group explored how these areas could be improved. Ultimately the plans included two new concrete patios and renovations of two exterior sidewalks, plus floor renovations and murals inside.

The first group to come to Phoenix and complete a project — before the Show began — included University of Arkansas art professor Steven Ochs and his collaborator, Gerald Taylor of Images in Concrete. Tamryn Doolan of Surface Gel Tek provided support and arranged for students and faculty from a local high school to take part. The team completed a colorful 100-foot-long serpentine snake mural on the arrival sidewalk. The story of this project made statewide news in January 2010.

Bob and Lee Ann Harris were also on-site in advance, setting curved forms for a courtyard patio project that would feature flagstone-stamped patterns between curving vines that radiated out from a 12-by-12 aloe vera motif at the center. Bob's plan was to create some sections to serve as examples at a Show stamping workshop, and attendees would complete the rest.

Local volunteers from the industry jumped in to help. Journeyman finishers arrived from Local 394 of the OPCMA, and Scottsdale-based staining contractor Ray Anger and his employee Shea Burke got to work. Pat Boyle of Phoenix-based Borders Construction Specialties provided construction supplies and even brought along his son Kevin to join the crew. Hanson Aggregates of Arizona sent a ready-mix truck and became so

interested in the project they decided to donate concrete too.

As these initial projects took shape, enthusiasm at the museum and in the local community continued to build. More manufacturers decided to take on elaborate and challenging projects in advance of the event, even though they faced tight scheduling challenges working when the museum was closed.

Reaching for the sky

Shellie Rigsby of Acanthus Concrete Stain Designs designed and created the Sky Landing balcony stain project, working closely with Kemiko and the exhibits director of the museum. Dave Barreto of Kemiko describes the project this way: "Long hours, late nights and last-minute adjustments were the norm at the museum. The clock was ticking, and Shellie Rigsby's ability to adjust and meet the requirements of the museum staff without a hitch was truly amazing to me."

Kemiko donated decorative and industrial products to help complete Shellie's project area. For example, since the area near an elevator is subject to high traffic, RapidShield instant-cure coating system was used over the stainwork for maximum durability. Before the project started, Tamryn Doolan used her Tek Gel for profiling



to remove the residue of prior floor treatments, helping the team get surface preparation done quickly with the least intrusion on the museum during operating hours. Miracote's MPC microtopping was placed to provide a fresh working surface, since the concrete revealed was deeply gouged and uneven. Miracote staff also explained ways it could be used creatively to help create clouds and other effects.

Dave of Kemiko adds: "As we scrambled to complete the Sky Landing on the second floor, Shellie and I discovered how the color combinations were affecting the children and parents walking by. Our biggest challenge was being able to complete this project in one of the busiest high-traffic locations in the building without being able to shut it down until after hours. But the looks on the children's faces were motivation enough."

Miracote's team also included some fine artists who created the faux koi pond in the museum entryway. Julio Hallack, of California-based Concrete by Hallack, and Miracote's own Trevor Foster placed the Mirastamp system, using Proline stamps to form rock-like edges defining a pond. Then Trevor airbrushed subtle shades of blues and greens over a base of MPC to simulate the appearance of water. Muralist Shay Davis painted lifelike koi fish swimming among realistic lily pads. The finishing touch was applying Glazetop to create the effect of water.



During the Concrete Decor Show workshops March 17-19, additional improvements were completed. Trevor and Julio renovated the floor of the dark basement break room with bright springtime colors. Jeff Abrahamson of Phoenix-based Wholesale Floors demonstrated how a badly scarred and uneven area of concrete could be completely transformed with vivid colored dyes, densifiers and Diamatic grinding and polishing equipment. Bob Harris not only completed the stamped patio, but also collaborated with Dave Barreto and their workshop students to revitalize an exterior sidewalk using stains and Flattoo stencils. Tamryn Doolan conducted a graphics workshop in the arts and crafts room.



Lower right photo courtesy of Raymond Anger

Outside, Doug Bannister and his workshop participants stamped a new concrete pad shaded by trees to form a patio that will become a place for imaginative performances by children.

Some exhibitors visiting the site expressed interest in helping provide even more renovations.

These projects were made possible through donations of time and materials by Concrete Decor Show exhibitors in collaboration with industry-leading trainers and decorative concrete contractors. 🛠️

🌐 www.concretedecor.net/online_stories/childrensmuseum.cfm

🌐 www.youtube.com/watch?v=8eMinab_aGg

Sherry Boyd served as marketing and communications director of the 2010 Concrete Decor Show & Decorative Concrete Spring Training.

The New Normal

One day in 1989, Don Piper finished a morning conference and headed toward home in his Ford Escort, looking forward to spending a quiet weekend with his family.

The details are fuzzy, but somehow Don's car was struck head-on by an 18-wheeler at full speed. Don was trapped between twisted metal and broken glass,



by Doug Carlton

and it seemed certain that no one could survive such an impact. In fact, not one but several paramedics pronounced Don dead and covered the wreckage with his body still inside. It wasn't until well after an hour later that a bystander heard sounds from the wreckage. Don somehow had survived the tragedy.

It took several more hours to extract Don from his car as doctors waited at the hospital. The extent of Don's injuries would take the rest of this article to describe, but let me sum it up by saying that he has had 34 surgical procedures and endured what he has described as nonstop pain that no modern-day reliever could control.

You maybe asking yourself what all this has to do with decorative concrete. Let me explain. Don has said many times in describing his recovery that the hardest part was realizing the "new

normal" for his life was only a fraction of what the old normal was. He has also said accepting the new normal has allowed him to move forward and somehow be appreciative of the things his crippled body can still do.

I'm thinking that most of us in the construction industry have realized there has been a serious correction. The level of correction is less for some but great for most. Accepting these facts and adapting our lives accordingly is the only way to move forward and through these times. Adjusting the way you do business from this day forward is as important as accepting the fact that the "new normal" is very real. It has nothing to do with giving up. I have been lucky enough to be a decorative contractor for many years, and the new normal as I see it is as follows.

New normal no. 1

The decorative services you provide must be the best available and presented in a way that helps your customer realize the great value in what you do. Let me say it like this — healthy, tasty portions at an affordable price. Sounds like a good restaurant, doesn't it? I highly recommend you look at your services as if they were the menu at your favorite restaurant, because it might be the difference between being in business or not. Everybody, and I mean everybody, is looking to save dollars, so you must find a way to

offer your service in an affordable yet quality fashion. I recently heard of a diamond consultant addressing a group of jewelry store owners. His advice was to completely change the way wedding rings were sold from the old days when a customer was advised two months salary should dictate the cost of a ring. His new advice, in this market, was to sell smaller diamond rings and stress that diamonds are an investment that has held value over time. The decorative concrete industry must be presented in the same fashion.

New normal no. 2

The days of rolling from one job to the next with a stack of undeposited checks sitting on your desk are over. My year-over-year sales are down 59 percent and it is not by choice, I can guarantee you. It wasn't that long ago that I was advising decorative contractors to specialize in two to three types of decorative work and become efficient at only these types. This advice worked well in a booming economy but will not work in today's market. My advice is to not outsource anything that your crew can do themselves. Our crew would never break out concrete in the past, because they were more profitable stamping. Now we would not consider outsourcing the demolition, because we need work. This is part of the new normal for my crew and they are glad to have the hours.

New normal no. 3

Construction has reverted back to seasonal work in many cases. This means few hours in the winter or off-season and a few more in the peak season. By sheer design most men are programmed to get up and go to work. We enjoy the camaraderie of other crew members and find great satisfaction doing hard work many men can't. You and your crew must accept the changing times and adjust your standard of living accordingly. Few in this industry are quitters, and giving up is not what I'm talking about. This is tough for many crew members that have been used to 50 to 60 hours a week, but long hours are not practical considering the circumstances. Our goal has been to get

the guys 30-plus hours per week when possible. Overhead becomes a huge issue in these times, so work closely with workers' compensation and liability insurance carriers to adjust premiums that are based on gross sales and wages paid. No need to pay more than needed. Overhead should drop consistently with your gross sales, so watch both closely.

Final word

For more information on Don Piper's incredible story of survival, check out his site at Donpiperministries.com. I'm betting your new normal is less painful than his. 📧

Doug Carlton operates Carlton Concrete Inc. in Visalia, Calif. He can be reached at carltondoug@comcast.net.

All in Concrete LLC

"Your full service WerkMaster center in the US"

RENT-A-WERKMASTER™

Featuring the new PLUG 'N GO System



Europa

raptor

TIRAN

COLOSSOS

Sales

Rental

Training

Servicing

We Rent
Anywhere in the US!



Call our specialists, and get answers to your questions.

All in Concrete LLC

GREEN Decorative Concrete Systems

- Overlays
- Micro Topings
- Concrete Countertops
- Stains, Dyes & Sealers
- Grinding & Polishing



Training Classes Held Monthly

AIC classes are based on proven application methods with over 15 years of hands on experience in the Decorative Concrete Resurfacing industry.

Ashby
Countertop System



Decorative
Concrete



Concrete Grinding
& Polishing



FREE TECHNICAL
SUPPORT

(888) 350-0130

www.allinconcrete.com

Serving you from the Greater Chicago area, IL.

"Founded by Contractors For Contractors"

New Ways to Sell Decorative Concrete

When all three of my children were learning to speak, I can remember telling them to “use your words” when they would grunt and moan and point at something they wanted. As adults we have learned to communicate using our words when we want and need something. The thing I find interesting is how the use of certain words can change the entire meaning and intention of what someone is trying to say. For those who sell and install decorative concrete, when was the last time you thought about how the words you use influence your client’s thought process regarding their decision to buy your products or services?



by Chris Sullivan

For many installers, the first mistake occurs before concrete even shows up at the job site. Using the wrong words or not understanding their client’s needs is a common mistake in our industry. Have you ever wondered why you did not get a certain job? Maybe it was the words you used, or, maybe, the words you did not use.

The decorative concrete industry has come a long way in a relatively short period of time, and I have found the advancements in the products have far outpaced our ability to sell or compete against other hardscape surfaces. Most

anyone who is close to the industry knows the benefits of decorative concrete, but step outside that relatively small industry circle and the decorative market is still known only for stamped and stained concrete — a small portion of what the decorative industry really offers. Manufacturers can only do so much in regard to advertising and marketing. In fact, most manufacturers spend their advertising dollars selling their products to the contractor, not the end-user. This is where the modern and articulate contractor can rise above his or her competition. Contractors need to understand as much about who they are selling to as what they are trying to sell.

What I call modern selling is the ability to identify and sell what people want to buy versus what you are selling. You have to tailor your sales spiel to meet what they want, not what you do. It all starts with understanding that everyone is busy. Time is a rare commodity in people’s lives and needs to be taken into serious consideration. Be on time and don’t keep people waiting. Also, realize that whatever you can do to explain how your products or services allow more time and relaxation will go a long way.

Consider what telecommunications companies have done. They are masters at combining, bundling and packaging services into one lump deal. They focus on how these deals will make your life easier, simpler and will save you time. Consider doing the same thing with

your decorative services and products. Instead of the client having to deal with multiple installers for a backyard renovation, you can offer to do it all — stamped patio, backyard kitchen, concrete countertops, precast furniture, fireplace, etc. Take a lesson from the fast-food chains and do the upsell — “Do you want fries and a drink with that?” If you’re talking about a stained concrete floor, offer to do a microtopping on the walls or a concrete countertop that will match. You won’t always be successful, but for the few extra words it takes to make the offer, I think the potential is worth it.

In today’s poor economic climate, people are concerned about their financial future. It has become less about staying ahead of their neighbors and more about just staying ahead of the mortgage. The new economic world we live in needs to be at the forefront when you go to sell a job, as well as when you identify who you are selling to.

In the recent bestseller “What Americans Really Want . . . Really,” Dr. Frank Luntz outlines five key lifestyle attributes that he says matter to Americans when they live their lives and make buying decisions. These lifestyle attributes and desires need to be part of any and all sales presentations made in today’s economic climate.

1 More money. People are looking for deals and ways to keep more money in their pockets than ever before. For women, money is said to be about having personal security for family and future, while for men money is said to mean more freedom and more stuff. Incorporating the idea of a bargain combined with a “cool concrete driveway” may be the way to go.

2 Fewer hassles. Make it easy, make it simple, and make it hassle-free. Price and quality being equal, the contractor that disrupts the family routine the least will get the job. This starts with having an online showroom so people can start their search on your Web site while drinking coffee on Sunday morning (on their time), and it ends with you providing products and services without turning the clients’ lives upside down.

3 More time. It’s pretty simple — everyone is chasing the clock. Keep time and its importance in mind when you’re in the process of selling, and consider how your products and services may offer more family time. Here’s a sample pitch: “A patio is more than concrete. It’s the foundation where family and friends can come together for years to come. While stone, wood or even gray concrete might do the job, textured concrete provides warmth, class and economy that will be there for a lifetime.” A bit cheesy? Absolutely. But consider that it sells economy, time and a hassle-free product — priceless!

4 More choices. Americans demand choice. It’s just part of what we have all grown up with. Keep the word “choice” in mind when selling. Offer choice, but beware that too much choice becomes chaos.

5 No worries. Clients are looking for an expression of confidence that things will turn out OK. The contractor that can convey the “no worries” attitude with sincerity has a better chance of landing the job. The “no worries” attitude also comes into play if and when a problem does arise. It is important that the client feels he or she has nothing to worry about, even in a crisis situation.

I encourage all contractors to do some work before giving a sales presentation to potential clients. Here are a few ideas that can be used to help close the deal — some are common sense, others not so common:

Use technology to your advantage. Set up a Web site with lots of pictures, references and recommendations.

Look for the emotional connection that your product or service has with the client. No sale will be easier than the one that connects with your client’s heart.

Make the product or service you offer individual to the client’s specific needs. I have often sold stain jobs as “one-of-a-kind works of art” and “floors that will never be reproduced.” Let your customers see themselves in or on your product or service — humanize and personalize projects to their needs.

Lastly, **appeal to all the senses.** The best way to do this is to have a showroom where clients can feel, touch and smell the products. Nothing closes a deal better than physically seeing how a decorative product looks and feels in a realistic and natural setting.

With products as distinct and specialized as decorative concrete, selling needs to be just as specialized. Take the time to understand how the words you use affect whether clients recognize the importance of your products and services. Choosing the right words and doing a little research on whom you’re selling to can help close more deals and increase sales. 📞

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@protradepub.com.



EDGEKUTTER
Kut to the edge.

**Polish Edges?!
Yes we do!**

Kut-Rite is on the
“Cutting Edge” providing
the tools you need to be
successful.

Kut-Rite
No matter how you *kut* it.

877.786.5067 - Toll Free

www.kutritemfg.com

Bubbles, Balloons and Broken Glass

Concrete Ideas from Outside the Box

Scenario A: Dropped balloons of pigmented overlay burst on a concrete slab for a market.

Scenario B: Vertical concrete is cast against a broken tempered glass “form-liner.”

Scenario C: Blown bubbles of dyed soapy water drift and land on a bedroom floor.

The first of these, “A,” actually happened. I can vouch for it. I was there and witnessed my partner, concretist Kelley Burnham, drop the balloons.

The second, “B,” most likely happened. I wasn’t there or involved ... I heard about it from Fu-Tung Cheng, of Cheng Design, a while back while we were speaking together at a World of Concrete. He’s a pretty credible guy ... It probably happened, but like I said, I wasn’t there or involved.

The third thing, “C,” never happened. I was there, under a tent, during a freezing flash flood, with Shellie Rigsby, of Acanthus Concrete Stain Designs, while filming an episode of “Extreme Makeover: Home Edition,” and it definitely never happened, of this I am sure!

All three of these “events” are examples of concrete ideas from outside the box. And whether they actually

occurred or not, and if they did, whether they were successful or not, is not really important. What is important is the ideas themselves. All of these represent examples of the concept of sensory concrete, which gives the material a voice. Sometimes the material is the concrete itself, and sometimes it’s the material or the process influencing the concrete. In any case, when gravity is driving the train and a balloon filled with liquid (or a colored semiliquid of a milkshake consistency) bursts, its kineticism can’t be reversed or restrained, only appreciated or cleaned up after.

When a nail is driven through a hole and into a sheet of tempered glass sandwiched between wet concrete and a wooden form, that glass is going to break, and the shape of the cracks and number of shards can’t be predicted with certainty. All that can be predicted in advance is that the glass has a tendency to break (when struck by the point of a nail), and, because it’s tempered glass, it has a propensity to shatter in shards with somewhat blunt edges. And this one is even more beautiful than the balloon drop because it’s more dangerous. It requires a greater leap of faith. By the time the mud gets hard enough for the form to be removed, and the results of the concrete and glass composite are perused, it’s either fantastic or it’s crap. And if it’s crap, it requires a jackhammer instead of a



by Michael Miller

mop to clean up. So Fu-Tung, I have faith in you. I believe ... I at least want to believe this actually happened, and no matter what the results, I salute your grace, your guts, and your ability to believe, look into the future and expect that whatever happens will be good.

