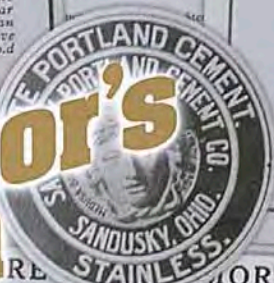


# Concrete Decor

The Journal of Decorative Concrete

Vol. 1 No. 1 • February 2001 • \$6.95

**Collector's Edition**



MORTAR MIXERS

Conservative Capacity  
Ninety Cubic Yards  
Per Day

Satisfaction Guaranteed. Write  
direct to factory for Catalogue,  
Price and Terms.

Northfield Iron Company  
404 Water St. Northfield, Minn.

**Choosing Integrally  
Colored Concrete**

**Workshops Offer  
Excellent Learning  
Opportunities**

**Placing the Lines  
in Concrete!**

**Enhancing the Face  
of Flatwork**

**A Master in  
Crafting Concrete**

Cheaper Than Expansion Shells  
30,000,000 in use

Richmond Screw Anchor

Equalled Against Vibration  
Use It For Holding  
Concrete Forms  
Dumb Waiters  
Elevator Guides  
Escapes  
Gas Engines  
Heavy Hinges  
Insulator Pins  
Jail Fittings

Style "BB" 80-yds.  
Three hoppers

**ASBESTON**

A Guaranteed Fireproof, Durable Material for Floor  
Wainscoting, Admirably Adapted for use in Building  
BANKS, SCHOOLS, COLLEGES, CHURCHES, HOTELS, THEATRES, COURT HOUSES, BATHROOMS, RESIDENCES, ETC.

"ASBESTONE" is far cheaper than tile, more easily  
many other ways it's superior. Can be laid over any  
old, either wood or cement. Any color or combination  
can be used.

**20th Century  
Concrete  
Mixer**

Best Continuous Mixer  
on the Market

- 1-Absolute Proportions. Bottom of Batch Principle in Mixing.
- 2-Low Hoppers. Cheap to Operate.
- 3-Traction. Easy to Move.
- 4-Durable. Long-Lasting Castings.

WRITE FOR CATALOGUE  
**20th CENTURY MIXER CO.**  
CONNERSVILLE, IND.

**CONCRETE  
REINFORCING  
BARS**  
PLAIN, COLD TWISTED & HOT TWISTED  
New Billet Stock  
Billet Stock  
Rail Carbon  
MECHANICAL BOND WITHOUT EXCESS WEIGHT  
All Sizes of Rounds, Squares and Flats

**I.C.S.  
CONCRETE ENGINEER'S  
HANDBOOK**  
\$1.25  
Handbook  
50c

Correspondence Schools of Scranton, Pa.  
A partial list of subjects treated follows: Cast-in-Place  
Loads in Structures, Homogeneous Beams, Columns, Slabs and  
Plain Concrete, Steel Reinforcement, Design of Concrete Structures,  
Foundations, Building Details, Form Work, Waterproofing,  
crete, Field Operations, Building Laws, Specifications, and Concrete  
SPECIAL OFFER: To familiarize workers in Concrete  
great value of I.C.S.  
training we will  
send one or more of  
these Handbooks,  
the regular price of  
which is \$1.25 each,  
to any one sending  
us this coupon and  
50 cents for each

**International Textbook**  
Box 1031, Scranton,

For which please  
enclose \$  
I enclose \$  
Name  
& No.

**Sterling Machinery Co.**

**Enhancing the Face  
of Flatwork**

**A Master in  
Crafting Concrete**

CONCRETE SUPPLY CO.



# Setting New Standards

## Products

Innovative, single component, user-friendly systems designed for workability:

- Spray texture
- Stamp overlay
- Polymer broom finish
- Chemical stain
- Color hardener
- Release agents
- Tools
- And much more

## Training

Experience a real hands-on workshop:

- Surface preparation
- Crack repair
- Overlay stamping
- Concrete stamping (on request)
- Spray texture
- Broom finish
- Chemical staining
- Liquid Antiquing
- Marketing

## Service

Superior service and support focused on your success.  
*You won't be disappointed.*



*Bring your work clothes; you'll get dirty!*

Achieve profit margins that you can take to the bank. Don't miss your chance to be part of the new industry force. **Contact us today.**

**Experience the new standards of SureCrete Design Products.**

**Distributorships Available**



**SURECRETE**  
DESIGN PRODUCTS

37826 Skyridge Circle, Dade City, FL 33525  
800-544-8488 • Fax (813) 715-6564  
[www.SureCreteDesign.com](http://www.SureCreteDesign.com)





Made in USA

U.S. PATENT NO. 5,033,906

# The Cost of Imprinted Concrete Just Went Down! Again!

P.O. Box 7 • Route 2, Box 225 • Goodman, MO 64843

Office (417) 364-8215 • Toll Free 800-746-8820

FAX (417) 364-7630 • [www.concreteroller.com](http://www.concreteroller.com)

## Proven:

Quicker  
Finish  
Than

- Broom
- Slick
- or Exposed Aggregate



See us at W.O.C. booth #12757

## Patterns: 36"

- Cobblestone
- Brick
- Silverdale
- Stone Slab
- Brick Pinwheel

## Border Rollers: 16" and 8"

- Brick
- Cobblestone
- Quarry Tile

Cobblestone Driveway with Brick Soldiers



(Commercial) Silverdale Slate with Brick Soldiers



Custom Rollers, Precast, Tilt-up, Paving



(Home Interior) Stone Slab Paver

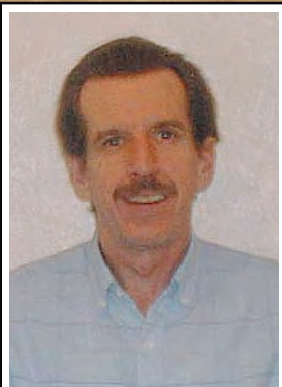


New Flagstone Pattern

CIRCLE #76 ON READER SERVICE CARD



## From the Editor:



**William J. Shorey**  
Managing Editor

"I want this to make a visual statement" is easier said than it's done when you're working with concrete, a mud-like material that promises to become rock-hard in several hours. Or, maybe that mud-like material is already as hard as a rock, flat as a pancake, or plain government-issue gray. No matter how you look at it, when it comes to changing the appearance of concrete, you're faced with both a creative challenge and a great deal of work.