And Shellie, I salute you for something I'm sure never happened! I've always appreciated your work for the same reason I've appreciated Fu-Tung's, because it's so good and so different from my own. You are both VERY deliberate. Fu-Tung's work is deliberate, sculptural and very material-oriented. Your own work is also deliberate ... deliberate and graphic. My work, and the work of my other concretists, is perhaps more sculptural and materials-oriented (like Fu-Tung's) and is certainly more graphic (like yours). What it is not is deliberate. I'm not sure I'm capable of the discipline and control that your or Fu-Tung's work requires. What I am capable of is observing and recognizing the qualities, tendencies and propensities of materials, and creating processes to let these materials do their things. Fu-Tung recognized and created the opportunity for liquid stone and shattered glass to marry and bear new fruit ... wet cement paste seeping into thousands of tiny cracks, both defining and melding them ... Pretty cool stuff.

Shellie, do you remember that night in the desert? It was an "extreme home makeover" for the ABC TV show, and you had your themed areas and I had mine. They were operating



Photos courtesy of the concretist Martin and Kelley Burnham explore the results of dropping balloons filled with pigmented overlay. Note the nail imbedded in a wooden circle, sitting on a brick, on top of a canvas of purple cementitious substrate.

Enduring Beauty.
High Performance Results.

The Premium Sealer for Premium Results... without VOCs.

BRICKFORM Poly-Astic™ is a premium Polyaspartic, high build sealer used by contractors who focus on quality results on concrete and masonry surfaces. This sealer creates a glossy, mirror-like finish, and can be tinted to specifications to create incredibly beautiful decorative effects.

- Non-Yellowing, Crystal Clear
- Zero VOC
- Single Coat High Film Thickness
- Prolongs Life Of Surface
- Enhances Color
- Low Maintenance

Check out more decorative products and tools at www.BRICKFORM.com



www.BRICKFORM.com

**SGS SOLOMON
COLORS, INC.**
The World Leader in Concrete Coloring Solutions
www.solomoncolors.com

IL: 800-624-0261
CA: 800-483-9628






on a really quick and crazy schedule. That was no surprise. We were to have started at, I think, 3 p.m.. We arrived with our respective associates, driving into California and over the border from World of Concrete in Las Vegas. And we arrived as the heavens opened up and flash floods ravaged the venue. We got in. If we'd tried, I don't know that we could've gotten out. So we all huddled together around a folding table in a tent, shivered and waited. I think we may've actually started at 3 a.m. instead of 3 p.m. I just remember that it was really cold and really late!


Your themed areas were a kind of zoo and animal hospital/learning center. They involved representative mammal and reptilian graphics — something you're good at, but very hard to do well in a short period of time. My themed areas were two bedrooms, one with an enchanted forest theme, with watercolor-esque flowers scattered against a grassy green field. This was very natural, and quick and easy to do. Apply a few "on-and-off" variegated passes of paler green dye washes, and then drop really saturated drops of bright flower colors, through pipettes, onto moistened areas of the field. The drops would bleed a bit into the dampness

At Whole Foods Market, San Mateo, Calif. Three balloons dropped ... no mop required! The rust foreground is dye and patina stain over gray concrete. The purple that defines the store's coffee area is dye and tint over stained, integrally colored Sgraffino overlay. One balloon of yellow Sgraffino was dropped to create the pattern in the foreground. Two balloons, orange over yellow, were dropped near the counter in the background.

LIGHTNING STRIKE

Roller Screed System




FAST AND POWERFUL

- Works at an angle · Works uphill · Extends to any length
- Gas or electric power options · Quick and easy clean-up

"I would never want to do another pour without the Lightning Strike."
 —Heidi Konop, Shadows Construction, Sioux Falls, SD



Call today to find out more!

701.281.8989

www.LuraConcreteScreed.com

and create what appeared to be flowers swaying in a breeze. A snap of a sensory concrete idea, but nothing new — I'd done this many times before.

The other bedroom was more difficult. It was an undersea theme and the bubbly interior design "talent" had asked for shifting sand strata (this was no problem) in a generally neutral palette (yah, no problem) and lots of (what else would you expect from a bubbly interior designer) bubbles. (Ugh!). Fulfilling this request was a bit tougher. The bubbles were to be in a natural scale. And how was one to create at least hundreds, and perhaps thousands, of small and for the most part circular elements quickly? I was vexed, and the best I could come up with was creating a series of hand-cut paper templates, but I'm a lot better at squares than circles. This didn't seem like a very elegant answer!

That's when Shellie came around. She must have been taking a break from her much more deliberate, disciplined and controlled graphic.

"How's it going, Mike?"

"Not so good, Shellie. The concretist is stumped!"

And she listened. And she was quiet. And then she said, "How about putting dye in soapy water and blowing through a kid's bubble blower?"

Elegant. Absolutely uncontrived and deliciously uncontrollable. Brilliant! I like Shellie's stuff, but, dare I say, from a sensory concrete standpoint, this idea was the best thing I'd ever heard from her. Unfortunately, it was the middle of the night. No toy stores were open, we had to be done by morning, and so I (ha ha) blew off the bubbles completely. The clients got shifting sand strata in a generally neutral palette with no bubbles, and they seemed to be happy with both bedrooms.

But I'll never forget Shellie, the queen of mechanical processes and control, and the ease with which she came up with this beautiful solution. Soapy water blown through a loop wants to produce bubbles. It wants to produce lots of them and with ease. And there are no complaints from the soapy water when you add a bit of dye to it. Next, gravity pitches in, as does a draft or

a slight breeze. Serendipity! All with such little (if any) effort and no protests. And then the concrete does its job and receives the bursting bubbles, and its porosity allows for the deposition of colors. Elegant, and simple as pie! I'm jealous of you, Shellie ... you and your idea! You were like the bubble becoming a bubble or the concrete getting hard, you made it look easy! Perhaps it was because I was the one under the gun

and not you? Or, perhaps it was because you're just that good! 📱

Michael Miller is managing principal of the concretist, an association of artists, craftsmen and others producing sensory concrete art and architecture. the concretist is headquartered in Benicia, Calif., with locations in northeastern Nevada, Singapore, and Quezon City, Philippines. Miller can be contacted at miller@theconcretist.com.

THE NEXT GENERATION OF CONCRETE STAINS

OCERA™

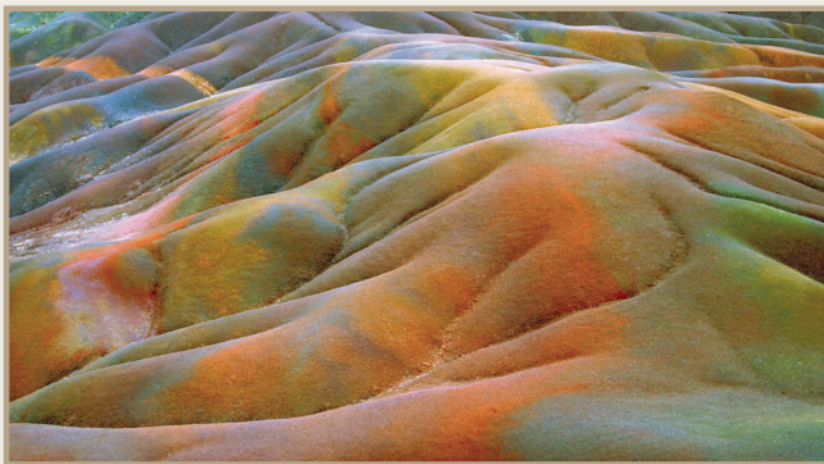
NATURE'S COLORS

Available in 3 distinct systems

ORGANIC REACTIVE STAINS

SOY BASED PIGMENTED STAINS

PIGMENTED COLLOIDAL SILICATE STAIN & SEALER



FROM

Concrete
earth™
A DIVISION OF SPECCO INDUSTRIES, INC.

"At one with nature...in sync with the environment"

(800) 441-6646

www.concreteearth.com

Offering Complete GREEN Decorative Concrete Systems

You're Not Done When You're Done

If you are truly committed to service, not just the initial sale, then you're not through when you're done. I've had many an applicator share with me the idea that "once I receive the check, I'm done." Today, especially in our current economic conditions, I challenge that notion, not only because I believe it to be shortsighted, but also because I believe it reflects more on your business philosophy than you are aware. There were two rules that I tried to follow as a small-business person: 1) don't take your eye off the business, and 2) focusing on the customer's satisfaction after the sale was as important as making the sale in the first place. This column will focus on the second, that of doing everything you can to set yourself apart, to turn your customer into a cheerleader for you.

"You're not through when you're done" means that you understand the need to nurture and coddle your customer to turn them into that cheerleader for you and your company. Does that mean that you only worry about each specific customer, or are you alert enough to be all-inclusive and educate the specifier, the general contractor and other subcontractors? Can they affect your customer's satisfaction with your work? The general

contractor could actually be your customer, and by taking care of them, you also take care of the end-user.

Let's focus on the basics: understanding basic tenants of cleaning polished concrete.

Every chemically densified floor, whether polished or simply burnished, will have calcium silicate, and therefore each will require similar cleaning methods. All concrete floors, in spite of how they were finished, will have open pores that can capture and hold dirt and spills — polished concrete even more so. Remember that your grinding process has removed much of the cream, thus exposing thousands of micropores to dirt and spills. Dirt can be simple soils, salts or abrasive silicate sands, and spills can be water, oils or acids. In any case, all floors are exposed to spills and tracked-in soils, especially in traffic-bearing areas. You as the experienced flooring expert need to not only educate the general contractor, owner or tenant, but also provide them with a solution.

Basic guidelines to cleaning

When cleaning, your objective is to remove soils and spills from the floor, doing so in a manner that doesn't cause damage to the calcium silicate in the floor. The pH of your cleaning product must be controlled so as not to either be too high or too low. Controlling your pH doesn't automatically mean "neutral cleaner," but a cleaner whose pH reflects the natural pH of concrete.

Releasing soil from the floor only



by Peter Wagner


to have it be redeposited on another section of the floor not only defeats the intent of your cleaning program, but can actually create a detrimental situation, so you need a cleaner that can provide a high level of soil suspension.

Soil that has been solubilized and not removed from the surface will actually penetrate the pores, where it will attract additional soil and cause degradation from within the floor. A very damaging example is in areas with salts, either waterborne from the ocean or used as a de-icer. Salts that have been solubilized and are allowed to penetrate the pores will eventually recrystallize below the surface and cause spalling if they are not properly neutralized and drawn away.

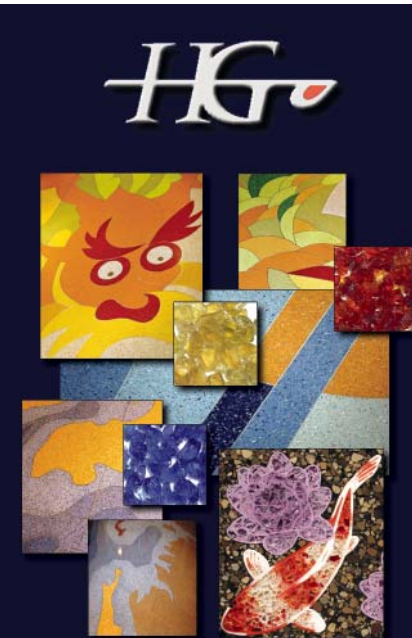
Too many floors are cleaned by the "more is better" philosophy of cleaning, and that causes the floors, and you, problems by leaving behind excess detergents. These detergents penetrate the pores and then continue to attract soils as they should, but in this case they are pulling them deeper into the pores, not removing them.


To assist your cleaning program,

you must also incorporate a walk-off mat system that grabs soil, oil and dirt off the shoes of people entering a building. A proper walk-off system, when properly maintained, can eliminate 80 percent to 90 percent of tracked-in soils. But if a walk-off system is not properly maintained, then one will have successfully transferred the soils further into the building, creating a greater problem.

Don't shortchange yourself or your customer. A properly maintained floor will help to ensure a satisfied customer, and a satisfied customer will become your cheerleader and help to bring you more business. A well-maintained floor provides you with positive references, reflecting on your company's ability to make good on your promises. 

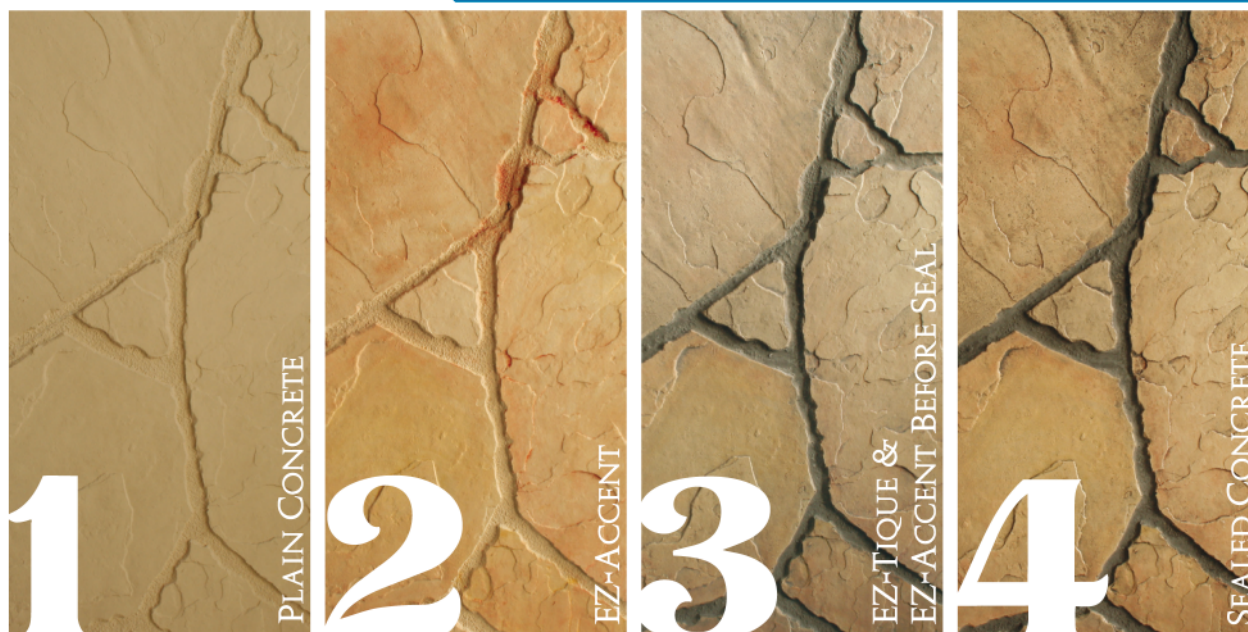
Peter Wagner has been involved in the polished concrete industry for the past decade, both as an applicator and as director of marketing and training for several densifier and dye manufacturers. He is currently working with Deco-Pour and Revolutionary Concrete Chemicals, helping bring water-based concrete dyes and a polished concrete cleaner to market. He may be reached at pbwagner@comcast.net.



HERITAGE GLASS, Inc.
 recycled glass in brilliant colors for all of your decorative aggregate needs
435.563.5585
www.hgglass.com

proline

decorative concrete systems



Coloring made EZ®

prolinestamps.com

TEL: 1-800-795-4750 Toll free



Custom Concrete Solutions LLC

West Hartford, Conn.



Photo courtesy of Custom Concrete Solutions LLC

By David Searls

Don Pinger sees nothing particularly notable about his career transition from chef in the classical French tradition to artisan in decorative concrete. "Everything I've done has some sort of artistic component to it," he explains.

Pinger's second career began with a little dabbling in utilitarian concrete. That was seven years ago, when he was still working long hours in the restaurant he owned. "I sold it when I got tired of working nights and weekends."

Also, he'd been reading about what people were doing with decorative concrete, and that intrigued him, he says.

Today, Pinger's Custom Concrete Solutions LLC, of West Hartford, Conn., operates an appointment-only showroom. "His samples are like museum pieces," says Joe Morrone, a client and showroom visitor.

The space is Pinger's base of operation for handling the requests of a roughly 50-50 mix of homeowners and commercial clients. His commercial customers include



banks, spas, schools, fitness centers, supermarkets and other retailers.

"I started with residential, then eventually realized that I wasn't going to get rich since there are so many wood floors in my region of the country," he says. "After two and a half years, I started getting commercial jobs."

Pinger runs a lean operation, with a staff that ranges from as little as four employees in the winter to as many as eight in the summer.

One of the ways he generates interest for his services is through the "Request a Bid" field on his Web site. "It's brought in quite a bit of business, or at least interest," he says. "Some are

serious inquiries, though quite a few aren't. Often it's a matter of the curious stumbling upon my Web site and discovering decorative concrete for the first time. It's an educational process for a lot of people because it still isn't that well understood where I'm at."

Realizing that even some of those less-than-serious prospects can eventually become customers, he treats all inquiries as conversation starters, discussions he's eager to engage.