More than ten years ago, when I stepped out of the printing field and into the supply side of concrete, it never occurred to me that I would be hearing some of the same questions from both fields. So, it seemed ironic that whether

my job involved paper and ink or concrete and pigment, printing press or forms, finishing tools or diamond blades, my customers were all trying to make the best possible visual statement. Though paper and ink present their own creative challenges; turning flat, gray concrete into an appealing focal point seems something infinitely more complex.

If you've ever been faced with repairing or replacing concrete or changing the look of old concrete, you know that the more knowledge and experience you have, the easier the job becomes. Certainly, it's great when you're able to work with plans and specifications from an architect or designer. But sometimes, you're left to tackle the 'how to bring life to concrete' issue yourself. So, you look for resources. And that's where Concrete Decor comes in.

The decorative concrete industry is changing so rapidly that sourcing the materials, tools and techniques that bring quality and integrity to a project is somewhat of a "treasure hunt."

With this in mind, our goal is to make Concrete Decor a "treasure trove" of valuable information for everything from industry trends to common-sense techniques.

Someone once told me that they guessed the reason I love concrete so much was because it's interesting and creative to work with. But the real truth is that I'm fascinated with its potential, and compelled by how the right tools, skills and products in the right hands can bring life and color to an otherwise flat-as-a-pancake, plain-as-government-gray surface. Keep reading future issues of Concrete Decor. We'll help show you how it's done!

A handwritten signature in cursive script that reads "William J. Shorey".

**On the Cover:** Old black and white advertisements were taken from the May, 1912 issue of Cement World (newsstand price 15¢). The bottom right corner photo is courtesy of Stone Touch (see ad on page 7).

# Concrete Decor

The Journal of Decorative Concrete

February 2001 • Vol. 1, No. 1 • Issue No. 1

**Publisher & CEO:** Bent O. Mikkelsen

**Co-publisher:** Ernst H. Mikkelsen

**Production Manager:** Chris Hall

**Design:** Chris Hall

**Managing Editor:**  
William Shorey

**Writers:**

Susan Brimo-Cox  
Robert Graham  
Bruce Hackett  
Jack Klein  
Robin Suttell

**Photographers:**

Tim Bottomley  
Chris Hall

**Advertising Sales & Editorial:**

Professional Trade Publications, Inc.  
588 Blue Lake Springs Road  
PO Box 6220  
Arnold, CA 95223  
Tel: 209-795-7575  
Fax: 209-795-7676  
Email: bmikkelsen@concretedecor.net

**Circulation & Administration:**

Professional Trade Publications, Inc.  
PO Box 89  
Camas Valley, OR 97416-0089  
Tel: 541-445-2401  
Fax: 541-445-2400  
Email: ptp@rosenet.net

Concrete Decor™, The Journal of Decorative Concrete is published four times a year (February, May, August, November) by Professional Trade Publications, Inc. Bulk rate postage paid at Provo, UT and additional mailing offices.

**Subscriptions:**

One year: USA \$18.00; Canada \$34.00; Other countries \$60. All funds in US dollars.

**For Subscriber Services:**

Call 541-445-2401

**For Advertiser Services:**

Call 877-935-8906

# Concrete

The Journal of Decorative Concrete

## Decor

### CONTENTS

#### FEATURES

#### Color your world—with concrete!.....10

Choosing integrally colored concrete offers lasting color and design options with the right materials, tools and techniques.

By Susan M. Brimo-Cox

#### Decorative Concrete Training Programs Offer Excellent Opportunities For Learning New Lucrative Skills .....22

Learning the necessary skills required for this type of concrete work produces high-quality results? Concrete Decor shares some thoughts!! By Bruce Hackett

#### Delineation of Concrete .....30

Placement of control joints and grooves can become your best attribute in selling flatwork. By Jack Klein

#### Concrete Makes A Statement .....36

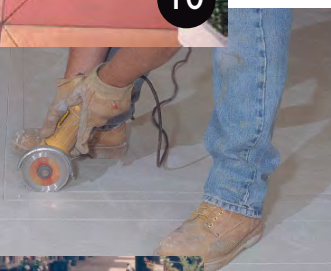
Although existing concrete surfaces offer unique staining opportunities, cementitious overlays provide a palette of unlimited color and texture. By Robin Suttell

#### Manufacturer Profile: Rare Earth Labs, Inc.....42

Making concentrated concrete stains in Arkansas. With these stains water makes them better. By Bob Graham



30



42

#### DEPARTMENTS

#### Contractor Profile ..... 18

Gil Santistevan, A Master in Crafting Concrete  
By Bob Graham

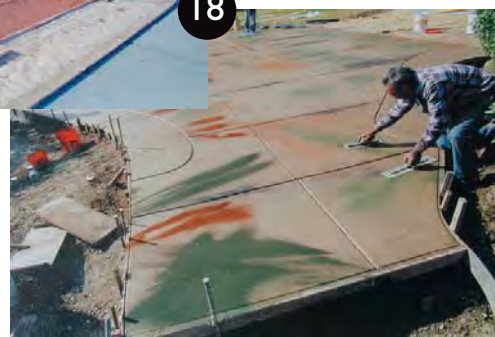
#### World of Concrete Show See page 26, 27

Subscribe to **Concrete Decor** (Booth # 6716) at the show and become eligible to win valuable prizes from our advertisers. **FREE "CONCRETE DECOR" HAT TO THE FIRST 500 SUBSCRIBERS.** We look forward to meeting you there!

Advertisers Index.....	51
Classifieds .....	41
Decorative Concrete on the WEB .....	48
Product Marketplace .....	45
Product News.....	46
Product Profiles.....	34
Q & A.....	8
Tips & Techniques.....	6



18





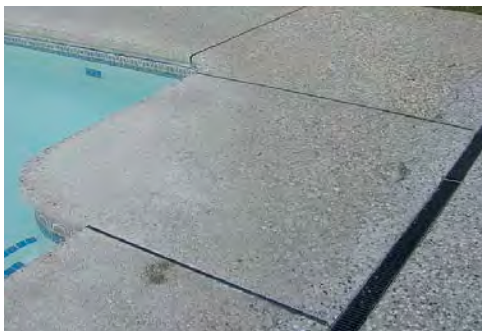
# Decorative *Tips* Concrete

Decorative Concrete tips is a forum for readers to exchange information about methods, tools, and tricks they've devised. We'll pay for any we publish. Send details to CD tips, Concrete Decor, P. O. Box 6220, Arnold, CA 95223-6220. We look forward to hearing from you!