Shimmering perfection

Pinger gets work in concrete polishing and resurfacing, epoxy floor coatings, stamping and acid staining

and dyeing.

"Concrete polishing," he says, "is the perfect complement for concrete floors. For moisture problems it's dense but not sealed, so moisture comes out. It's the ideal treatment for an old floor that's not in that great of shape."

Epoxy, says Pinger, is useful at commercial kitchens, hospitals and other job sites where the finished floors can't be porous. "I can use it to create any look my clients request, but at nowhere near the cost of marble or granite." He explains the appeal this way on his Web site: "It may look and spread like paint, but the difference between epoxy flooring and paint is





its durability. Once sealed and dry, an epoxy coating is impervious to automobile fluids, grease, oils (and) industrial solvents, making it easy to clean while aesthetically more appealing than (bare) concrete.”

The iTan tanning studio in Norwalk, Conn., is one of many recent epoxy coating projects that stand out. Pinger started the late-summer-2009, six-day job by cleaning, shotblasting and patching an uneven floor that had seen better days. Then he poured a 1/8-inch jet black coat of Ardex self-leveling polymerized cement underlayment. The underlayment leveled the floor

and filled in multiple surface scars and pockmarks. The black topping was also used because, Pinger says, he “wanted to give the floor a dark counterpoint.”

After buffing, he chose as a cementitious coat Elite Crete’s Thin-Finish, applied with a squeegee. The primer coat of epoxy applied next contained Reflector Enhancer, a metallic additive also from Elite Crete, in russet. Pinger then put down a thicker epoxy coat spiked with a dazzling blend of Reflector Enhancer in russet (again), orange-gold and charcoal tones. He swirled the colors together on the floor.

Pinger and his crew weren’t done

with the metallics even at that point. As a final, glittery touch, they sprinkled Laticrete’s SpectraLock Dazzle in gold and opalescent pearl tones. His tool of the trade? A powdered sugar shaker, evidence that he hadn’t totally divorced himself from his former career.

“You can clearly see all of these colors in the finish,” says Pinger.

He topped off his creation with a solid coat of clear urethane and three coats of wax. The result is a shimmery, nearly mirror-like surface that delights in picking up the space’s other mod colors and shifts of lighting.

These same basic steps and the



featured addition of Elite Crete's Reflector Enhancer metallics have been repeated in other commercial projects, including the 2,000-plus square-foot Nelson's Spa, a high-end salon and spa in West Hartford.

On location

"I think restaurant people have more flair for something that's different," says Pinger, discussing a particular client subset of his. But he could also be referring to his own background and attitude toward visual drama. He has a kindred spirit in restaurateur and client

Joe Morrone.

Before opening Cafe Buono in Bristol, Conn., Morrone made the decision to let his floor take the lead creatively in the 2,000 square feet of dining space. "Everything was based on the floor," he says. "It would tie the room together and I could base the rest of my decorating on it."

Morrone had seen plenty of decorative concrete in an earlier career as a cameraman in New York City. "We'd walk onto a location, and every time it had concrete flooring I noticed it."

What he wanted to see in his own

place was that newer, edgier look of concrete. "Ambience is something you can sell in a restaurant," he explains.

But in his region of Connecticut, the flooring option just wasn't widely known. His own father — a veteran building contractor — was hard to convince. "He thought I was crazy," Morrone recalls, chuckling. "We actually had a few heated discussions about it."

The younger Morrone held firm and called upon Pinger to pour his floor in the new building and add one of his custom epoxy coatings. "Don is an absolute artist and a real gentleman to



talk to,” he says of his contractor. “Just like I thought was going to be the case, it’s the floor that everyone talks about. The price was right in the ballpark when compared to tile, but well worth it when you consider the wow factor. Everyone’s seen tile a million times. Now even my father’s a fan.”

Next up

When asked about the keys to his success, Pinger quickly questions the assumption that he is successful. “Success is a dynamic thing, not a static thing. One has to continually

change and learn and grow, or become complacent, and it shows in your work.”

He says one of his strengths is that he tries to keep an open mind to new ideas and techniques. Also, he’s involved in every job personally. “It’s me the customer deals directly with from start to finish. It’s a lot of extra work, but I would have it no other way.”

His next move might be a line of “very artistic pavers” he and a friend are developing. They’re experimenting with different colors, textures, styles and materials. For years, he says, he’s been hearing from customers about “how they

like the idea of pavers but feel like they all come from the same big-box store.” His, he feels, will be different.

On the installation side, his outfit is starting to take on wall-finishing jobs using a range of cementitious and Venetian plaster products. “It’s just one more thing we can offer,” he says. “We have a few contractors we do a fairly regular amount of work for that have asked us on several occasions to do this, and we’ve finally decided to really commit to it. Plus, it’s interior work and you can’t beat that.”

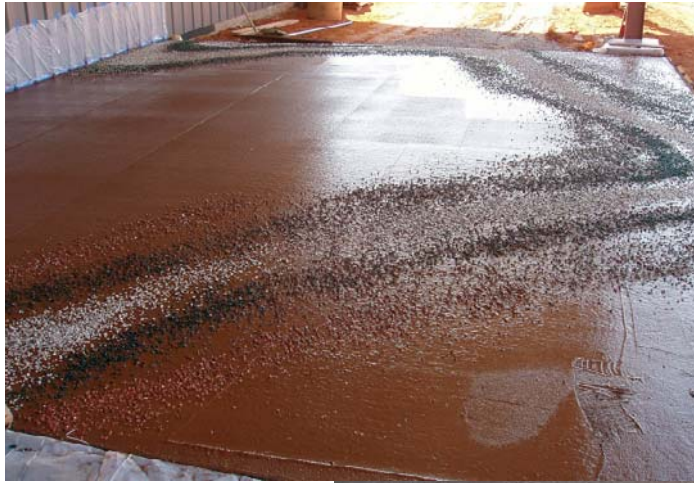
🌐 www.customconcretesolutionsct.com



Seeding Floors

Place decorative aggregate by hand instead of mixing it in

Embedded glass and slate rock were installed in this floor.



Above: Glass, slate and mother-of-pearl shells were seeded onto this exterior slab.

Right: The finished work after polishing up to 3,000 grit.



by Sue Marquette Poremba

Traditionally, seeding was simple. It meant scattering pieces of rock into the surface of concrete, where they would give decorative flair to a slab.

"Nowadays, seeding has taken on a broader realm," says Tom Ralston, CEO of Tom Ralston Concrete, in Santa Cruz, Calif. "We seed glass bits, silicon carbide, sometimes even bits of metal. Different things can be seeded — or broadcast — into the concrete, later to be exposed."

Seeding helps create unique looks that aren't obtainable with other materials, explains Bob Harris, president of the Decorative Concrete Institute. "There are thousands of options available, when you consider tinting the matrix of your ready-mixed concrete or cement-based topping with a variety of colors as a base into which you can seed exotic aggregates."

One reason contractors might seed concrete rather than adding decorative aggregate to the mix before pouring or

casting is the overall cost. "You could be adding 2,500 pounds of aggregate, and aggregate can run 10 cents to 20 cents a pound," says Tim Blankenship, concrete specialist at Blankenship Concrete Specialties. "You could end up adding a couple hundred more dollars per yard to your concrete costs just from the aggregate."

Rather than adding a couple thousand pounds of aggregate into the mix, you can add six pounds of aggregate to the surface and get close to the same look, he says. "For example, we did a project several years ago where they wanted the aggregate in the mix. The cost when installed was around \$14 a square foot. Had we broadcast the aggregate, it would have cost between \$7 and \$9 a square foot."

Other considerations include the desired appearance, the difficulty of placing the chosen aggregate, and the availability of the aggregate, says Doug Bannister, owner of The Stamp Store, in Oklahoma City. "Something (also) to be

considered is how the performance of the slab might change if the aggregate is integral. With seeding, the integrity of the mix design is maintained.

"One offsetting cost factor is the labor required to broadcast and work in the aggregate," he says. "If the contractor has the latitude to make a choice in methods, he or she must assign costs to these considerations to ensure profitability and still deliver the look and the long-term durability of the project."

Types of aggregate that are readily available for seeding into projects vary from region to region, Bannister notes. "The Southeast part of the country has beautiful river rock, while the Northeast has strikingly handsome dark gray granite." Harris takes that idea a step further, saying that even within a region of the country, such as the Southeast, the aggregates available can vary — for example, there's granite in Georgia, but limestone in Florida. And areas near the seaside have ready access to crushed shells.



Sowing the seeds

The most effective way to seed decorative aggregate into the concrete varies, depending on the dimensions and the cost of the project, as well as the skill level and availability of labor. "Clients want a nice, even, heavily laden aggregate finish," says Ralston, "so it is all tightly compressed and compact. In order to get that, you need to broadcast your aggregate correctly."

Although there are mechanical spreaders for more even coverage, the most common method is hand broadcasting.

"I have seen some, mostly old-timers, throw the aggregate using a square-point shovel,"

Left: Bob Harris of the Decorative Concrete Institute embeds geodes, crushed glass and exotic aggregate into a stamped overlay.

Below: The finished floor.



says Harris. "Regardless of how you apply it, you have to be careful to not mound the aggregate up because the aggregate will not become encapsulated in the cement paste. Sometimes it takes a delicate touch that may require building a temporary bridge allowing you to drop the aggregate straight down as opposed to broadcasting it out."

Peter Tomé, founder and CEO of photoluminous aggregate provider Ambient Glow Technology, uses adhesive to stick hand-placed aggregate to a form before casting. "Some people will just put the aggregate into the form and then pour. Without an adhesive, when you add the concrete, it pushes the aggregate, so you have areas without any aggregate in them." Tomé uses a water-based carpenter's glue or a contact cement spray adhesive. He brushes or sprays a fine coat into the form before hand-broadcasting glass or other aggregate, then casting.

Alkalinity and other challenges

While seeding doesn't require significant changes to the mix design, there will be times when the contractor will want to do some tweaking. "It all depends on what you are seeding into the surface itself," says Blankenship. "Is it anything that will affect the ASR — alkali silica reaction — which can be caused by glass or shells or different minerals, depending on where you are in the country? Is it being used for an exterior mix or will it be polished? There are a lot of variables when it comes to tweaking, and the best way to figure out to try it out on test samples first."

Tomé calls ASR the concrete cancer, explaining that if the alkalinity isn't neutralized, the concrete will begin to break up over time. The way to combat it when using glass aggregate or another potential catalyst is to add another type of filler, he says, like fly ash or pozzolanic materials. "This creates a chemical balance which neutralizes the possibility of any alkalinity issues."

Saw-cutting should also be taken into consideration when seeding.

"You need to be careful about saw-cutting early — on the same day — when you have heavy aggregate exposure, since this could cause pop-outs along the saw cut," says Harris. "In most cases, we have not had issues with saw-cutting as long as the concrete has had sufficient cure time, which typically means the next day."

Controlling cracking is something else to think about, Blankenship adds. "We want to make sure we plan our layouts to consider corners, obstructions, and hallways." A well-planned layout will allow for more precise broadcasting and saw-cutting, which will reduce crack problems.

The final reveal

Aggregate can be exposed in several ways, depending on the application. The floor can be shotblasted to expose the aggregate and then polished, for example. "If polishing instead of exposing through washing, you might increase the PSI of the concrete or wet cure the concrete to be polished," Blankenship says.

Another decision, says Ken Thornley, owner and vice president of Heritage Glass Inc., is how far to grind to bring

to a polish. If you seed with large pieces, you generally have to grind a bit more to expose them, he says, while if you use small pieces, if you grind too much, you risk grinding them until they don't exist. Typically, glass aggregate comes in sizes that range from 1/16 inch to 3/8 inch.

All that said, the most common way to expose seeded aggregate is to use a top-surface retarder. According to Harris, the spray-applied product retards the setting of the surface paste, allowing for the paste's easy removal.

"When I worked in the theme parks, we were doing 50-plus yards everyday with just water and brooms," he says. "We would start with just water and then move to fine- to medium-bristle brooms as the concrete stiffened. If it was needed, we would then move to a coarser broom, sometimes needing wire-bristled brooms and on occasion even a pressure washer."

"I look back now on how much we were pouring and exposing and I'm amazed at how good it still looks today," he says. 🛠️

🌐 www.ambientglowtechnology.com

🌐 www.decorativeconcreteinstitute.com

🌐 www.heritageglass.com

Want to learn more? Search online at
www.concretedecor.net

SEARCH

GFRF FENCE EXHIBITS DETAIL NEVER SEEN BEFORE

SMOOTH-ON SINCE 1989

The Project: Cast & install detailed 3-mile GFRF fence
The Challenge: Compliment tropical theme of resort & provide secure environment

Making the Mold
Casting GFRF Bamboo Panels
On-site Installation

An Amazing Project Using Innovative Techniques to Cast Over 12,000 GFRF Panels & Posts That Look Exactly Like Bamboo!

Step-by-Step DVD
Concrete Fence Exhibits Level of Detail Never Seen Before
FREE

rubbermolds4concrete.com
Tel.: 610.252.5800

Photo courtesy of Robert Oswald Jr., Bomanite of New Orleans Inc.



Restaurants

by Natasha Chilingirian

Jerk's Island Grill, Covington, La.

Contractor: Bomanite of New Orleans Inc.

What started as merely a floor stain job quickly turned into a four-part project when Earl Mylie of Bomanite of New Orleans, located in St. Rose, La., got to work at Jerk's Island Grill, which opened on Jan. 26 in Covington, La. After applying a chemical stain in a terra cotta and amber color to the Caribbean-theme restaurant's floor, Mylie and his crew completed a stamping project outside of the restaurant, a bar showcasing embedded tropical paraphernalia such as seashells and bottle caps, and a 5-by-7 floor logo at the restaurant's entrance, all within a one-month period.

General contractor Cal Lemoine of Lemoine Family Builders recommended Bomanite of New Orleans to the owners of Jerk's Island Grill, and

after a bid for a floor stain was accepted, Lemoine and the restaurant's owners discovered the decorative concrete company could do much more.

Stamped tiles in gray, cream and green cover the sidewalk outside the restaurant in an ashlar slate pattern, creating "a New Orleans look that you'll find throughout the French Quarter," Mylie says.

For the bar top, island-theme items — bottle caps, drink stirrers, postcards, seashells and coasters — were glued to the bar's pine surface and covered with approximately 15 gallons of Envirotex Lite, a transparent, reactive polymer compound that cures to a thick, glossy coating.

Finally, a custom Flattoo vinyl stencil from Surface Gel Tek depicting the restaurant's name among palm trees and broken wood planks was placed on the floor atop coatings of moisture-barrier epoxy and primer, then enhanced with hand-painted details and sealed with a urethane coating. Using a moisture barrier product was crucial to the logo's durability, Mylie says, as the floor endures a ton of foot traffic. "It's subject to the most abuse."

Creating the bar presented the biggest challenges. Mylie says he experimented with different types of glue to hold down the items. Some of them, such as the shells and bottle caps, couldn't be glued at all and were instead set in place while the product was carefully poured. Bubbles forming around the knickknacks were a concern, and Mylie says workers had to pour twice as the product didn't harden properly the first time.

"It was a lengthy process," Mylie says. "On the first go-around there were dewy spots, so we stripped it and started over."

After a month of solid work, Jerk's Island Grill ended up with durable décor that transports guests to a tropical island as they walk through the restaurant's doors.

"We wanted to brand our product, so we came up with a floor design that makes us immediately identifiable when people walk in," Jerk's Island Grill co-owner Greg Fay says. "With the bar, we wanted to create a fun atmosphere, so we brought in items, all with a fun, laid-back Caribbean theme that we inlaid in the bar. It became a story board."

www.bomaniteneworleans.com



Photo courtesy of Flying Turtle Cast Concrete

Dewz Restaurant, Modesto, Calif. Contractor: Flying Turtle Cast Concrete

Walk into Dewz Restaurant in Modesto, Calif., and your eyes will immediately land on the lush, glossy, reflective red hue found on the bar and tabletops. The inspiration for the rich color was Judy Aspesi, the restaurant's owner and a Modesto fixture, according to Flying Turtle Cast Concrete's Mat Rogers, who is also based in Modesto. "Judy is very done up — she's the lipstick queen of the town," Rogers says. "She has a real passion for food and entertaining."

After Rogers was recommended to Aspesi by her designer, Chris Johnson, Rogers got to work on a curved concrete bar top and several concrete tabletops, which were completed and installed in early 2009.

Rogers viewed fabric swatches selected by Johnson for the restaurant's décor before developing the spotlight-stealing crimson color. The concrete bar top compliments the bar's blue backlights and a black square tile design that covers the walls, while the concrete tabletops have been put to use in a lounge area where guests can sip drinks while waiting for their tables.

"The color is the outstanding feature on this project," Rogers says. "It's not just one color — it goes from a magenta to a persimmon. There's depth to the color and brilliancy to the finish. The beauty of the color is what gives it the wow factor."

Working within a four-week timeline, Rogers and about seven Flying Turtle Cast Concrete workers first cast pieces using a two-pour, glass-fiber reinforced concrete (GFRC) system. Rogers says to achieve a look of brilliance, he used white cement and aggregate in the casting process. To create the one-of-a-kind color, Rogers used pigments in red and blue from B&J Colorants, plus an alcohol-based aniline dye in bright orange. The pieces were then topped with two to three layers of a urethane sealant and a waterborne epoxy spray. "We're known for using sealers that bring out depth of color, and we achieved that with several layers of a thin urethane sealer that penetrates the surface," Rogers says.

And since these surfaces endure a ton of abuse — be it from beer bottles, plates or guests' rings and watches — Rogers made sure to choose a strong product for the final layer of the bar and tabletops. "We chose that epoxy because it's tough and easy to repair," he says.

Aspesi says Rogers' work has not only endured the test of time, but has beautified her restaurant as well.

"I had heard the material was really durable, and it has been fantastic," she says. "People will sit and eat there, and the surface doesn't stain and it hasn't chipped. It gets a lot of abuse and it's held up well. People look at it and can't believe it's concrete. Mat gets a lot of work from people who come in here."

www.flyingturtlecastconcrete.com

Joey's Smokin' BBQ, San Diego, Calif.

Contractor: TH Designs

Flames and home-style barbecue parties served as the inspiration for the floor stain and marble bar top at the Joey's Smokin' BBQ in downtown San Diego, the sixth location for the popular chain owned by restaurateur Joey Maggiore. Using products from Concrete Solutions, Tony House of Upland, Calif.-based TH Designs and several of his workers transformed an old terrazzo floor into a glossy, warm red and gold surface and built a jagged-edged cream and gray bar top for the Memphis-style barbecue eatery in July 2009.

"For the floor, we wanted something that was fiery-looking, and I think we achieved that," House says. "And the bar looks kind of worn — it has an outdoor stone effect. It's reminiscent of having a barbecue outside at home."

Maggiore met House through a general contractor who had done work for Maggiore in the past, and after House presented floor and concrete countertop sample work to Maggiore, he was hired for the Joey's job.

The 25-by-2 1/2 bar top was formed in three pieces in House's shop using Concrete Solutions' Ashby System, a concrete countertop system that results in a natural stone or granite look with a matte finish. "It's done like any other concrete countertop, and



it's a very popular, unique system," House says. The completed bar top was then installed, giving the restaurant an "urban barbecue feel," according to Maggiore. "With the broken edges, colors and cracks, it makes it look like an old, rustic place," he says.

For the restaurant's floor, slip resistance was as much of a factor as color vibrancy was. House and his workers began by applying a concrete resurfacing product, followed by a dye stain in Concrete Solutions' Canyon Gold and Sunset Red. Next, to seal the floor, they applied Concrete Solutions' water-based clear epoxy and clear HP urethane sealer. They finished with a

coat of water-based urethane gloss to add sheen.

"The floor finish isn't slippery, although it has a nice gloss to it," House says. "Your feet will get a little greasy walking in and out of the kitchen, but the products on the floor allow your feet to grip onto it a little bit."

To help keep the floor grease-free, House provided the restaurant with a Concrete Solutions floor cleaner for easy upkeep.

"Slip resistance was a huge factor for the floor," Maggiore says. "So was maintenance — we wanted it to be easy to maintain and we didn't want it to lose its sheen."

And knowing that the bar top would be subject to abuse, Maggiore felt going with a rugged surface would make a few nicks and scratches seem like no big deal.

"On the bar you have glasses pounding, and we wanted it so if it chipped, it would still look natural," he says.

thcreativedesigns.com



Photos courtesy of TH Designs



Mandarin Lounge, St. Louis, Mo. Contractor: CK Concrete Design

Back in 2007, Pete Ferretti and Buddy Coy were in search of a top-notch decorative concrete contractor to create a custom-designed bar and bathroom sink for their new high-end, sultry, Asian-themed St. Louis nightclub, Mandarin Lounge. After conducting some online research, they found Chris Klipfel of St. Louis' CK Concrete Design. Now, a shimmering gold bar serves as a backdrop to nights of clubbing at the lounge, and a "his and hers" cascading waterfall sink bridges the men's and women's bathrooms at the party spot.

"Vegas nightlife was a driving force behind the design," Klipfel says, adding that the look of Palms Hotel and Casino's Little Buddha restaurant was especially influential. "The owners loved Asian concepts, blood red and gold — they were very into that."

Using glass-fiber reinforced concrete (GFRC) in a yellow color, Klipfel cast the bar top on a melamine board surface. To form the bar's custom, double roll-shape edge, he used flexible drainpipes as a mold. After 16 hours of curing, Klipfel performed a five-minute acid wash at 100 percent concentration, which toned down the bright yellow color and resulted in an aged look. He finished with a polyaspartic polyurea sealer.

"We did a light and fast acid wash to bring out the irregularities in the casting," Klipfel says. "It starts knocking down to rusty, burnt hues and has an aged effect. A lot of Asian things are aged, old and stand the test of time."

To create the "peekaboo" sink (the design allows men and women to see through into the opposite bathroom while washing up), Klipfel ordered a custom-made acrylic skylight in the shape of a sink to cast on. He formed a sloped, receding sink edge using a mold of plywood and plexiglass to create a smooth casting surface. He cast the sink using GFRC and gave it a traditional acid wash in a rust color, followed by a polyaspartic polyurea sealer.

Mandarin Lounge owners brought in New York City-based designer Scott Kester to design the sink. Co-owner Pete Ferretti says it creates a focal point in the bathrooms. "We always try to do one thing that stands out, and we had the opportunity to do that in our bathrooms because we had the space," Ferretti says.

Durability was a factor in the choices of materials used for the project, especially the bar. Klipfel says he chose



GFRC and a polyaspartic polyurea sealer for their strength, and so far, he's only had to reseal the bar top once. "You'd be surprised at the amount of abuse people inflict on the bar," he says.

Klipfel adds the project's biggest challenge was physically moving the pieces into the lounge. "The restaurant space is on the second floor of the building, and it has one small, six-person elevator," he says. "We had to rent a crane, shut down the street, and lift the bar and sink up onto the second-floor patio. It was kind of scary to see thousands of dollars worth of concrete being lifted up into the air." 🚚

🌐 www.ckconcretedesign.com

Testing and Measuring Tools



Bosch Measuring Tools – GLL2-80

The new GLL2-80 from Bosch Measuring Tools offers a 360-degree dual-plane line laser.

Bosch's GLL2-80 is capable of projecting constant lines on both vertical and horizontal planes, ideal for alignment and leveling applications when installing cabinets, floor and wall tiling, drop ceilings, interior framing, decorative finish and trim work and more. For specific applications, the GLL2-80 quickly switches between dual-plane, vertical-only and horizontal-only modes, providing best-in-class flexibility for the user.

The heart of the GLL2-80's innovation is Bosch's Cone Mirror

Technology, which reflects a laser beam to project bright laser "chalk lines" in 360 degrees rather than using a motor to rotate the beam. By reducing the number of moving parts, Bosch is able to produce a laser layout tool that is more compact, lighter, easier to calibrate and simpler to use overall.

Once leveled, the GLL2-80 is accurate to within 1/4 inch over its 100-foot range. To work in bright light or to cover longer distances (up to 265 feet), the GLL2-80 can be switched to Pulse Laser Receiver Mode and can be used in conjunction with the optional LR2 Laser Receiver for even greater flexibility.

☎ (877) 267-2499

🌐 www.boschtools.com

Lignomat – Ligno-DuoTec BW

The Ligno-DuoTec BW moisture meter can measure moisture in concrete using two different methods.

The first method uses Ligno-DuoTec BW as a pinless meter. The sensing pads at the back of the meter are pressed against the surface and the meter indicates moisture close to the surface.

The second method uses the Ligno-DuoTec BW as a relative humidity and temperature meter. After drilling a hole and inserting the hole liner, an RH probe is inserted. Evaporation from the concrete slab is measured at a depth level of 40 percent of the slab thickness.

☎ (800) 227-2105

🌐 www.lignomat.com



Spectronics Corp. – Spectroline AccuMAX XRP-3000

Spectronics Corp. has introduced the Spectroline AccuMAX XRP-3000 digital radiometer/photometer. The XRP-3000 uses a dual-wavelength sensor detector to measure ultraviolet and visible light.

This microprocessor-controlled meter features automatic zeroing, integration and signal hold. It provides standard UV intensity data as well as readouts of visible irradiance in various units, and it is capable of accurately measuring a wide variety of NDT light sources. The LCD readout features plus or minus 0.2 percent linearity. The unit provides better cosine response than current generation radiometers.

The AccuMAX features a sealed sensor housing and USB cable connection with a water-resistant adapter. A special self-sealing ring on the housing helps eliminate light leakage. The sensor detector can be coupled directly to the unit or connected via the included USB cable for greater versatility. In addition to the dual UV/visible light sensor, a luminance sensor is available for technicians performing radiographic examinations.

The XRP-3000's rugged housing is equipped with a rubber protective boot for better grip and to prevent breakage if dropped. A slide-out panel allows easy replacement of the unit's 9-volt batteries.

☎ (800) 274-8888

🌐 www.spectroline.com



TQC – Dust Test Kit

For inspection pretreatment quality during protective coating jobs, TQC has developed the SP3200 dust test kit.

The ergonomic test kit designed to assess the quantity and size of dust particles on blast-cleaned surfaces. An adhesive tape is applied under specified conditions onto the blasted surface, picking up any residue of dust or blasting media when removed. The kit contains all tools required to perform the test, such as specified adhesive tape, a pictorial standard to define dust quantity and size, an illuminated magnifier, scissors, a tape-transfer sheet and a set of report forms for permanent record-keeping of sample findings.

Since these tests have to be made on-site in often harsh conditions, the kit has been designed so that all separate items fit inside a case and are secured in place when not in use. The report forms also offer ways to note other relevant parameters during pretreatment inspection, such as condensation and dew point, roughness, salt contamination and visual cleanliness.

☎ (800) 762-2478

🌐 www.gardco.com



Wagner Electronics — Rapid RH

The Rapid RH sensor tool offers a fast, accurate moisture test for concrete slabs. It makes relative humidity testing for concrete slabs faster, simpler and more precise.

The Rapid RH is 10 times faster than traditional testers, providing rapid initial readings with instantaneous additional readings, and it is easy to install and use. It includes a certificate of calibration, and no ongoing calibration is required. In addition, it can be fit beneath the surface of concrete and does not impact ongoing construction. 🛠️

🌐 www.rapidrh.com

🌐 www.wagnermeters.com





New microtopping from Arizona Polymer

Arizona Polymer Flooring has introduced Cem-Rez HT as part of its newest family of products, the Cem-Rez concrete resurfacing line.

This microtopping product can be installed in one application and troweled multiple times for a unique finish. These properties make it possible to achieve surfaces that range from soft texture to smooth. The material's high compressive strength gives it a dense and abrasion-resistant surface that can be troweled to a featheredge.

Cem-Rez HT is designed exclusively for interior applications. Due to its high durability, it is particularly well suited for high-traffic, commercial applications such as restaurants, retail locations and casinos. Cem-Rez HT readily accepts APF acid stains and dyes, which are available in a vivid array of colors and earth hues.

The full line of Cem-Rez products

includes overlays for textured pool decks and ultrasmooth microtoppings for interior floors.

☎ (800) 562-4921

🌐 www.apfepoxy.com

Deco-Pour introduces water-based dyes for polished concrete

Following four years of in-field testing, Deco-Pour is formally introducing field-tested water-based dyes for the polished concrete industry. The dyes address the inherent safety concerns of utilizing acetone on the job site, and they provide greater coverage without the concern of dye separation.

Deco-Pour's standard dye colors encompass the top-specified color choices of the past five years, along with the addition of a true warm grey. Their coverage rate averages 1,500 square feet per gallon for two applications.

In conjunction with the introduction of the dyes, Deco-Pour is introducing the Deco-Pour Tint Pack,

which helps when adjusting standard dye colors. The Tint Pack includes black, red, white and yellow tints.

☎ (360) 668-2218

🌐 www.decopour.com

Texture mats from Brickform

Brickform, a division of Solomon Colors Inc., has announced its new Contractors Choice Texture Mats.

Analyzing feedback from contractors, Brickform developed, tested and is now manufacturing a line of very tough and effective mats to create textures preferred by contractors. This new line includes “top ten” favorites such as Herringbone Used Brick and European Fan. All are easy to use, tough and durable, and each should be a boost to contractors’ bottom lines.

🌐 www.brickform.com



New countertop mix from Butterfield

Flat Out Countertop Mix is a new fast-setting two-component cementitious concrete mix from Butterfield Color.

This mix is glass-fiber reinforced, polymer-modified and self-consolidating. It is designed for quick production of pan-molded countertops, tabletops, concrete panels and other architectural precast shapes and pieces. After about three hours a piece will be set enough to demold. After about 24 hours the piece can be sealed and installed. Flat Out can be stained or integrally colored.

☎ (800) 282-3388

🌐 www.butterfieldcolor.com

Finishing tools from Twintools

Twintools Development has created two new finishing tools, the Edging tool and the Field tool. The Edger, which is 6 inches by 11 inches, can be pushed or pulled through freshly poured concrete to create a border. The Field tool can be used to create patterns, also by pushing or pulling it through fresh poured concrete. They are made of metal and are powder-



coated. In addition to their decorative uses, the Edging and Field tools help installers direct water drainage. They attach easily to any pole handle.

🌐 www.twintools.net

Rinse-water solution from GrayAgain

GrayAgain LLC has released GrayAgain Colored Rinse Water Solution, which is designed to significantly reduce the amount of hazardous wash water produced and time spent cleaning a concrete mixing drum following the use of integrally colored concrete.

GrayAgain is a colored rinse-water solution that turns colored concrete back to gray for disposal purposes. It contains finely milled synthetic iron oxides, natural pigment and dispersing agents. The solution enables producers to deliver more concrete per day by maximizing truck utilization and reducing labor costs. Also, it reduces hazardous rinse water disposal by as much as 95 percent. Cleaning with GrayAgain requires no more than 10 to 20 gallons of water and five to 10 minutes of time. GrayAgain rinse water can be discharged into reclaimers or settling ponds without the fear of discoloring future concrete loads.

☎ (877) 810-367

🌐 www.grayagain.com

Color refurbisher from L.M. Scofield

Scofield Revive Color Refresher from L.M. Scofield Co. was developed to improve the appearance of existing, unsealed exterior colored or uncolored concrete surfaces in need of refurbishment or renovation. It adds a measured amount of color to the concrete without producing a paint-like appearance. It's ideal for contractors who want to bring faded concrete color back up to that new look or bring consistency to mismatched color.

Revive Color Refresher penetrates and reacts with the concrete, so no film is formed — Revive's colors become part of the surface. The resulting look approximates the appearance of newly placed concrete. Revive Color Refresher is formulated for easy installation on horizontal concrete surfaces using hand-pump sprayers or rollers. It can approximate all colors depicted on Scofield's color chart A-312 Chromix Admixtures for Color-Conditioned Concrete.

🌐 www.scofield.com

An alternative to traditional cement concentrates

Amerimix, Bonsal American's brand of commercial bulk and bagged mortars, stuccos and grouts, has introduced greencore 65=80, an environmentally friendly masonry/stucco cement concentrate.

Amerimix greencore 65=80 offers the bond strength of mortar with the workability of stucco. Greencore 65=80 uses 19 percent less material than conventional alternatives. When mixed with





Product News



Unmatched in versatility, this stain gives you everything you need all in one product. UV Protection makes this stain perfect for interior and exterior applications. You can add this stain to lacquer thinner, acetone, water, beer, wine, and denatured alcohol. It may also be added to most sealers. When combined with Beerbind and most densifiers/hardeners, you can color, densify and polish in one easy process. If mixed in lacquer thinner or acetone, it will penetrate most sealers.

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.



Also try GG Ultra Seal
& GG VO-Seal™



541-678-7364

www.gginnovativeproducts.com

sand on a job site, a 65-pound bag of Greencore 65=80 yields the same amount of mortar as a typical 80-pound bag of masonry or stucco cement. It may also be used where requirements call for portland and lime applications.

Amerimix greencore 65=80 is formulated for lower air content to help eliminate voids and bubbles. Its high moisture retention offers improved curing and better finishing. It can also be pigmented for architectural specifications.

☎ (888) 313-0755

🌐 www.amerimix.com

Sealer from Concrete Coatings

Concrete Coatings Inc. has announced a sealer that aids the curing process of freshly placed concrete.

ProSeal 18 is a nonyellowing acrylic solvent-based sealer that performs like a cure-and-seal but isn't one. Actual curing and sealing agents are usually meant as sacrificial coats and often need to be removed before applying a finish sealer. ProSeal 18 does not need to be removed prior to using a finish sealer, as it is not a sacrificial coat.