## Throwing Release with a Brush

How many times have you wished there was a better way to throw the powder release agent down before stamping... besides by the handful?

Well, here's another way. Use a tampico mason's brush or cement-koter brush; the type of brush used for applying cementitious slurry coats. Use it like a scoop and heap the release on the brush right out of the pail. With an outward flick of the wrist away from your body, cast the release out on the slab; just like your casting out a line to catch that big fish. Watch where and how the release lands; with a little practice you'll be casting like a pro. And who knows... maybe you'll even want to do a little fishing when your done! ■



## Cleaning & Re-Sealing Exposed Aggregate

Exposed aggregate is a common theme around many backyard swimming pools, and it's often a gorgeous accent to poolside appeal. When these surfaces are heavily used and begin to lose their luster, we here at Concrete Decor found a couple of great products that clean exposed aggregate of hard water/mineral deposits and other chemicals that make them look less than appealing.

With new products hitting the market all the time, we found The Profiler by Surface Gel Tek an outstanding method for cleaning these surfaces. Because The Profiler (a muriatic acid in a gel form) lays on the surface of the concrete without absorbing into the cement, it only removes hard mineral deposits from the surface without deteriorating the cement. This helps to keep the exposed aggregate in place. The Profiler actually need only sit on the surface for about 5 to 15 minutes before it can be pressure washed away to the sewer. That's right, the Profiler is also safe for the environment. After 24 to 48 hours of drying time we then apply two coats of clear Ultra Surface Sealcoat 1000 by Concrete Solutions, Inc. Compared to the unsightly, untreated surface, this tip offers a great solution for most of your customers' stained or tarnished concrete surfaces. ■

Note: the second coat also included a slip resistant additive called Shark Grip. This product is a powder that mixes into the sealer and applies per manufacturer's specifications.







# *Stone Touch*

## CUSTOM CONCRETE STAINING

Specialists in acid staining, designed scores, decorative sandblasting and overlay systems since 1954.

4428 South Jarrah Street Salt Lake City, Utah 84123 • *ph:* 801-281-2299 *fx:* 801-281-2447 *web:* [www.stonetouch.com](http://www.stonetouch.com)  
1702 Quadrangle Dallas, Texas 75228 • *ph:* 214-762-1121 *fx:* 214-327-3449 *web:* [tolmanconcretetestaining.com](http://tolmanconcretetestaining.com)

CIRCLE #115 ON READER SERVICE CARD



# Ask Concrete Decor

The Journal of Decorative Concrete

**Q** Sometimes when I stamp using a powdered release agent the release will remain too heavy on the surface. Even after power-washing the release off it seems to over-power the base color. How can I take more of the release off to get better accenting with more of the base color showing through?

**A** Sometimes this may happen when you use integral color or pigment. It also happens sometimes when you stamp the concrete too wet or it's cold and damp. You can remove more of the release by adding about one inch of muriatic acid to a five gallon pail of water. Scrub the affected areas with this dilution and then wash with a neutralizing rinse of baking soda or ammonia and water before sealing.

**Q** I am new to acid staining and would like to know the best floor prep for staining on old and new concrete?

**A** The recommended floor preparation for staining is sanding. This can be done with a sanding disc on a floor scrubber. Edges can be done with a grinder and sanding disc attachment. Rough spots and hardened mastic on tile grout can be removed with carborundum discs or diamond discs. Always use silicon carbide or diamond discs when sanding concrete.

**Q** If I have removed too much release agent or I have an old stamp job I want to add more release agent color accent to, can it be done?

**A** You can add more release color accenting by mixing the release powder with a solvent such as acetone and washing this on the areas with a rag. Then take another solvent dampened rag and rub off the excess, leaving the color in the low textured areas ("wax on – wax off"). Then seal when dry with a good solvent sealer.

**Q** How long do you have to wait to acid stain new concrete and what colors are available?

**A** It is recommended to wait 28 days to let the concrete fully cure before acid staining. This is especially critical when using blue - green colors. Acid stains are available in what are called "earth-tones" only. These are tan to light brown, reddish brown to dark brown, black, green and some blue/greens.

**Q** Will the stain look different if you use a water-based sealer or a solvent based sealer?

**A** A water based sealer will help to retain the soft colors and pastels while a solvent based sealer will darken the hues and give a deeper richer look. If you can, you may want to test and do samples of both so you may show or explain the difference to your customer.



# Get More... out of your CONCRETE

Thin-Crete™  
Stamped Overlay  
System



Stain-Crete™ Concrete Stain System



Stone-Crete™ Architectural Wall System



Increte™ Stamped Concrete System

## ...More Versatility ...More Options

Increte Systems, the decorative concrete industry's only full service manufacturer offering one-stop-shopping for all your decorative concrete needs, wants to help you achieve...

## ...More Profit!

- Install fewer jobs and make more money
- Set yourself apart from the competition
- Deal directly with the manufacturer
- Stamp Tools, Chemicals, Formliners
- Factory Training & Support
- Marketing programs

**To Get More Profit out of Your  
CONCRETE Call Today!**

**Toll-Free: 1-877-4-INCRETE**



The Future of Concrete  
[www.increte.com](http://www.increte.com)  
(813) 886-8811



# Say goodbye to plain old gray concrete.

## Color Your World—with Concrete!

By Susan M. Brimo-Cox

Say hello to integrally colored concrete. If you have good knowledge and technique working with non-colored concrete, you should be looking for opportunities to sell integrally colored concrete projects, because you already have the necessary skills. Often selling a colored concrete job is as simple as letting the client know it's available.

Concrete, the traditionally utilitarian product we all grew up with, is a nice design medium.