ProSeal 18 contains the same resin as SuperSeal and GemKote, allowing complete compatibility with these sealers. The sealer is available with VOC content of 650 grams per liter, 400 grams per liter, or, on request, less than 100 grams per liter.

🌐 www.concretecoatingsinc.com

ProSpec's floor repair coating

ProSpec has expanded its line of flooring repair products with the introduction of Level Set Deep Pour 3.

Level Set Deep Pour 3 can be poured at up to 3 inches in one lift to create a durable surface for floor-covering installation. This product offers a value-added alternative to gypsum, providing 50 to 100 percent greater build per lift than conventional self-leveling underlayments. It is also compatible with gypsum-based substrates.

Level Set Deep Pour 3 features Expansion Stabilization Technology, a special additive designed to reduce the potential for cracking and shrinkage. It is calcium aluminate-based and

features Rapid Cure Technology for improved strength, curing, workability, and performance.

RCT provides quick, high-strength development and fast curing without sacrificing workability

or working time. It also prevents efflorescence, controls the shrinkage during curing and provides greater long-term performance.

Level Set Deep Pour 3 is environmentally friendly, containing more than 20 percent preconsumer recycled material. It also incorporates a lower-alkaline binder system, which prevents organic adhesives and coatings from alkali decomposition and secondary VOC emission.

☎ (800) 738-1621

🌐 www.prospec.com

ProSpec debuts Floor Patch Pro

ProSpec has introduced Floor Patch Pro, a polymer modified, cement-based patching compound.

Floor Patch Pro is a single-component product that requires no priming and is designed for use over concrete, wood and cement terrazzo substrates as well as cutback residue adhesive.

Floor Patch Pro was developed for interior applications from featheredge to 2 inches in depth. It contains no large aggregate and creates an ultrasmooth finish. It accepts tile and stone installations in just one hour and moisture-sensitive floor coverings in two to three hours.

Floor Patch Pro meets floor covering industry standards for strength, reaching an ultimate compressive strength of more than 3,500 psi.

☎ (800) 738-1621

🌐 www.prospec.com



Braxton-Bragg now offers Smith Color Floor

Braxton-Bragg LLC has introduced a new line of concrete stains to its family of products for the stone and polished concrete industry. Smith Color Floor is a water-based stain that creates a natural look. It is user-friendly, since there are no solvent or acid odors.

Its state-of-the-art acrylic polymer formulation and superior adhesion makes it an ideal multitasking product, and it can be used with concrete, brick, plaster and natural stone as well as other surfaces. It is both UV-light and weather resistant, and it can be immersed in water. Smith Color Floor can be applied to previously sealed surfaces, reducing preparation time. Application methods include airbrush, production gun, pump sprayer, sea sponge and bristle brush. Requiring only a sealer coat over the stained surface, it creates a durable finish.

☎ (800) 575-4401

🌐 www.braxton-bragg.com

Mapei releases new decorative concrete topping

Mapei has combined products from its Tile & Stone Installation Systems category with a universal admixture from its Concrete Restoration Systems line to produce decorative concrete toppings with improved flexural strength and workability.

When the new Planicrete UA is mixed with Keracolor U or Ultracolor Plus grouts, which come in 36 colors, the resulting toppings open up a world of opportunities for concrete artisans. Keracolor U mixed with Planicrete UA produces an exceptionally smooth unsanded microtopping, while the addition of Ultracolor Plus to Planicrete UA creates a sanded microtopping for application on profiled or uneven substrates. Besides 36 standard colors, pigment may be added to the gray or white versions of each grout to create a practically endless color palette. When it is sealed with Mapei's Mapefinish Wet Look, the finished surface exhibits additional durability and ease of cleaning.

In addition to the colored grouts, Planicrete UA can be mixed with Mapei's Concrete Renew concrete resurfacer to increase its bond, flexural and tensile strengths in addition to increasing durability and enhancing workability on exterior surfaces. These same advantages are gained when Planicrete UA is combined with a number of Mapei's mortar mixes and patches, including Mapecem Quickpatch and 4 to 1 Mud Bed Mix.

☎ (800) 426-2734

🌐 www.mapei.com



New products from Concrete Coatings

Concrete Coatings Inc. has announced a new concrete efflorescence and antique release remover. This product is biodegradable and removes cement-scale and antique release. It is available in a 1-gallon container.

Also new from Concrete Coatings is a fast-setting crack repair and void filler that can be ground after 30 minutes, greatly improving the time required to achieve repairs. CR-FAST has very low viscosity, which allows for deep penetration into microcapillaries of concrete. CR-FAST may also be combined with selected aggregate for a high-strength repair.

CR-FAST comes in cartridges and 2- and 10-gallon containers.

The company has also released a sealer that meets VOC limits imposed in Illinois. GemKote 350 VOC sealer is an aromatic acrylic sealer that can be applied to almost any surface. Due to the solvent formulation, this sealer is quick-drying and has a gloss "wet-look" finish. GemKote 350 is available in 1-gallon, 5-gallon and 55-gallon containers.

🌐 www.concretecoatingsinc.com

New rust remover

SealGreen has released Rust Stain Remover for Concrete. Designed to make a concrete or stone surface look like new, Rust Stain Remover works in minutes and will not damage or bleach the surface. It is ideal for use on sidewalks, driveways, stone and concrete walls, paver blocks and precast concrete.

It is easy to use — simply mix with water to form a clear gel. No scrubbing is required. Rust Stain Remover will not harm grass or other vegetation, is odorless, and is completely water-soluble.

Rust Stain Remover is available in a 1-quart container, which will clean approximately 64 square feet when mixed with water.

🌐 www.sealgreen.com



The Leader in Liquid Mold Rubber for Cast Concrete

Polytek products have proven they perform BEST.

- ♦ Make the longest lasting molds, liners & stamps!
- ♦ Create the most realistic castings & textures!

Let us show you how. Call our experts today and get your project started.

800.858.5990 | www.polytek.com





Sakrete introduces concrete remover

Sakrete has introduced Concrete Dissolver, an environmentally friendly product 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.

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

☎ (800) 738-1621

🌐 www.sakrete.com

ProSpec unveils Moisture Vapor Reducer

ProSpec has expanded its line of flooring repair products with the introduction of Moisture Vapor Reducer.

Moisture Vapor Reducer lowers the moisture vapor transmission rate of a concrete substrate by up to 80 percent, taking a substrate that emits 15 pounds of moisture per 1,000 square feet in 24 hours down to less than 3 pounds per 1,000 square feet in 24 hours.

The product is ideal where quick return to service is required. It can be applied to green concrete as little as 14 days old and features a rapid drying formula that allows same-day flooring installation.

Moisture Vapor Reducer is an environmentally friendly product that is solvent-free, nonflammable and emits no volatile organic compounds.

☎ (800) 738-1621

🌐 www.prospec.com



WerkMaster releases new Scarab grinder

The WerkMaster Scarab from WerkMaster is a new variable-speed, five-disc hand grinder with a removable stand-up handle that is ideal for concrete, stone and terrazzo surfaces. It can be used on stairs, countertops, floors, walls, ledges, and tough-to-reach areas.

The Scarab features a five-head system that works with standard 3-inch polishing pads, sandpaper, diamond abrasives or PCD abrasives for tough coating removal. It can be used either wet or dry. The Scarab can be hand-held for countertops, walls, railings or ledges, or it can be used with a removable handle on stairs, floors, boat decks and more. Because of its small size, it can reach behind toilets, around plumbing, along bathtub ledges and stair risers, and into linen closets and other hard-to-reach places.

The Scarab can be used on concrete, terrazzo, stone and virtually any hard surface material.

☎ (866) 373-9375

🌐 www.werkmaster.com

General Equipment designs grinder for ease of use

General Equipment Co.'s new DG7 surface grinder harnesses the performance of a professional-duty, high-speed surface grinder in a small, ergonomic design.

The DG7 is a popular choice for concrete grinding and polishing jobs because of the machine's unmatched versatility and ease of operation. It also allows the operator to work in an upright position.

It's powered by a 2,300-watt high-speed grinder, which can use a wide variety of 7-inch diamond segment discs to perform many types of concrete grinding and other surface preparation applications. To aid in producing a level surface, dual gas shocks are incorporated to dampen the grinder's recoil. The DG7 can also handle small concrete polishing jobs when used with General Equipment's Pro Polish attachments.

The machine weighs just 55 pounds, and its small size allows it to fit in the trunk or back seat of compact vehicles. It can even be disassembled to reduce size for transport.

Other features include an ergonomic handle, which allows the machine to be operated from either side, and the handle's height adjustment. The DG7 also includes a 2 1/4-inch diameter vacuum connection port.

☎ (800) 533-0524

🌐 www.generalequip.com



New grinder from Metabo

Metabo Corp. now offers the 6-inch WEPA14-150 Quick small angle grinder, featuring a unique auto-balance system that extends tool and wheel life while making it safer and more comfortable to use.

Metabo's new auto-balance technology replaces a traditional backing flange with an auto-balancing flange pressed onto the spindle. Ball bearings automatically offset out-of-balance conditions present in the grinding accessory while the tool is in use, reducing vibration significantly. The new grinder also decreases the risk of cumulative work-related disorders such as white-finger syndrome, minimizes operator fatigue, and can potentially increase the life of a grinding disc by 50 percent.

The WEPA14-150 Quick is ideal for heavy-duty cutting and grinding applications, and it features a long-lasting 12.2-amp motor. An improved and sonically balanced fan paired with improved venting and more efficient internal ducting has increased air flow over the motor by 15 percent. The Vibratex



side handle also reduces vibration.

Weighing just 6.1 pounds, the grinder delivers 1,400 watts of power, 31 inch-pounds of torque and a no-load speed of 9,000 rpm.

www.metabo.com

Grace introduces pervious concrete admixture



Grace Construction Products has introduced V-MAR VSC500, its first concrete admixture formulated specifically for pervious concrete. This new-generation liquid admixture, which incorporates a patented biopolymer, is designed to enable the production of superior quality pervious concrete by imparting an enhanced paste rheology and controlling the hydration of cementitious materials.

This pervious concrete admixture offers several advantages over conventional pervious concrete, including consistent quality, enhanced productivity, broader moisture tolerance, reduced evaporation and uniform compaction. V-MAR VSC500 meets the provisional requirements for an ASTM C494 Type D admixture.

www.graceconstruction.com

Blastrac introduces ride-on shotblaster for big jobs

Blastrac, NA has announced its new 1-16DB ride-on shot blaster. The 1-16DB is an ideal shotblaster for parking garages, industrial plant and warehouse floors, and bridge and highway work — improving both macrotexture and microtexture.

The new Blastrac machine features an enhanced trouble-free hydraulic drive system, offering better productivity when cleaning and preparing concrete or steel surfaces. The 1-16DB utilizes paddle-wheel technology in the blast head, producing a 16-inch wide blast

path. The operator can strip, clean and profile surfaces simultaneously at a rate of up to 3,500 square feet per hour.

Airborne dust and contaminants are efficiently collected and contained through an onboard vacuum with a new “twin-bag” dust collection system.

Powered by a 49-horsepower Deutz



diesel engine, the 1-16DB meets Tier 3 EPA regulations. A hydrostatic transmission offers smooth driving at travel speeds of up to

200 feet per minute.

[\(800\) 256-3440](tel:(800)256-3440)

www.blastrac.com



Demo at World of Concrete 2010

Transform ordinary concrete into a work of art inspired by mother nature.

ColorJuice™ is an extremely durable, sun and weather resistant concrete silicate colorant, designed to protect and beautify concrete surfaces. Whether indoor or outdoor, transform ordinary concrete into inspiring living areas.

- Beautify and Strengthen All In One Application
- Formulated with State-of-the art Nano-Technology
- Earth Friendly
- Contains Concrete Hardener

Just add water!

Color JUICE
CONCRETE SILICATE COLORANT

1.800.592.9320
www.adcsc.com



AMERICAN DECORATIVE CONCRETE
the makers of AMERIPOLISH®





Association News

American Concrete Institute New resource for contractors and craftsmen released

The American Concrete Institute has released two resources designed to educate and inform concrete contractors and craftspeople.

First, an audio version of the third edition of The Contractor's Guide to Quality Concrete Construction, a joint publication of the American Society of Concrete Contractors and ACI, has been released. The audio version is accompanied by a printed supplement containing figures, tables, and checklists from the hard-copy document.

Second, ACI also announces the availability of the third edition of "Slabs-on-Ground" from the ACI Concrete Craftsman Series. This completely rewritten document is especially useful for those interested in earning ACI Concrete Flatwork Finisher certification.

 www.concrete.org

Spring seminars offered

The American Concrete Institute has announced five educational seminars to be offered this spring to help the concrete professional remain up-to-date on concrete construction and technology.

Concrete Repair Basics will be held in Miami, Milwaukee, Wis., Baltimore, Phoenix, Ariz., and Nashville.

Concrete Slabs-on-Ground will be held in Seattle, Charlotte, N.C., Boston, Kansas City, Mo., and Chicago.


Reinforced Concrete Design, from ACI and PCA, will be held in San Francisco, Orlando, New Brunswick, N.J., and Cincinnati.

Simplified Design of Concrete

Buildings of Moderate Size and Height, from ACI and PCA, will be held in Chicago, Washington, D.C., Portland, Ore., Los Angeles, Atlanta, and Dallas, Texas.

Troubleshooting Concrete Construction will be held in San Diego, Philadelphia, Indianapolis, Jacksonville, Fla., and San Antonio, Texas.

In addition to getting up-to-date information at each seminar, attendees receive 0.75 Continuing Education Units or 7.5 Professional Development Hours per day, plus free ACI publications.

 (248) 848-3815

 www.concreteseminars.com

American Shotcrete Association New president, officers announced

The American Shotcrete Association has announced new president Patrick Bridger, of Allentown Shotcrete Technology Inc., and the 2010 class of new officers and directors.

Bridger has been elected by the ASA membership to a two-year term as president. The president of Allentown Shotcrete Technology, he has been involved in the shotcrete business for more than 25 years. He is a member of ACI committees 506, Shotcreting, and C 660, Shotcrete Nozzleman Certification. Bridger is also an approved educator and examiner for the ACI Shotcrete Nozzleman Certification Program.

The ASA membership has also elected the following individuals to leadership roles in the association. Joe Hutter, King Packaged Materials Co., was elected to a two-year term as vice president. Elected to one-year terms were secretary Michael Cotter, consultant, and

treasurer Ted Sofis, Sofis Co. Inc.

Bridger, Hutter, Cotter and Sofis, plus immediate past president Chris Zynda, of Joseph J. Albanese Inc., will serve as ASA's 2010 Executive Committee.

Four new ASA directors were also elected. The new directors are William T. Drakeley Jr. of Drakeley Industries LLC, Charles Hanskat of Concrete Engineering Group LLC, Tom Norman of Airplaco Equipment Co., and Ray Schallom III of Allentown Shotcrete Technology Inc. These individuals, plus five previously elected directors and the ASA Executive Committee, form the 14-member ASA Board of Direction.

www.shotcrete.org

American Society of Concrete Contractors

Officers and directors elected

Clay Fischer, president of Woodland Construction Co., in Jupiter, Fla., has been elected first vice president of the American Society of Concrete Contractors for 2010-2011. Scott Anderson of Houston, Texas, Mike Poppoff of Moxie, Wash., and Thomas Zinchiak of Woodbine, Md., were re-elected vice presidents. Harry Moats of Douglasville, Ga., was re-elected secretary/treasurer. Peter Emmons of Structural Group in Hanover, Md., and Shawn McMahon of McMahon Contracting LP in Irving, Texas, were elected as new directors.

The Decorative Concrete Council, a specialty council of the ASCC, re-elected Frank Lewis, regional manager of The Coatings Group in Arlington, Texas, as council director. Paul Schneider of Cincinnati was re-elected secretary/treasurer. Ray Brooks of Sioux Falls, S.D., Clark Branum of Marysville, Wash., Ed Benus of Seffner, Fla., Clyde Cobb of West Columbia, S.C., Priscilla Dunn of Murfreesboro, Tenn., Marshall Hoskins of Columbia, S.C., Dionne Hutchings Ojeda of Dallas, Texas, Byron Klemaske II of San Diego, Jim Mullins of Naperville, Ill., Joe Nasvik of Addison, Ill., Kevin Percy of Walpole, Mass., Rob Sousa of East Providence, R.I., Kevin Sullivan of Walpole, Mass., and Wes Vollmer of San Antonio, Texas, were elected as members of the DCC Advisory Council.

The ASCC Safety and Risk Management Council re-elected Chris Plue, director of construction at Webcor Concrete in Hayward, Calif., as council director and Steve Pereira of Professional Safety Associates in Denham Springs, La., as secretary/treasurer.

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

www.asconline.org

Concrete Sawing & Drilling Association

Certification program launched

The Concrete Sawing & Drilling Association has launched the three-level CSDA Certification Program for sawing and drilling contractors.