For many people, it just doesn't enter their minds. Nick Paris, vice president of marketing at Davis Colors, observes that though residential driveways and commercial building entrances comprise the majority of colored concrete sales, there are a variety of other opportunities.

Patios, swimming pools, basement floors, walkways, garden walls and flowerbed edging are just a few ideas. Integrally colored concrete—where the color is uniform throughout—can be used in flatwork, vertical and tilt-up projects. Other concrete-related industries are also producing integrally colored pavers, masonry blocks and stucco. Integrally colored concrete is another design option like other concrete coloring techniques, such as stains and paints.



PHOTO COURTESY DAVIS COLORS



## Natural and synthetic pigments

When you're talking about integrally colored concrete, you're talking about pigments, not dyes. "Pigments are insoluble particles that have to be glued on or bound to the cement particles," explains Chuck Hoover Jr, chief operating officer of Hoover Color Corp. Inorganic pigments, based primarily on mineral structures, are best for integrally colored concrete. "These pigments have to be ground to a size that maximizes the surface area [of the particle] to maximize the reflective surface, which produces the color."

Iron oxide, the same compound found in rust, is the most commonly used pigment to color concrete. It occurs in four colors: black, red, brown and yellow. Various blends of these four pigment colors result in an array of other colors.

Cobalt and chromium oxide provide blue and green pigments. The cost of green and blue pigments is typically very expensive, however, reports Steve Maycock, vice president and national sales manager of QC Construction Products. To obtain a truer color, white cement is required, which boosts the cost even more.


When coloring concrete you can use either natural or synthetic pigments. Synthetic pigments are chemically the same as natural pigments, but there are other differences. Natural pigments tend to be less expensive, but their range of colors is limited and they don't have the tinting strength of synthetics. Natural pigments tend to produce warmer colors, which seem closer to the colors you see in nature. Synthetic pigments are more vibrant and you have more color options, but the colors may appear cooler. Which you use may depend on what color you need. For example, natural reds have a warmer, brown undertone, but if you want a real bright, brick red you might choose a synthetic pigment to

achieve that color.

When you're selecting a color, "Color charts can only serve as a guideline. Color samples are a more accurate representation of how the color will look in the concrete," says Bob Harris, director of product training at L.M. Scofield. "Whenever possible, do a mock-up—especially if color is critical. Test panels, made by using the exact pigment, cement, sand,

aggregate and water, will show you the color of the final product.


Mark Bridges, vice president of sales at New Riverside Ochre Company Inc., says "Years ago the complaint was that you got what you dug up [with natural pigments], so every lot and producer's colors were different." But he reports the standards adopted by natural pigment producers are the same as those used by the synthetic



**C O N C R E T E   C O L O R S**

*Since 1952, contractors have relied on Davis for the best concrete colors.*

Make sure your Ready Mix supplier offers genuine Davis Colors™ • Contemporary & Classic Colors • Over 500 Distributors Nationwide • For Application and Technical Information Visit Our Website at [daviscolors.com](http://daviscolors.com)



Ready Mix Operators:  
See our new Chameleon™ pc-operated, automatic color dosing system at [www.daviscolors.com/chameleon/](http://www.daviscolors.com/chameleon/)

©2001 Davis Colors 01/2001 **DAVIS COLORS**

Tel: 800-356-4848 Fax: 323-269-1053 [www.daviscolors.com](http://www.daviscolors.com)

CIRCLE #30 ON READER SERVICE CARD



# Brush up on your finishing techniques

With integrally colored concrete, color problems are frequently the result of poor finishing techniques. Here are some tips for the best results:

- While any finish used on non-colored concrete can be used on integrally colored concrete, it's important not to over do it.
- Light or heavily broomed surfaces will give you a different color than a smooth finish, but if you rinse the broom between strokes, shake it out well—excess water on the surface of the concrete will streak or dilute the color.
- Over troweling will cause dark spots and poor color results if there is trowel burn.
- Exposing aggregates can create contrast and often you don't need as much pigment because you're just trying to get the gray out of the cement, not compete with the color of the aggregate.

- Proper curing is important in ensuring consistent color.

- Don't pour integrally colored concrete if rain is expected within 24-hours. Humidity and temperature play a role, too.

- Don't use plastic to cover integrally colored concrete. Condensation on the underside of the plastic can weaken or streak the color on the surface.

- Efflorescence can be a serious problem because it is more easily seen on colored concrete. Prevention is the best solution for efflorescence; otherwise the residue will need to be removed by either mechanical or chemical means.

- Color matched cures can help ensure the surface coloration is consistent. On the other hand, clear curing compounds ensure the concrete's natural beauty is visible.

- Avoid using white-pigmented curing compounds and those with a fugitive dye. Be sure to use a cure approved for use on colored concrete. They are more expensive, but they often act as a sealer, as well.

- To ensure good color results, seal with a UV-stable sealer. Any concrete left unsealed and uncleaned will tend to discolor.

- Chemical cleaning or power-washing and sealing will help rejuvenate a dirty, weathered surface.

producers.

And how do colors hold up in concrete? Natural and synthetic pigments using iron oxides are lightfast and UV stable. Chromiums and ultramarine blues are not always lightfast or color stable, it varies with the chemistry of the product. Carbon black, a very inexpensive way to get black, is not stable. (While carbon black does not lose its color, it can leach out of concrete and appear to fade if it is not protected from water penetration.)

## The rest of the ingredients

The most important aspect of integrally colored concrete is being consistent. The mix and the conditions need to be as close to the same as practical for every pour. "It's like baking a cake," explains Doug Hoffman, a manager of sales and marketing at Nevada Cement Co., "If you alter the recipe you get different cakes. Consistency of color is based on the consistency of the mix."

The color of the cement used in the concrete can alter the color. Lighter colored cement allows you to achieve a brighter, truer color, especially when light and pastel colors are desired. "Gray cements will allow you to get good colors, too, but you might need to use more pigment. If you want a dark colored concrete, a dark gray cement might help you," Hoffman says.

When you're coloring concrete, you're coloring the cement, not the sand and not the aggregate. Since the cement encapsulates the sand and aggregate, unless you have an exposed finish, the color of the sand and aggregate used doesn't affect the color of the concrete very much, but they can add some subtle tones.

To maintain consistency of several batches of the same color, it is important the ready-mix supplier use the same ingredients in all the batches. The same cement, sand, aggregate and



filler—all from the same source.

The water-to-cement ratio is also extremely important, especially if several batches of the same color of integrally colored concrete are being mixed. Different amounts of water will change the color intensity. The best rule of thumb is to use the lowest water-to-cement ratio that is workable. A 3-inch to 4-inch slump is recommended, says Hoffman.

One ingredient you should never use with integrally colored concrete is calcium chloride. Because it hydrates cement at different rates in different parts of the pour, it will cause discoloration and blotching.

## Getting off to a good start

Improvements in the way pigments are handled and added to the mix make them easier to use than ever before. Dry and liquid pigments, some blended with set controlling and water reducing admixtures, are available. Some pigments come in special bags, which

Improvements in the way pigments are handled and added to the mix make them easier to use than ever before.

dis-  
i n -  
tegrate  
during the  
mixing process.

No matter which product is used, start with a clean mixer drum before batching and make sure you get good color dispersion as you combine ingredients in your mix. More pigment is needed if stronger colors are desired, but color addition should not exceed 10 percent of the cement content.

Subgrade preparation is also important, says Steve Johnson, director of ready mix marketing and technical services at Solomon Colors. "You want a well-drained sub-base, especially in



## An Environmentally Safe & Effective Solution to Colorize New or Old Concrete & Masonry Surfaces

- Patent-pending technology featuring "SoyGold®" technology
- Effective for **stamped concrete & concrete overlays**
- Can be overcoated for maximum surface protection
- **Revitalize faded integral** colored surfaces
- Will not support mold, mildew, fungus
- **Biodegradable** — virtually **VOC-free**
- Non-hazardous... **not an acid stain**
- Indoor/outdoor — new/old surfaces
- Water, UV, chemical resistant
- **Water-based** stain/sealer
- Prevents efflorescence
- 46 standard colors

*Call or write for information on how **Safety Stain II** can help expand your product offering, provide safe and effective coloring solutions for concrete and masonry surfaces, and increase your bottom line.*

# SafetyStain™

**Flexart Inc.** 949-595-0538 • Fax: 949-595-0518  
22971 Triton Way, Suite F • Laguna Hills, CA 92653

See us at W.O.C. booth  
#3313

Photo courtesy of The Stamp Store, Oklahoma City, OK • Installation by Rick Solid Concrete, Oklahoma City, OK

CIRCLE #42 ON READER SERVICE CARD





areas with a lot of clay that don't drain well because water can migrate up and cause excessive bleed water." Bleed water can fade the color in integrally colored concrete.

Pay attention to the weather, temperature and other job site conditions, Johnson advises, especially if you have several pours. Each pour should be made under as close to the same conditions as possible to ensure consistency in color. Once the color is altered, it's permanent.

## Great expectations

Virtually every problem with integrally colored concrete—water entrapment, trowel burning, mottling, and other things—would also occur in non-colored

concrete installed in the same manner, observes Maycock, but "as soon as you add color, people's expectations are greater. The bar is raised and everyone wants perfection." Doing the job right the first time is even more critical if you consider that integrally colored concrete is difficult to repair and match at a later date.

According to Paris, "Achieving the color of the mind's eye is the toughest problem we face. Often the client has an impression of what the color will be, but it's not realized by the concrete. Living up to expectations is difficult."

## It's catching on

Adding color increases the price over non-colored concrete, but it is less expensive when factoring in labor costs over other coloring methods. And "integral color is considered a natural product," says Maycock. "It's natural



**NO Sweat!**  
**NO Salt!**  
Just "Simple  
Solutions"

Make a great IMPRESSION with our patented imprint pattern tool -

## The "Salt Roller"

Perfect salt finish every time  
Reduce labor - Increase profits  
Environmentally Safe  
No release agents - No plastic

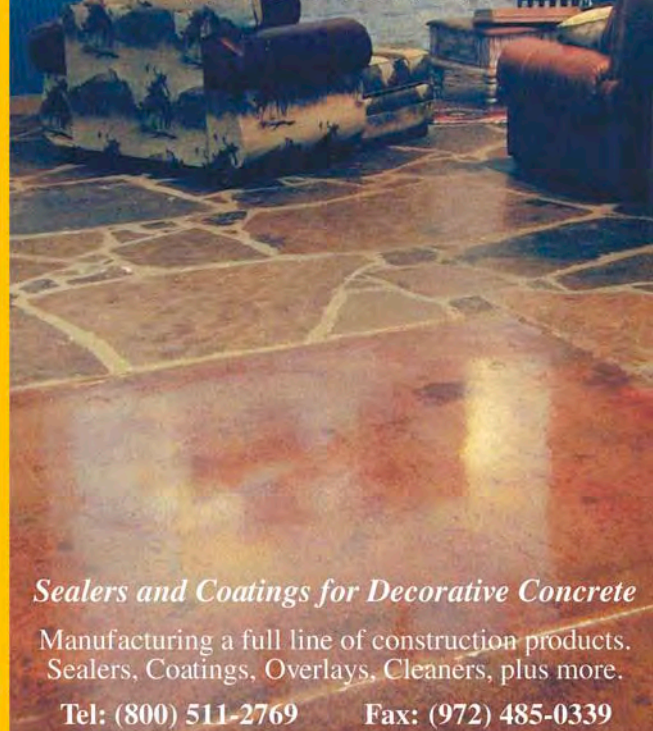
Toll Free -  
(877) SALT  
ROL-LER  
(877) 725-8765  
[www.SaltRoller.com](http://www.SaltRoller.com)



CIRCLE #90 ON READER SERVICE CARD

**CHEM-COAT INDUSTRIES INC.**

*TIME PROVEN*



*Sealers and Coatings for Decorative Concrete*

Manufacturing a full line of construction products.  
Sealers, Coatings, Overlays, Cleaners, plus more.

Tel: (800) 511-2769

Fax: (972) 485-0339

CIRCLE #129 ON READER SERVICE CARD



# TAKE THE BETTER ROAD TO STAINED FLOORS.



Vexcon has the floor coatings that are right for your needs—with the durability and the technology to meet your expectations. Choose our easy to apply, clear top-coats for the best protection in the business. Or color your world with one of Vexcon's pigmented coatings for more vibrant colors than acid etched concrete.