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 besides meeting the criteria set out for the first level. It must also prove it has taken part in basic training or certification programs. Level 3 will provide 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.

[\(727\) 577-5004](tel:(727)577-5004)

www.csda.org

National Ready Mixed Concrete Association

Cemstone's Becken named chairman, receives award

Tim Becken, Cemstone senior vice president of operations, was installed by the National Ready Mixed Concrete Association membership as the chairman of its Board of Directors. Becken succeeds Henry Batton of Concrete Supply Co., of Charlotte, N.C.

Becken also received the NRMCA's Joseph E. Carpenter Award for his lifetime contribution to improving ready-mixed concrete operations.

www.cemstone.com



CLEARLY. Superior

- ✓ 10 Times Faster
- ✓ Lowest Cost per Test
- ✓ Simplest to Use
- ✓ Easiest to Comply with ASTM F2170
- ✓ Most Reliable Results

RAPIDRH™

Fast, Accurate Moisture Test For Concrete Floors

FIND A DISTRIBUTOR OR ORDER ONLINE: www.rapidrh.com



1-800-581-3068

CTL GROUP

Building Knowledge. Delivering Results.

U.S. Patent 7,231,815. Patents Pending



Concrete Quarters

The Latest UV
Sealing Technology



EAP Sealer

Product Training



519

SURFACE

Sealers and Specialty Coatings,
Colorants, Training, Cleaners and Mixes

800.475.1975

www.surface519.com

Take your concrete from **GRAY TO GREAT!**

Create high-performance
concrete floors in an infinite
variety of colors and effects
with Consolideck GemTone
Stains and Consolideck
ColorHard for polished and
unpolished concrete floors.



CONSOLIDECK®
HIGH PERFORMANCE CONCRETE

Flooring products that make concrete floors harder, denser,
shinier, more colorful and less costly to install and maintain.
Newly installed • Existing

www.consolideck.com

www.prosoco.com

800-255-4255

PROSOCO
SINCE 1939



NSF REGISTERED
Consolideck® LS®
Consolideck® LS/CS®



SCS Gold certified products:
Consolideck® LS®
Consolideck® LS/CS®
Consolideck® LS/Guard®

Manufacturing Seamless Flooring Systems For 71 Years!



MIRACOTE

Providing Scientifically Superior™
Decorative Overlay & Repair Products

Where Restoration & Decorative Worlds Meet

Decorative Concrete Products

Microtoppings, Overlays, Stains and Sealers

Environmentally Friendly Products For Green Sustainability In Construction!



www.miracote.com

Visit us at the Concrete Decor Show!

Toll Free 877-MIRACOTE (877-647-2268)

SP Systems®

Simply the Best!

ARE YOU CONSISTENTLY
BUYING SEVERAL SPRAYERS
TO FINISH ONE JOB?

DO THEY STOP WORKING BEFORE
THE JOB'S DONE?

SAVE \$\$, BUY QUALITY

YOU ASKED FOR IT:
STRONG, CAPABLE, QUALITY
High Density Polyethylene
Spray Units for the Professional



MULTI-PURPOSE SPRAYERS:

• Xylene • Toluene • Bond Breakers • Curing Compounds
• Sealers (Water & Oil Based) • Citrus Cleaners • Form Oil • Diesel
Solvent Sprayers capable of spraying up to 30% Solids

ACID SPRAYERS:

• Muriatic
• Phosphoric • Hydrofluoric



FOR USE WITH ACIDS ONLY!

Acids Sprayer made of quality
they won't melt in your hands

ACETONE SPRAYERS:

• Decorative Concrete
Applications & Staining
• Overspray Clean-up

Strong Sprayers
that last more
than one job



FOR USE WITH ACETONE, OR ALCOHOL ONLY!

Also available from SP Systems are a wide variety of Nozzles and Spray Shields

1618 Stanford St., Suite C. Santa Monica, CA 90404

PO Box 7098, Santa Monica, CA 90406 Phone 800.457.3440 310.449.1492 Fax 310.449.6912

www.spsystemsllc.com



Visit our website for our complete range of designs, products and techniques

www.modello designs.com

Our Modello® Masking Patterns make decorative concrete techniques easy!

- ETCHING
- STAINING
- EMBOSSING
- STENCILING
- SANDBLASTING
- INLAID EFFECTS

800.663.3860

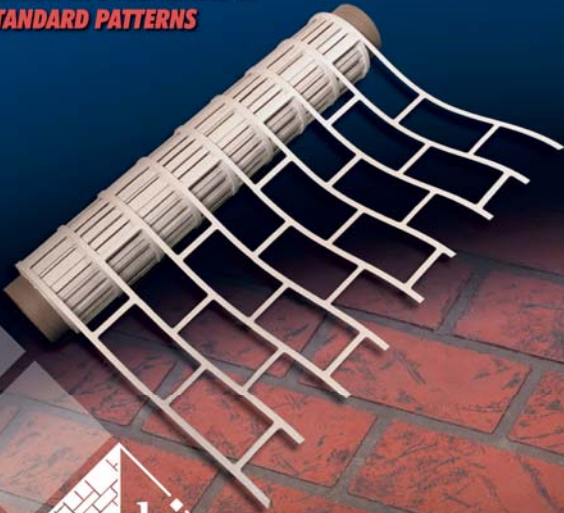



Now Distributing & Teaching Aurastone™

Stock Up & Save!

TAKE 5% OFF ANY 5 BOXES OF STENCIL, 10% OFF 10 BOXES, OR 15% OFF 15 BOXES

MIX & MATCH YOUR CHOICE OF 40 STANDARD PATTERNS

Your Stencil Source
decrete.com 866-332-7383

MANUFACTURER OF STENCILS FOR CAST-IN-PLACE, VERTICAL & COATINGS MADE IN THE U.S.A.

advertise advertise advertise

it pays to advertise

advertise advertise

call today for ad rates

toll-free 877-935-8906

www.concretedecor.net

Water Is FREE... Why Pay For It?

HALF-PRICE POLYMER

HIGH PERFORMANCE CONCENTRATED POLYMER

POLY 600

1 DRUM (\$1049) = 55 GALLONS
(\$95.36 / 5 GALLON BUCKET)



Poly 600 also available as a TOTE



1 TOTE = 275 GALLONS = 5 DRUMS

NEW!

POLY 686

DRY POLYMER

5 Gallons \$99.00 + Shipping

Buy Direct from the Manufacturer!



PERFORMANCE POLYMERS

TO ORDER CALL: (800) 983-6993

www.ConcreteOverlayPolymer.com

Concrete Marketplace



SINK MOLDS FOR CONCRETE COUNTERTOPS

OVER 25 STYLES AND GROWING!
For Kitchen and Bath

CreteMolds.com

Farm Sinks
Ramp Sinks
Vessel Sinks
Accessories and more

Learn the art of vertical concrete application

Train with the very best, Nathan Giffin of Vertical Artisans
June 23-25th in Oklahoma City at The Stamp Store

Call for reservations 888-848-0059
www.thestampstore.com



SBC Concrete Carpentry Wall Panels

THIS Class Package Includes:

- 2 - 55 gallon drums of Urethane Mold Making Material
- 1 Master Molds, Starting With Stack Stone Pattern with the ability to add each of the additional 8 patterns at an additional cost when you are ready
- 3 years of unlimited updates of Better & Faster Conceptions of the new generation of Vertical Concrete.
- Discounts for the purchasing of Multiple Cities.

NEW CLASS OFFERED BY SBC

MIP LEARN TO CREATE CONCRETE PANELS FOR UNDER \$11.00 PER 12 SQ. FT. PANEL. This Hands-On Class Includes EXCLUSIVE RIGHTS to your City & Also Includes All Other SBC Training Courses on DVD'S.

WALL CRETE CARPENTRY PANELS
INSTALL WITH NAIL GUN CUT WITH HAND SAW

- Includes EXCLUSIVE RIGHTS to your City.
- Includes a Hands-On training by SBC
- Learn how to create Panels for under \$11.00 Per 12 SQ. FT. Panel.
- Also Includes All other SBC Training Courses on DVD'S.
- 3 Year Ongoing Training Membership (worth cost by itself), Bryan is now your full time product development guy!

Secure Your Opportunity Now!
www.BetterPaths.com
800-324-1719

Braxton-Bragg

carries all the concrete supplies you'll need from decorative concrete to concrete floor polishing.
Call us NOW or go online!



Braxton-Bragg
www.braxton-bragg.com

Call NOW Toll Free **800-575-4401** or Fax Your Order **800-915-5501**

THE ONLINE DECORATIVE CONCRETE SOURCE FOR:

- Admixtures
- Aggregates
- GFRG
- Molds/Forms
- Pigments
- Polishing
- Shop Equipment & Supplies



Ask about our BUILD-A-PALLET program

847-515-2232
info@concretecountertopsupply.com


Place your orders online!
www.concretecountertopsupply.com
www.gfrgstore.com

HoverTrowel

MAKING THE JOB EASIER

Weighing less than 50 lbs, having interchangeable air or gas motors with a wide variety of blades and floats, the HoverTrowel is the only power trowel in the industry designed specifically to finish overlays.

610-856-1961
www.hovertrowel.com




Tru Tex Tools and Contractor's Kit
Tru Pac Conversion Kits for vertical and countertop
Tru Impressions Stamps, Stains, and Sealers

Waltools.com
Tru Value, Tru Service

CONTRACTOR SOURCE
888 263 5895

KNEEL, SIT & ROLL on the RACATAC with CHEST SUPPORT

"Takes the pressure off your knees & body, lets you move easily!"



Free up Both Hands! **Increase Profits in Comfort!**

RACATAC PRODUCTS INC. **337-886-1222** **www.racatac.com**

- * Aluminum Frame
- * Adjustable
- * Tool Tray
- * 2" or 3" Casters

C.C.S. concretecountertop SPECIALTIES *Your One Stop Shop for Concrete Countertop Supplies!*

- Polishers & Pads
- Floor Polishing
- Saws & Blades
- Mixers
- Router Bits
- Much More!

Now Distributing:
BLUEconcrete
PIGMENTS • AGGREGATES • MIXTURES

YOUR IRVING
SALES & RENTAL HEADQUARTERS

Toll Free: 866.902.7311
www.concretecountertopspecialties.com

CONCRETECH

Patching & Restoration
Color Hardeners
Release Agents
Sealers

Overlays & Stamp Mats
Integral Pigments
Stains and Dyes
Epoxies & Urethanes

CONCRETECH

Complete Decorative Concrete Solutions
Manufacturing in British Columbia & California

decorative concrete products

www.concretechproducts.com Toll Free: 1.877.952.0157

Go green. Make green.™

With **NYCON-G**
fiber reinforcement.

An advanced-technology fiber made from 100% reclaimed nylon, NyconG is the only fiber that increases value in "green" construction materials.

We offer a full line of reinforcing fibers for all your applications, including nylon, polypropylene, AR glass, PVA, steel, PET, and cellulose.

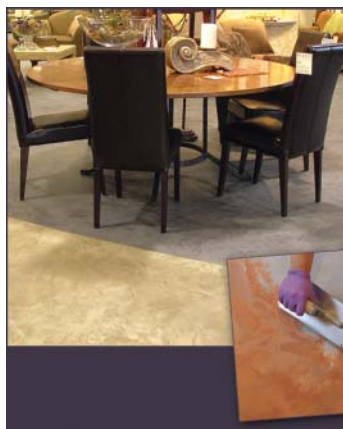
Call 800.456.9266 or visit www.nycon.com

* Protected by U.S. Patents 6,971,784 and 7,563,017
Other U.S. and foreign patents pending



NYCON

New Nycon, Inc.
One Neshaminy Interplex Suite 201, Trevese, PA 19053
Helping you build smarter and better.™



DECORATIVE CONCRETE
FLOORING SYSTEMS

- Environmentally Friendly
- Sophisticated Look
- Economical

1-800-444-7833
www.skimstone.com



One Stop Shopping for all your
Decorative Concrete Supplies
and Training

866-854-8881

www.decorativecs.com



The Concrete Overlay Experts™

800-995-1716

Training info and registration online at
www.Super-Krete.com

Training for the New Generation in Decorative Concrete!

- Concrete Countertops • Vertical Concrete • Concrete Wall Panels • Overlays
- Rock & Water Features • Water Walls
- Kitchen Cabinets • Advanced Color, Concrete Trees & More



www.BetterPaths.com

U.S. 800-324-1719 International 602-550-2930



SURFACE GEL TEK™

Flattoo™ Workshops
(Tattooing images into
flat concrete surfaces)

Last Saturday of every month in Mesa, AZ.
Basic to advanced graphics in each class.

Increase your earning potential, best 8 hours
you'll ever invest in!!

Call 888-872-7759 for more info.

SINCE 1986



ULTRA SURFACE® PRODUCTS
www.concretesolutions.com

TRAINING CLASS WORKSHOPS
Decorative Concrete Overlays
Resurfacing and 1/4" Stamping
Spray-Top®, Stains and Dyes
Ashby Concrete Countertop System

Visit our website for Training Dates

(800) 232-8311

Se Habla Español

**Decorative Concrete Overlay
Products, Tools and Supplies**

Final Pour



Bob and Lee Ann Harris led volunteers and workshop participants in completing the Aloe Vera Courtyard at the Children's Museum of Phoenix. Materials came from Brickform, Smith Paints and Borders Construction Specialties. Hanson Aggregates of Arizona donated concrete.

Bob Harris at the Children's Museum

Bob Harris of the Decorative Concrete Institute was asked about his experience training and working at the Children's Museum of Phoenix as part of the Concrete Decor Show & Decorative Concrete Spring Training. This is what he told us:

This was a perfect situation for us as well as many other artisans working at the museum to showcase decorative concrete and its diverse range of applications. People were amazed that we could transform a nonfunctional gravel courtyard into a colorful piece of art. As a matter of fact, a few museum employees were so inspired by the work, we heard that they were going to get married on the new courtyard, which is a testament to the influence decorative concrete can have.

Oftentimes in a training environment, unfortunately, some of the beautiful artwork is disposed of. In

this case, it is very gratifying to know that all of the artisans' work has become a permanent feature of the museum for many future generations to enjoy through the years. Not only has all of the work performed at the museum enhanced the overall curb appeal of the property, it has also provided a canvas for children to explore, where they can develop their own conclusions about the work, which is what the Children's Museum of Phoenix is about.

When one reflects on what is happening, this type of environment is truly special. There is no debating, no finger-pointing, no I'm-better-than-him-or-her type of attitude. It is about a passionate group of decorative artisans willing to dedicate their own time, materials and knowledge for the same common goal, which is to expose and grow the business of decorative concrete. Everyone involved was more

than willing to help out despite, in some cases, some companies being fierce competitors. It is refreshing to see this type of atmosphere.

I think one can see after the Phoenix event that decorative concrete applications can be some of the most versatile applications in the world compared to other materials. These applications are not bound to the residential or commercial markets. Because of their broad range of choices, high-end architects and designers are more frequently using these materials in their projects. They're realizing that decorative concrete is now part of the mainstream and no longer considered a passing trend. 📱

🌐 www.concretedecor.net/online_stories/childrensmuseum.cfm

🌐 www.decorativeconcreteinstitute.com

Special
Section!

counter *Culture*

A Guide to Concrete Countertops and Architectural Elements

Spring 2010

Countertop Sealers
Defending Against
Stains and Scratches page 60

Six Steps to the
Perfect Work Space page 65

Top Form: Brilliant Bar Tops page 69

Eric Boyd and Reaching Quiet Design won the Cheng Concrete Circle of Distinction 2010 Best Commercial/Retail award for this project.

Photo courtesy of Cheng Design



Countertop Sealers

Defending Against Stains and Scratches

Photo courtesy of Blueconcrete.com

Delta Performance Products tested its ICT Reactive Sealing System with oil, mustard and wine. After five hours, the surface was wiped clean, and the company reports there was no visible staining or etching. The ICT system is comprised of Counter Hard densifier and First SealZ sealer.

by Amy Johnson

Think about what happens to a kitchen counter every day. People splash acids on it. They spill things that stain it. They chop and slice on it. They set hot pots and dishes down on it. And they clean and clean and clean it with water and chemicals and green scrub-pads.

"Concrete countertops are countertops that are made out of concrete," says Jeffrey Girard, P.E., president of The Concrete Countertop Institute. "They're not art, they're not sculpture, and they're not merely decorative. They're countertops." Their manufacture and performance must be consistent with the form, function and aesthetics of a countertop.

In many ways a countertop serves in a harsher environment than an outdoor patio,

and yet it is held to a much higher visual standard. "You see a floor from five feet away," says Mike Heidebrink, president of Cheng Concrete. "A counter is viewed from only two feet away, so it must deliver a very fine finished aesthetic."

Concrete is a material well suited for countertops. It is durable, strong, versatile and beautiful. But it is also easily misunderstood by homeowners and, unfortunately, by some contractors too. After all, if you can drive on it, they think, why can't you put a wine glass on it?