**POWERCOAT®**—breathable epoxy system/clear or with pigmented primer.

**CERTI-VEX® AC1315**—premium solvent-based VOC Sealer (also available in a water-based version as StarSeal® 1315).



**VEXCON®**  
**CHEMICALS INC.**

*The road to better performance*

**STARSEAL® PS**—potassium silicate hardener to protect and harden acid-stained floors.

**STARSEAL® PS PIGMENTED**—vibrant color hardened floors.

**CERTI-VEX® GUARD CACS**—unique chemically active film forming stain.

For your comprehensive product book or literature call 1-888-839-2661 or visit us at [www.vexcon.com](http://www.vexcon.com)

7240 State Road, Philadelphia, PA 19135 215-332-7709 or 1-888-839-2661 Fax 215-332-9997 **[www.vexcon.com](http://www.vexcon.com)**



characteristics and inconsistencies are its beauty.” That may be another reason it is being used more and more. Integrally colored concrete allows structures and hardscapes in the landscaping to blend with the environment.

Hoover observes, as you travel around the country, you see different colors used. “The colors used in Virginia can be completely different than what’s used in other parts of the country. Slate colors are used more in areas where natural slate is common. Designers are looking at the natural environment and selecting coloring agents that match or compliment the natural environment and existing structures.” In the southwest, you’ll tend to see colors that match adobe; in New York, brownstone. It is important to know that most manufacturers offer custom color design services.

The colors selected may also be based on climate. Darker colored

concrete will absorb more solar radiation, something that might be advantageous in northern climates. In the south, lighter colors can be used as solar reflectors to keep heat from building up.

“There’s a perception that colored concrete is not good in freeze-thaw climates, or that it has to be protected,” says Paris, “but there’s no difference, as long as the concrete has sufficient air entrained.”

“Coloring concrete is more an art than anything else,” observes Hoffman, “You need to know what the

client wants and how to achieve it.”

The most common advice from all the experts is to develop a good relationship with your ready-mix provider or distributor and the NRMCA. From designing new color mixes to ensuring the product delivered to your job site is consistent from batch to batch, your distributor and ready-mix provider can be your best friend.



For additional information and resources concerning application techniques and specifications please reference these professional trade organizations.

- **ACI** - American Concrete Institute.
- **NRMCA** - National Ready Mix Contractors Assoc.
- **PCA** - Portland Cement Association.
- **ASCC/ DCC** - American Society of Concrete Contractors/ Decorative Concrete Council.

**CEMTECH**  
CONCRETE REPAIR PRODUCTS

- One Component Stamped Overlay
- One Component Spray Texture
- Broomed Overlay
- Screedable Overlay
- Shotcrete
- Microsilica Concrete Additive
- Vertical & Overhead Mortar
- Thin Repair Mortar
- Cementitious Waterproofing
- Parking Deck Overlay

Manufacturing cementitious products since 1985, CEMTECH is a division of A.W. Cook Cement Products, Inc.  
242 Army Industrial Lane, Hoschton (Atlanta) GA 30548  
ph: 706-654-3677 fax: 706-654-3662

CIRCLE #12 ON READER SERVICE CARD



# Nice paint job.

But  
you missed  
a spot.



**Next time you quote a job,  
don't overlook the driveway.**

With H&C™ Concrete Care Products, you can make plain, unattractive concrete look beautiful, improve your customers' landscape, and make more money.

Choose from dozens of long-lasting colors and a variety of stencil patterns, including brick, stone and tile.

To find the H&C™ dealer nearest you, call 1-800-867-8246 or go to [www.hc-concrete.com](http://www.hc-concrete.com).



**Landscaping in a can.**





# Concrete Decor

The Journal of Decorative Concrete

## Contractor Profile

### Gil Santistevan

By Bob Graham



**G**il Santistevan's start in decorative concrete work came out of boredom, not necessity. His creative energy was ignited with some simple sketching with a trowel in the concrete he poured on curbs and gutters in Colorado while awaiting the next load of concrete.

Now, more than 50 years after his first swirls and circles in a driveway, Santistevan marvels at how far the industry has come. "You can do all kinds of things with concrete that people never even thought about back then," says Santistevan, 71, who now serves as a consultant to his son Kevin, who runs a concrete stamping and stain business based in Vacaville, California.

"You can fancy jobs up with simple things, like cutting squares in patios, easy stuff that the average concrete man won't do because the boss doesn't want him to do it. You can broom one way, then broom the other, add some color, seal it and you get a beautiful basket weave," explains Santistevan.

Santistevan's career parallels the growth and development of stamping. Looking through his eyes, one can move from the simplicity of the early days of using simple techniques

to create new art in concrete to today's combination of stains and stamps to create a surface that, in some senses hides its origins in simple concrete.

Santistevan began as a laborer in the 1940s. By 1949, he earned his union card, entitling him to a whopping \$1.52 per hour to create water tunnels across the mountains and canals at Fort Collins near Denver Colorado. "I was helping out on Saturdays and after school, and I just got hung up on concrete," recalls Santistevan.

In time he moved to a position as a form setter and finisher on catch

basins, and curbs and gutters in the Denver area. At Commercial Concrete much of his work involved fixing the effects of the widening of streets and boulevards in Denver; he learned how to do steps, replacements for the property owners' previous steps that were consumed with the widening of the roadbed. He did overlays, cantilevers and floating steps, taking what to some might be a quick-fix situation and making it something unique, special, and memorable.

These first steps into steps would help make this common feature his





first love.

In 1965, Santistevan moved to California, drawn by the longer seasons. He found a job with a man who would become his mentor, Peter Antonini, who operated a successful concrete business based in Vacaville, a community in Northern California growing by leaps and bounds with new track homes. He did the usual jobs, creating driveways, sidewalks, steps, etc.

Antonini showed Santistevan how to build better, more complicated step designs. Whether working on steps or other concrete forms, he now employed fancier concrete techniques than he had employed on his street work in Denver some years earlier.