Countertops are not driveways, and they're not floors. The concrete mix is different, and the methods for pouring or casting are different.

Equally important but perhaps less

Know Your Sealer Types

Here are brief descriptions of different sealing materials — and some of the qualifications and circumstances you need to consider when dealing with products in each category.

Penetrating sealers

Penetrating sealers are relatively inexpensive, easy to apply and leave no film to chip or peel. They fall into two categories, according to Jeff Girard: densifiers and repellants. Once a repellent such as silane, siloxane or fluoropolymer is applied, no other topcoat except wax can reliably be used over it, he says. Densifiers such as sodium silicates, potassium silicate and lithium silicates react with the free salt and lime in concrete to create a gel that fills the pores. "They leave no topical film build, so it is easy to get a real nice natural look," says Bob Chatterton of Surface 519, "but they are very dependant on mix design, need enough time to react with the concrete, and generally have poor to medium resistance to acids and oils."

Acrylics

Acrylics are easy to apply and relatively inexpensive. The bond well and offer some stain resistance. They will not darken the color of the concrete. They are not particularly durable or scratch-resistant, so they are often used as a base for other sealers, including wax or urethane.

Epoxies

Prized for good adhesion and excellent chemical (i.e., stain) resistance, epoxies are also very tough and quick curing. They are optically clear, high-gloss and build to a thick film, so their aesthetics appeal to customers who like the look of a glass surface. Two-part epoxies take some practice and experience to mix and apply to the best effect. Epoxies scratch easily, so they are often topped with a scratch-resistant urethane topcoat, although this combination increases cost and work time.

"Some people really like the thick build (20 to 30 mils) of a clear epoxy," says Doug Bannister, owner of The Stamp Store, based in Oklahoma City. "Epoxies are excellent at popping color."

"Epoxies are (also) self-leveling, so they compensate for flaws and unevenness in the surface. Sometimes color will settle more in low spots, so an uneven surface might have more color variation and interest, while the epoxy coating provides a smooth work surface."

Urethanes

Polyurethanes are usually more scratch-resistant and applied at a thinner film build, so they look a bit more natural, but they are not as stain-resistant as epoxy, according to Chatterton. Like epoxies, they must be measured and mixed precisely. They are also sensitive to surface preparation and may require priming. Water-based urethanes can be formulated at different gloss levels.

"Urethane won't show scratches, water spots or finger marks if you go with a satin finish," says Ben Ashby of Concrete Solutions. "We topcoat with a water-based urethane for the food preparation surface. Urethanes don't harbor bacteria. They are also easy to repair. If it gets cut you can sand the area and reapply the coating."

For high-volume operations, urethanes that cure by exposure to ultraviolet (UV) light are unrivaled for their near instantaneous curing, according to Bill York. However, the cost of the curing system, starting at \$2,000, keeps them out of reach for many fabricators of kitchen countertops. York adds that a UV lamp comes with strict safety procedures that must be

Photo courtesy of V-Seal Concrete Sealers



The epoxy and urethane combination used to seal this countertop gives it the stain protection of epoxy and the abrasion resistance of polyurethane.

learned and followed. Some UV sealer products require a pass of the UV lamp 15 inches above the substrate to cure it, which can expose eyes and skin to extreme physical danger. Other UV-cured sealers allow the light to be used much closer to the surface.

Polyaspartics

These coating materials are relatively new to countertops. They offer adhesion equivalent to epoxy and scratch resistance equivalent to urethane, according to Bannister. They are extremely fast curing, so fabricators need to learn from suppliers how to work with them efficiently. Because of their relatively high price, they are used more often for commercial countertops, where fast turnaround is required. They are difficult, but not impossible, to formulate with less than a high gloss, Bannister says.

Nanotechnology hybrid

The newest entry on the countertop sealer market is a blend of acrylic and urethane, dubbed "nano" for its extremely small molecule size. These small molecules produce a tighter surface for high resistance to scratches and stains. The material is borne in an alcohol carrier, which emits an odor that dissipates in an hour or two, according to a manufacturer of the stuff.

CONCRETE COUNTERTOP TRAINING *with no product sales pitch*



Learn not just how, but why.

www.ConcreteCountertopInstitute.com 888-386-7711

understood is the difference between sealers used for flatwork and those used on countertops. The right sealer plays a critical role in making a concrete slab, however beautiful, into a functioning kitchen counter.

What customers want

To keep a kitchen counter functional as well as beautiful, there are certain performance requirements homeowners want from a countertop sealer. “The number one objective for a countertop sealer is food safety,” according to Bill York, senior technical advisor for V-Seal Concrete Sealers.

After safety, the most important characteristic for most end users is chemical and stain resistance. Because unsealed concrete is porous, it is vulnerable to etching from acids like lemons or vinegar and stains from wine, even rings left by water glasses. Most customers want a sealer that will protect the concrete from this type of damage.

For home cooks, heat resistance is a significant benefit. They don’t want a sealer that will discolor or melt if they set a hot pot on it. Also, a sealer needs to resist abrasion. Abrasion resistance isn’t just important for keeping a countertop

Photo courtesy of Surface 519



The blend of acrylic and urethane used to seal this countertop is formulated with small molecules to produce a surface highly resistant to scratches and stains.

looking good — scratches made by cutting on the counter or dragging rough objects over it dull the finish and create microfractures where bacteria can thrive.

The last requirement on the list is

the most subjective: the finish. Some customers want a high gloss for a modern, space-age look. At the other end, some customers want the counter to look just like concrete, as if there were no sealer on it. Most settle in the middle for a matte or satin finish that avoids the plastic look of a thick, glossy material, but still offers a protective coat between the food and the concrete.

What contractors can do

After years of research and product refinement, most countertop experts agree that the single perfect universal sealant remains undiscovered. So, short of perfection, how does a concrete artisan select the right sealer?

The most direct answer is to listen to proven experts, and here’s one good reason: often, you’re not just applying sealers, you’re applying sealer systems. Manufacturers and trainers who have been working with countertops for a long time have a track record of research and continuous improvement of sealer systems. Contractors can benefit from this research by selecting one of these proven systems, usually comprised of two or more materials, and becoming trained to use it rather than trying to develop their own system through trial and error.

Also, if they’ve been using the same



Photo courtesy of The Stamp Store

Epoxyes are excellent at popping color. Also, they are self-leveling, so they create a smooth surface for preparing or eating food even if the concrete underneath is not perfectly smooth.

CONGRATS!

CHENG Concrete Honors the 2010 Members' Circle of Distinction
Visit chengconcrete.com/2010circle for winners' photos.



BEST OF SHOW

Jeff Kudrick, J & M Lifestyles,
Randolph, NJ



BEST OUTDOOR LIVING

Brian McLean, Throwing Rock Studio,
San Francisco, CA



BEST COMMERCIAL/RETAIL

Eric Boyd, Reaching Quiet Design,
Charlotte, NC

BEST INTERIOR KITCHEN Eric Boyd, Reaching Quiet Design, Charlotte, NC

BEST BATH Mike Moncrieff, New Edge Design, Lynden, WA

BEST INTEGRAL SINK Nick Relampagos, It's Concrete, Hayward, CA

BEST FIREPLACE Ian Wyndlow, Liquid Stone Studios, Ladysmith, BC

BEST WATER FEATURE Nathan Yates, Poured Concrete Specialists, Plover, WI

BEST DECORATIVE FINISH Jeff Kudrick, J & M Lifestyles, Randolph, NJ

BEST FUNCTIONAL FEATURE Jack Cooper, Jax Custom Surfaces, Carlsbad, CA

BEST SCULPTURE Andrew Kerr, Kerr Concrete Design, Evanston, IL

BEST FURNITURE Jack Cooper, Jax Custom Surfaces, Carlsbad, CA

HONORABLE MENTION

Dominic Boinich, Counter Balance, Santa Cruz, CA (2)

Eric Boyd, Reaching Quiet Design, Charlotte, NC

Brian Brown, Soul Focus Stone, Mendocino, CA

Frank Cordero, Cordero Rubalcaba, Lake Forest, CA

Brian Creasy, Coulee Concrete Designs, Lake Oswego, OR

Chris Frazer, DC Custom Concrete, San Diego, CA

Cheolsa Kim, Zaiki Design, Pacifica, CA (2)

Jeff Kudrick, J & M Lifestyles, Randolph, NJ

Mike Moncrieff, New Edge Design, Lynden, WA

John Newbold, Newbold Stone, Austin, TX (3)

Eric Pottle, Surface Works, Peoria, AZ

Matthew Ward, Wards Works, Piedmont, SC

Ian Wyndlow, Liquid Stone Studios, Ladysmith, BC (2)

BECOME A MEMBER TODAY, EXPERIENCE ITS REWARDS.



- No-Cost Access to Complete CHENG Training Programs*
- Targeted Online Referral Directory
- The Most Recognized Brand in Concrete Design

*1 year membership and eligibility status required.

Inquire about New Membership Incentives.

1.510.849.3272 x 217

chengconcrete.com/2010member

CHENG™

PRODUCTS, TRAINING + MEMBERSHIP

sealer for a while, they should look at what's new, especially in systems optimized for countertops. This is an area that shows continuous improvement, and even though sources agree the perfect sealer isn't there yet, the options are getting better all the time.

Training the customer is also key. The end users need to know what different looks are available with different sealers, what trade-offs might need to be made and what their role is in maintaining and protecting the sealed surface. (The gift of a trivet or cutting board at the end of the project serves as both a nice gesture and a gentle reminder.)

The type of operation a contractor runs is also a factor in choosing a sealer system to work with. A shop producing large numbers of countertops at high speeds will probably want a rapidly curing system that can be automated. Studios working at lower volumes will not want to invest in the spray equipment or space required for such a system.

Sealing options

In the early days, fabricators' options were limited. "The industry started out with floor sealers, stone sealers, even wood sealers — we had to use what was already available," Heidebrink says. Sealer technology has advanced over the years and more options are available now. "There are finally sealers that are formulated for the stringent requirements of concrete countertops," says Bob Chatterton of Surface 519. "But it is still hard to say if one material is better than another, as every sealer has different properties. Every project has different needs and conditions and every customer has different expectations. Sometimes the best a fabricator can do is make a list of what characteristics are important in a sealer, research which one covers the most items on that list and be ready to make at least one or two concessions." 🍷

🌐 www.buddyrhodes.com

🌐 www.concretecountertopinstitute.com

🌐 www.concreteexchange.com (Cheng Concrete's contractor network)

🌐 www.concretesolutions.com

🌐 www.surface519.com

🌐 www.vseal.com

Want to learn more? Search online at
www.concretedecor.net

Let's Talk About Sealers: Experts Reveal a Wide Range of Practices

Fabricators' approaches to sealing countertops are as varied as their creative countertop designs. Here are some observations from manufacturers and artisans about how they protect the work:

"For customers who like a dynamic surface, a penetrating sealer can be as simple as mineral oil or olive oil. This surface will patina, change and evolve. Wears and spills are part of that evolution. It's just like a butcher block — they can re-oil it whenever they want to."

— Mike Heidebrink, Cheng Design, Berkeley, Calif.

"In my own kitchen my countertop dates back to 1988. The sealer has long since worn off. I just rub olive oil on it. That's what I like about it. Someone who wants a synthetic material that never changes wouldn't like it."

— Buddy Rhodes, Buddy Rhodes Concrete Products, San Francisco

"Now that concrete counters have been around for a while, customers know better what to expect. People looking for concrete are becoming more forgiving. They are letting concrete counters be what they are."

— Kelly Carr, Concrete Jungle Inc., Northridge, Calif.

"We start with an acrylic lacquer to pop the color. We like the color to just jump!"

— Ben Ashby, Concrete Solutions, San Diego

"Don't oversell a customer on heat resistance. My test is, can you place a pot of boiling hot water on the surface? I find when moving a pot from a gas stove to a counter, sealers fail about half the time. It doesn't hurt the concrete, but it wreaks havoc with the sealer. They should use a trivet, just like they would with Corian."

— Ben Ashby

"An artisan concrete countertop is a handmade product and it will look and wear like a handmade product. Customers should think of waxing a countertop they way they take care of a floor or fine furniture."

— Buddy Rhodes

"When I coat a table or countertop with an epoxy, pleurae, or polyaspartic, I wet-sand the coating with 1,000-grit sand paper, then buff it with heavy-grit, then fine-grit buffing compound. This rids the coating of any imperfections and makes the piece feel like a fine piece of marble. This can be very time-consuming. Fifty square feet of countertop may take two days to get perfect. This process also seems to make the piece much more scratch-resistant."

— Rick Ogden, Rick Ogden Construction, Pryor, Okla.



6 Steps to the Perfect Work Space

Photo courtesy of Tommy Cook

A place for everything and everything in its place: This fabrication shop was set up by Tommy Cook.

by *Natasha Chilingirian*

Countertop artisans have many considerations to weigh while setting up their fabrication shops — location, size, work flow and equipment, to name a few. And they all have the same goals in mind: to create quality products and run a successful business. Experts from across the country have plenty of advice on how to achieve these goals.

The first task on an artisan's new-shop to-do list is to **choose a location**. Some veteran artisans say a nondescript facility that's not in the center of town is the way to go, since the rent will be cheap and attracting drive-by business is usually not a concern for decorative concrete fabricators. Jeremy French, who owns Mandala Design, in Asheville, N.C., operates his shop in an industrial section

of the city that's close to many useful resources. "We have woodworkers and a lumber yard on each side of us," French says. "We're centrally located in terms of our market — we're close to Lowe's, a hose shop and a boat shop. We don't have to travel more than five minutes for 90 percent of our materials."

The ideal location may depend on the relationship an artisan has with his or her customers, however. Chris Klipfel of CK Concrete Design, in St. Louis, Mo., chose an attractive space downtown because it's often used to entertain potential clients. "You have to consider the quality of your work space and how easy it is for people to get there," Klipfel says. "We feel that we should provide an experience, and people think it's fun to come into our shop."

Ten Shop Tips

Getting started in concrete fabrication can be overwhelming. Here are 10 solid pieces of advice that veterans from across the country have for artisans who are setting up shop:

Think about how you can minimize labor. Stock plenty of tools, store them close by and replace them after each use. Think about how a task can be completed by one worker instead of two. Outsource work if you can. Workers will save time, accomplish more and in turn

affect the bottom line of your business.

Keep your overhead low. If you're just starting out, don't buy more tools or equipment than you need, and buy used as long as it doesn't mean sacrificing quality. Save money on rent by avoiding the most expensive part of town.

Conceptualize your design up front and make it modifiable. When designing your space, keep in mind that you'll likely make changes in the future to accommodate the direction your business takes. Emphasizing mobility and flexibility in your design will save you

hassles down the road.

Give your potential customers easy access to your work. Have a showroom that clients can visit. It's also a good idea to allow them into your work space, since many value seeing the works you have in progress.

Section off each area of your work space to keep dust and other airborne particles from spreading. This not only prevents your pieces from being damaged or ruined, but it saves time. Instead of cleaning sawdust off the floor before beginning the next step of a project, you can transfer the piece to another area and move right along.

Consider the types of projects you plan to work on while planning your space. If large pieces are in your future, you'll need the space for them, and if the sizes of your pieces will run the gamut, make your space flexible. For example, build tables that can be cut down or pieced together in different ways for different-sized projects. Use tables on wheels so they can be moved out of the way to clear floor space when needed.

Have a good business plan. Don't let the actual work get in the way of your business' success. "You need to hire people to do the actual work so you can focus on running your business," Fox says. "It's so labor-intensive, and you don't want to waste a week working on a piece when you could have been out there marketing and selling." Adds French, "This is a very difficult industry to make a living in. You need to plan well from the beginning — that will determine how successful you'll be."

Establish a protocol for each project and stick to it. Following a predetermined plan, which includes necessary paperwork for each project and the path it takes through your work space, will increase work productivity in your shop by miles.

Keep your shop organized and clean. Not only will your shop be a more pleasant place to work in, but you'll eliminate the time you would have spent searching for tools and cleaning up stubborn messes (and in the long run, accomplish more).

Choose a location based on your budget and needs. For countertop artisans with a slim budget, an inexpensive rental space in an industrial neighborhood will do just fine. But if you have more money to spend and plan to make your shop a place for impressing potential clients, a more central location may be for you.

C.C.S. concretecountertop SPECIALTIES go online for our full line of tooling!

THE LEADER IN CONCRETE TOOLING

NOW DISTRIBUTING BLUEconcrete
PIGMENTS, AGGREGATES, ADMIXTURES

- Floor Polishing
- Saws & Blades
- Mixers
- Router Bits
- Consulting
- Polishers and Pads
- **Much More!**

powerblanket
patented technology

Prevent Freezing, cracking, and rapid drying!

Flex Planetary Polisher

DOWNLOAD OUR NEW CATALOG

Toll Free: 866.902.7311
Online: concretecountertopspecialties.com

Tommy Cook, co-owner of construction consulting and training company CM Services — and former co-owner of Absolute Concrete Works in Poulsbo, Wash. — warns that artisans should investigate county codes before settling on a spot. About five years ago, he was briefly put out of business for operating a commercial-industrial business in an area zoned for commercial retail use.