But he added his own twists. He and his crew would be pouring between 10 and 12 driveways and 8 to 10 grades a day. With whatever tools were handy, often a trowel, Santistevan would carve out simple geometric shapes in the concrete. "We used to go behind the machines to play around. In the middle of the slag, you can't walk out. I used to try to see how to make the forms in the concrete," he recalls. The scrawl finishes created with cuts in joints, the troweling of circles and patterns in the concrete, the exposed borders, the sweating of concrete long before mats were created—people started to take notice of the forms that were being created, first in the models homes.

"People would see the model homes done up with our concrete work and they would want them dressed up for themselves," Santistevan recalls.

But the techniques he was using were still primitive in their creation.

He soon expanded his skills by putting curved borders in place. He and his crew formed the borders for residential steps with siding boards, which, of course, were always in plentiful supply near new housing proj-

ects. To round steps, one of his favorite effects, Santistevan would often use redwood bender board. Sometimes the builders or architects would suggest designs to complement the home's design; other times he'd sketch something on paper, seeking permission from the prospective owner to try something different. Rarely in his career did Santistevan get turned down on his designs.

Business was good in the early 1970s. He created a partnership with Antonini to do more custom concrete work on his company's new homes, mostly on weekends and one day a week. He worked four days a week for Antonini, forming and laying concrete

**Santistevan likes to use stone texture and color. He also likes to sprinkle color on top of the concrete with a brush to create freckles, just like real stones offer.**

on new homes. When he did his own work, he charged \$90 for a five-step, five-riser, six-foot-wide staircase. He did the setup and forming himself, often three a day.

In 1976, he formed his own company, employing between 6 and 10 people. They did decks, patios, garages, driveways for some of the larger homebuilders in the area, including Shay Homes, K&B Homes and Lewis Homes, several of California's and

# Take Concrete to a New Level

## Architectural Concrete Products as Unlimited as Your Imagination



- QC INTEGRAL COLOR
- BAYFERROX® BY QC
- BAYFERROX® C BY QC
- QC COLOR HARDENER
- QC RELEASE POWDER
- QC THIN-PAVE™
- QC PATINA STAIN
- QC WALL LINER SYSTEMS

QC CONSTRUCTION PRODUCTS also offers a full line of associated products, from fibers to sealers, to meet all of your architectural concrete needs.  
*Bayferrox® is a registered trademark of Bayer AG, Germany*



**800-453-8213**  
**www.qcconprod.com**

CIRCLE #75 ON READER SERVICE CARD



the nation's most prominent home builders. Five years later, Santistevan bought his first stamps. They were aluminum products and cost about \$25.00 each. "They actually worked great and really improved on what we were doing," he says.

Santistevan found himself needing to create green courts and red out-of-bounds areas on tennis courts at a number of new schools being built in California. He used Davis colors, mixing them himself in 30-gallon garbage cans with sand and cement. At that time he didn't count on the truck color because it might be different from load to load. By mixing his own in the large garbage cans, he ensured he had enough of the same thing to do the whole job.

When he wasn't working on schools, he did residential jobs in the Northern California area. People had money and they wanted something unique. His reputation was spreading—as was his confidence. "I would just look at the yards and come up with something. If we didn't have a plan, I would just go with a plan I had used before or I would just create something new. As I set it up, I figured different ways to do it," he says.

Often, the focal point of his work at houses was what most people merely consider a way to go up or down. "I love steps and different elevations because steps are beautiful, just beautiful, he says. "Steps can make a heck of a lot of difference. I'm a good concrete man, and it's something not too many concrete men are good at. Just think of the White House and how beautiful those steps are."

After more than 30 years of creating most of his effects by hand with minimal technological intervention,



he decided to try open-face metal stamps in 1981. He'd heard about them, but never saw them in action. He tried his luck with creating steps to a wooden deck.

Since then he has expanded the effects he can create. Santistevan likes

In 1987, he started using texture mats. They were easier to work with than the metal stamps. The colors were easier to create and they could broadcast hardener to make a more elegant appearance in the coloring of rocks. He still used color from the trucks, but he also mixed his own, knowing that his own mixing gave him more diversity, greater flexibility and above all, more consistency.

"It's more dainty, more elegant, like between silk and cloth with hardeners. The grays and browns last forever. When you throw your own colors, what you see is what you get," he says. "That makes it so much easier to create what you are trying to create when you know that what you are seeing is what's going to be there when it's done."

Now, he's making his first foray into acid-based stains, often on custom works in the Brentwood section of California, an area where the late New York Yankees' manager Billy Martin lived. In fact, Martin was one of Santistevan's customers some years ago.

**Technology  
has widened the color  
wheel that can be used in concrete  
work, giving Santistevan greater ability  
to match the colors in his vision  
with the colors in the  
concrete.**

to use stone texture and color. He also likes to sprinkle color on top of the concrete with a brush to create freckles, just like real stones offer. "I couldn't believe how good it looked. It was amazing," he says, as excited now about that discovery as he was then.



Just as managing a baseball team has changed since the Martin era, the stamping and decorative concrete trade is different than in the past. Technology has widened the color wheel that can be used in concrete work, giving Santistevan greater ability to match the colors in his vision with the colors in the concrete. "Now they're using color on buildings instead of the grays we used to have to work with," he says. "Color is something else, just look at Las Vegas. Now that shows you what color in cement can do. Amazing."

He's now also working with overlays. In one job he has been cutting squares into the overlay on the patio to stain ember, which will match the house's brown exterior. He's working with his son Kevin, and also his son Steven, sharing expertise learned from creating miles of curb and gutters. He has also developed thousands of garage and driveway units over a 50-year career.

Steve, his other son, who was his partner for years, is now a part owner of Pacific Concrete which is associated with Fred Hearn's Construction in Vacaville, California.

He can't imagine retiring, he says, noting that the advances in the industry in the last two decades supercede his wildest dreams of five decades ago. He spends a few days a week in the field, working on the concrete in ways he couldn't have even imagined more than 50 years ago.

"I enjoy breaking my back and the sweat. I like to do a job. Then I like to sit back and look at it. To see how pretty it looks. That's how I like to pat myself on the back for what I have accomplished in that concrete."