The second move to make while setting up shop is to **design an effective interior layout**. Bayard Fox, owner of Cement Elegance in Bend, Ore., says the most successful shops are divided into five separate sections: a wood shop for making forms and molds, a manufacturing space, a detailing space, a finishing space for steps such as sealing and spraying, and finally, an area for staging, wrapping and shipping. Fox says ideally, walls should separate each area to keep dust and mixing powders from floating throughout the shop. A showroom should be separated from all work areas, he says.

“The biggest challenge is dust,” Fox says. “It’s important to make sure your showroom is separate, and it’s good to have a dust containment system because dust can migrate into the showroom. And your wood shop needs to be separate — wood dust is not good to have near concrete.”

While a showroom is valuable for allowing clients to view samples of an artisan’s work, some experts feel potential buyers can benefit from seeing the work space as well. Todd Sarandos, of Red Concrete, in Burlington, Vt., says he’s planning to shrink his current showroom and use a portion of it as a finishing space where customers can see what’s being worked on. “Clients also like to see what’s in progress,” he says.

Experts agree that the organization of an artisan’s workplace should be determined by work flow as well as the size and type of projects on the artisan’s agenda. Each new project enters a shop as a set of raw materials, travels through a number of stages and finally exits as a finished piece, so artisans should organize their work areas according to the path they want their pieces to take. Sarandos says his projects travel in a loop from station to station, while French says his shop is set up so raw materials can

enter the front and completed projects can exit the back.

Jeff Kudrick, co-owner of J&M Lifestyles LLC in Randolph, N.J., stresses it’s important for artisans to establish a project protocol that they can stick to, which will help them use their time efficiently and make fewer mistakes. This includes not only the physical setup of the shop, but also the use of paperwork to keep track of each step. “Come up with a full process that works,” Kudrick says. “In the shop, plan your route from the

time a piece is made to the time it goes out. It’s a matter of recording all of your information and following a process.”

Large projects require more space, or at the very least, the flexibility to create more space. Sarandos has a lot of open space to work with in his large warehouse shop that’s divided up by shelving, and the space was recently put to good use when he created 14 large picnic tables for a university. Klipfel recently fabricated 24-foot-long steel casting tables for a large project — casting display bases for



OUR EXPERIENCE IS HANDS-ON.

At Ball Consulting, we’ve been a supplier of GFRG and specialty concrete products for nearly 30 years. But we haven’t just been supplying. We’ve been working too. That means we have the experience necessary to not only provide the materials you need, but to show you how to use them as well.

No matter the size or the scope of your project, Ball can help. We’re not afraid to get our hands dirty.

SERVING YOUR NEEDS

GFRG Forton MG Precast Concrete Equipment



AMBRIDGE, PA 800.225.2673 TEMPE, AZ 888.967.7727
www.ball-consulting-ltd.com



mannequins in Macy's department stores across the country. The tables were then broken down to smaller sizes for everyday use. He also makes the most of his space by bolting different-sized tables together when needed, instead of taking up additional space in his shop by bringing in a new, larger table.

And most artisans agree mobility is important, which is why tables with wheels are often favored. "You can never have too much space," Klipfel says.

Equipment and tool choices can

be simple or elaborate, and experts say they're likely to be determined by the artisan's budget and the type of work he or she plans to do. Cook says that at minimum, an artisan opening his or her first shop needs a chop saw, table saw, air compressor, nail gun and drill for the woodworking area, plus a vibrator, concrete mixer and concrete trowels for the casting area. If the artisan advances to working with glass-fiber reinforced concrete (GFRC), Cook recommends a high-shear mixer, a peristaltic pump and

a calibrated scale.


Folks just starting out can save money by purchasing used equipment and tools on Craigslist or at pawnshops, swap meets and flea markets, Cook suggests. Sarandos says he purchased a used forklift and scored some industrial racks for free from a nearby business that was closing. But, all experts warn that old equipment is used at the artisan's risk. "If you make a bad decision, something could break down," French says.

Tables to work on are essential to any shop, and Sarandos says to make sure their surfaces are consistently flat. He says if concrete isn't casted on a flat, level surface, the results will be irregular. So if after multiple uses a table's surface becomes flawed, it needs to be replaced, as he recounts from personal experience. "We were banging our heads against the wall for a while trying to figure out why the concrete was coming out with a curl or twist to it," he says.

Every concrete countertop manufacturer knows how much productivity affects the bottom line of their business. To increase productivity, experts recommend that all artisans **set up shops for maximum efficiency** — for example, if tools are stored near work stations and replaced after each use, workers will save time searching for items and complete more work in the long run. "Our guys were spending most of their time looking for stuff, so we stocked both of our woodworking areas with the same tools so they wouldn't have to walk halfway across the shop," Klipfel says.

Cook stresses having "a place for everything and everything in its place," or practicing what he calls ergonomics. "You want to be able to access areas with an even flow and not have to walk across the room to get something," he says.

Sarandos suggests outsourcing some work if possible, which will also save workers' time. "Instead of being crowded and cramped in our space, we work with other woodworkers and carpenters who get a portion of our work," he says.

And last not but not least, **keep the shop clean**. "I've had people come in and say, 'Wow, this place is clean for a concrete shop,'" Cook says. "If you don't keep it clean, it's going to be harder to clean it up later. When concrete sets, it's not easy to scrape it off the floor." 



GranQuartz

Stone & Concrete Systems

NEW CATALOG!

- **Power Tools and Floor Machines**
- **Concrete Diamond Tools**
- **Concrete Dyes**



Toll-Free 1 (866) 639-0960 Fax: (770) 399-3997
www.granquartz.com

Stocking Locations in Anaheim, Atlanta, Boston, Chicago, Denver, Houston, Los Angeles, Miami, San Francisco & San Jose.

GranQuartz Stone & Concrete Systems reserves the right to make changes in design, engineering, or specifications and to add improvements or discontinue manufacture at any time without notice or obligation. Consult the applicable operator manual before utilizing the product.

**top
form**

Eye-catching countertop projects



Photos courtesy of Counter Balance

Brilliant Bar Tops

by David Searls

**Santa Cruz Mountain Brewing,
Santa Cruz, Calif.**

Contractor: Counter Balance

In converting a warehouse in an offbeat neighborhood to an organic microbrewery, the married duo of Emily Thomas and Chad Brill proved to be up for anything. So five years later, when the Southern California couple needed to rethink their decision to construct a bar out of green wood that hadn't yet properly cured, they were open to less-than-traditional construction materials.

"My husband wanted to go with stainless steel," says Thomas of their plans for tearing down and reconstructing a bar that, while only five years old, was already buckling, warping and showing gaps.

But one regular patron of Santa Cruz Mountain Brewing had another proposal, says Thomas. "Dominic told me, 'This bar will be so cool that people will come in just to see it.' And they do."

Beer money

The man with the plan was Dominic Boinich. A former construction superintendent, Boinich is a metal fabricator who designs and creates furniture and commissioned public art. At 5 Feet From the Moon Studios, in Santa Cruz, he and girlfriend Katrina King, a metal sculptor, work in metals, wood, glass and other media. Boinich had also recently expanded his palette to include decorative concrete as Counter Balance.



"I can practically see it from my studio," he says, explaining his regular patronage and interest in the microbrewery and its hapless bar.

Boinich got so excited about the prospects of replacing the 17-foot-long wooden top with GFRC concrete that he agreed to do it for, in his words, "a thousand bucks in beer and a couple thousand in materials."

In precasting the three long segments at his studio in late October of last year, Boinich had to make a spur-of-the-moment decision to cover up a minor flaw. He settled upon a wood-grain stamp pattern along one end that harks back to the surface's all-wood origins. "It looks like the old bar is growing right back into the concrete," he says.

The bar's surface also contains five disks that serve as glass holders. For each, Boinich hand-etched a Santa Cruz Mountain Brewing logo and provided illumination via pocket lights with dimmer control under each disk.

Making waves

Boinich is most proud of a sneaky touch he gave to the brass seams that define the bar's segments. One is a stylized letter S, while the other takes the curvy form of a C. "Most people don't even notice it until I point it out," says Boinich, "but the letters stand for Santa Cruz."

Only one of his characteristic design flourishes gave him even a moment's pause. The wavy-edge technique used at one end is "a trade secret" which he won't divulge, but he says this about his inspiration: "I just had this vision in my mind, a cocktail table with a tablecloth hanging from it. I was just pushing the envelope to see how much I could stretch concrete. I had some concern that I might be going a bit over the top here, but the basic concrete color keeps it from going too far."

From Emily Thomas' standpoint, maintenance is easy, and there's certainly no fears of splintering or warping this rugged surface. Best of all, it serves as



an attraction in its own right. As she stated in a handwritten thank-you note to Boinich after the job was completed, "A customer's experience at the brewery is so crucial to the future of the company and you have just elevated that experience."

As a regular, Boinich knows the reaction of others to what is possibly the area's first concrete bar. "They flip over it," he says. "The bartenders are getting tired of answering questions about it."

www.counterbalanceart.com



This 26-foot-long cast-in-place bar looked like a "Flintstone bar" at first, according to artisan Michael Crane. It came out with broken edges and a pale orange tone that wasn't quite right. He ground it, leaving color in recessed areas, and finished with a two-part epoxy.



Photos courtesy of A Touch of Stone Custom Tile & Decorative Concrete

Coyote Café, Virginia Beach, Va.

**Contractor: A Touch of Stone
Custom Tile & Decorative Concrete**

While Michael Crane can't say for certain that the ice bar he designed and poured at the Coyote Café in Virginia Beach, Va., is the only one of its kind in the world, he's willing to go pretty far out on that limb. "There's one in Florida and one in Switzerland, but they're both different than mine."

Those and a few other places around the globe are frozen bars constructed entirely of ice. But if you want to talk about the combined artistry of decorative concrete and solid water — in the form of a 4-inch wide, 1.75-inch illuminated deep trench to keep drinks chilled — well, now you're most likely talking one-of-a-kind.

Cold fusion

As president of A Touch of Stone Custom Tile & Decorative Concrete in Hampton Roads, Va., Crane saw his mission at Coyote Cafe as being to "bring concrete and water together in

CONCRETE COUNTERTOP WORKSHOP



"The Ashby System"

EXCLUSIVELY from Concrete Solutions

Request Your FREE
Information Kit

COMPLETE 3 DAY "HANDS-ON" WORKSHOP



**Kitchen Counter
Fireplaces**



**Shower Wall
Concrete Sink**



**Coffee Table
Molded Edges**

**Hearths
and more...**

DECORATIVE CONCRETE OVERLAY TRAINING WORKSHOP

"Complete 3 day "Hands-On" Decorative Concrete Overlay Workshop"

Surface Preparation	Texturing	Spray-Top	Dye Application
Crack Repair	Borders	Waterproofing	Acid Stain Application
Patching	1/4" Stamping	Colorcoating	Floor Designs
Resurfacing	Color Flake	Sealcoating	Stencils




(619) 297-3999
www.ConcreteSolutions.com

A fresh idea...



Become an enCOUNTER
distributor and watch your
profits grow.

Your customers deserve the
best countertop system.

Call Coyne at 888-906-2006

www.encountertop.com

one functioning unit.” He was on his own when he did so. “I looked all over on the Internet but couldn’t find any direction for the ice rail,” he says. So he figured it out for himself. Working with an HVAC pro, he designed his own preplumbed drop-in kit that went into a 2-by-4 trough cast into the concrete and lined with copper flashing.

“It’s plumbed with a water supply line and an HVAC line, the ice kept at minus 5 degrees Fahrenheit,” he says of the design, which he’s considering patenting. “Then

I added a string of indoor/outdoor rope lighting in the ice that gives it a glowing, cool blue appearance.”

But before his client’s customers could chill, Crane had to contend with a 26-foot-long, cast-in-place concrete structure that, he says, “looked like a Flintstone bar at first.” The eight-hour pour came out with broken edges and a pale orange tone that wasn’t the one he had seen in his mind’s eye. “I ground it down, leaving color in the recessed areas, and finished it with a two-part epoxy.”

He also retained a wavy, broken edge design to the bar that adds intrigue and could even make the occasional patron wonder if he or she might have exceeded sensible self-imposed limits by a drink or two. The bar itself, along with the stained concrete floor under it, has a warm glow that goes well with the restaurant’s Tex-Mex Fusion theme.

In terms of maintenance, the ice bar threw the bartenders a little bit of a curve. “They’d have to iron it every day to get the ice to melt,” says Crane.

Iron it?

“Yeah. You know ... with a clothes iron.”

Oh, sure. The ironing became part of the daily opening ritual in order to vaporize the dirty surface of ice from the night before. There was also a matter of thawing and draining the trench every couple of months.

As for maintaining the decorative concrete surface, “just scrub it with a hot rag,” advises Crane. “Maybe rub in a little beeswax now and then.”

Alas ...

Innovative design and “ice age technology” are no guarantee of success. The Coyote Cafe earned favorable comments for the new bar from barstool perchers such as the consumer reviewer who wrote at TripAdvisor.com, “Loved the unique bar, with the strip of ice that keeps one’s drink cool and drinkable!” Another wrote of the place, which he and his wife stumbled into virtually by accident: “The interior is dark and romantic and the bar is absolutely beautiful. It is equipped with an ice (rail) to keep your drinks cold.”

The ice bar wasn’t enough.

The Coyote Cafe closed recently in the tough economic environment. Proving, we suppose, that, despite the icy artistry of Michael Crane, it’s still a cold, cold world out there. ☹️

🌐 atouchofstone-va.com



WerkMaster™ introduces the Termite and Scarab. Recognizing a need for machines that can do more than just floors, WerkMaster™ with its Patented Octi-Disc™ Technology gives contractors a real edge.

Surpassing any hand grinder the Scarab is a dream to use and works with most variable speed polisher/grinders. Its patent pending 5 head system uses standard 3" polishing pads or PCDS for tough coating removal. Handheld for countertops, or use the removable handle for stairs or floors.

Designed to get behind toilets, around plumbing and machinery, along bathtub ledges, stair risers, linen closets, and any hard to get to places.

The Scarab was the “HIT of the SHOW” at World of Concrete 2010. Comments like “I have been waiting years for this!” “Every contractor should own one of these.” make it the PERFECT complement to any contractor’s arsenal of tooling.

Tired of wet grinding countertops? Can’t refinish them in the home. Getting calls to refinish

garages, basements, walkways, pools and decks? You need a Termite.

Don’t be fooled by its size and weight. The Termite can tear into any surface and deliver results that are simply amazing. Run it on the floor like a conventional grinder or on countertops and stairs!

Featuring WerkMaster’s 8 head Octi-Disc™ Technology and versatile 3" tooling, while edging to within 1/8" of the wall, the Termite is the choice of any contractor looking for speed, quality and exceptional results.

Protect your customer’s investment with our Environmentally Friendly and Food Safe ULTRAGuard sealer. Resistant to acid, coffee, mustard, ketchup, mayonnaise, vinegar, pickle juice, red wine and pop for up to 24 Hours without etching or staining!

Taking it to the Wall!



For more information visit:

www.werkmaster.com
or call us toll free: 1.866.373.WERK

1448 Charlotte Road, North Vancouver
BC, Canada V7J 1H2 Fax: 604.990.9538

WERKMASTER™
Ultra Floor Systems

The Latest UV Sealing Technology



EAP Sealer

Product Training



519

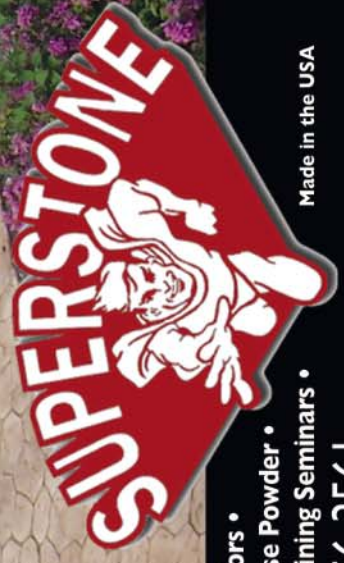
SURFACE

*Sealers and Specialty Coatings,
Colorants, Training, Cleaners and Mixes*

800.475.1975

www.surface519.com

MANUFACTURER OF DECORATIVE CONCRETE DESIGN SYSTEMS



Made in the USA

- ChlorStain® • Super Surface® • Super Tex® • SuperTex Wet & Ready® • Super Veneer Microtopping • Integral Colors •
- Crack Repair Kits • Color Hardener • Epoxy Coatings • Bubble Gum Liquid Release® • Countertop Epoxy • Release Powder •
- Sealers • Stamp Tool Patterns • Overlayment Systems • Super Hydro Tone Stain • Seamless Epoxy System • Training Seminars •

305-681-3561 • WWW.SUPERSTONE.COM • 800-456-3561