# CONCRETE SOLUTIONS

**FOR RESTORATION & BEAUTIFICATION OF EXISTING SURFACES**

• REPAIR • RESURFACE • TEXTURE • STAMP • COLOR • SEAL

TEL: (800) 232-8311 - SE HABLA ESPAÑOL - [www.concretesolutions.com](http://www.concretesolutions.com)



**RESTORE EXISTING SURFACES**



**PATTERNED OVERLAYS 1/4 INCH THICK**

**RESURFACE 1/16" - 1/8" THICK • DECORATIVE 1/4" STAMPING, ETC.**

**With Ultra Surface® Concrete Polymer, Stamp 1/4" Over Existing Surfaces**

## ULTRA SURFACE®

**PRODUCTS, STAMPS AND TOOLS**

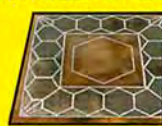
**VISIT OUR WEBSITE: [www.concretesolutions.com](http://www.concretesolutions.com)**

**ATTEND OUR TRAINING CLASS**

CIRCLE #26 ON READER SERVICE CARD

## It's There! It's Concrete! Just Cut It!

Remodel Existing Concrete Slabs, Floors, Walls, Driveways, Walks, & Steps



Introducing...

**KaleidoCrete™**

An Innovative New Engraving System

- ◆ Your Design
- ◆ Our Design
- ◆ Logos
- ◆ Any Size

## WOW! Now Look What You Can Do!

Stocking Hundreds of Borders, Pictures, Hieroglyphs, Logos, Brick, Tile, Stone & Masonry Patterns. Multitude of Intricate Designs and Colors Possible



- ◆ Not A Topping
- ◆ No Sandblasting
- ◆ Reusable Templates
- ◆ Cuts Deep Texture
- ◆ Fast & Easy & Detailed
- ◆ Unlimited Possibilities
- ◆ High Profits, Low Material Costs



Packages Starting At \$1965 Includes Equipment, Training, Manual, Video, & Technical Help

**Engrave-A-Crete®, Inc.**

1390-G Commerce Blvd. • Sarasota, FL 34243

**Phone 1-800-884-2114 • 1-941-355-2114**

**Go To [www.engageacrete.com](http://www.engageacrete.com) (It's worth the trip!)**

CIRCLE #40 ON READER SERVICE CARD



# Decorative Concrete Training Programs Offer Excellent Opportunities For Learning New Lucrative Skills

By Bruce Hackett



Regardless of what line of work you're in and how experienced you are, there are always new skills and techniques to learn that can help you improve your reputation and profitability. Just as doctors, musicians and other profession-

als can broaden their opportunities and increase their earnings potential by mastering specialized instruments and procedures, concrete contractors can greatly enhance their chances for

bright and prosperous careers by taking advantage of the many learning opportunities offered within the industry.

These days, one of the hottest trends in the world of concrete is the proliferation of decorative concrete – concrete that is enhanced through the use of integral colors, saw cuts, stains, polymer overlays, stamping, texturing, and antiquing, to name just a few of the available options.

Of course, concrete has been around for centuries and has a proven track record as a durable, reliable, and functional material for all kinds of buildings, roads, bridges, floors, driveways and so forth. But until recently — roughly 25 years ago — concrete wasn't very aesthetically pleasing because of its bland, gray hue. Since then, dozens of manufacturers in the concrete industry have introduced

products and systems designed to transform boring monotonous slabs into unique, eye-catching, distinctive surfaces, both interior and exterior, in a broad range of applications.

Increasingly, this segment of the market has been promoted to architects, landscape designers, interior designers and consumers to such an extent that decorative concrete is experiencing a virtual explosion in growth and popularity. From commercial uses in theme parks, resorts, hotels, restaurants, malls and office buildings to residential applications for patios, pool decks, driveways and sidewalks, decorative concrete is clearly on a roll.

## Where to Learn the Techniques

For the lifelong veteran of concrete installation as well as for the novice looking to enter the profession, the demand for decorative concrete presents a challenge: How do you best learn the necessary skills and techniques required for high-quality results? On-the-job training is simply not practical, due to the very nature of concrete and the prohibitive cost of having to rip out and re-do unsuccessful treatments.

The good news is that, as demand for quality decorative concrete has soared, so have the opportunities for learning the applicable skills. A broad range of seminars, workshops, training sessions and similar educational



opportunities is now available on a regular basis in virtually every region of the nation, and other parts of the world as well. Dozens of manufacturers of decorative concrete products and systems now offer classes as often as several times monthly. Other opportunities, such as World of Concrete and other annual shows, also sponsor demonstrations in the latest techniques.

However, for the concrete contractor interested in acquiring decorative finishing skills, the range of choices of educational offerings can be vexing. How do you know what to look for? How do you separate the quality program from the so-so? How do you know if your time and/or money are being spent wisely? In other words, how do you find the training program that will bring the results you're looking for?

Concrete Decor recently spoke with representatives from a number of companies who provide seminars in decorative concrete techniques, asking them to share their views on this market niche, how it has evolved, where it's headed, and how these instructional opportunities can help raise the standard of quality demanded by customers and delivered by practitioners.

## An Emerging Niche Market

It's generally agreed that, although there may have been earlier applications, the first major mainstream use of decorative concrete occurred in the theme parks of the Sun Belt – Disneyland, Disney World and Sea World, among others. Robert Harris, a third-generation concrete finisher, was an

integral player in the installation of much of the decorative concrete at Disney World in the late 1970s. "I've been in the concrete industry virtually all my life, working with my dad, who worked with his dad, and I was very fortunate to serve a sort of apprenticeship in the theme park environment," he recalls. "I worked with the Disney architects, who are so creative. They would come up with a concept and design it, and then turn it over to



craftsmen like me to implement the design into concrete pavement. They have virtually every color, texture and design you can think of."

Most of the coloring systems used there, Harris said, were products of L.M. Scofield Co., a leader in architectural concrete for more than 85 years. He eventually joined the firm's sales force and now serves as Director of Product Training for The Scofield

**As demand for quality decorative concrete has soared, so have the opportunities for learning the applicable skills.**

Institute outside Atlanta, GA, where he runs "hands on" training seminars once or twice a month to groups of 20-25. "I'm very proud of my profession, and my main objective is to train people properly. We're committed to helping the contractor be more effective; more successful in his own business. Decorative concrete is a very specialized market, and that's why it's absolutely critical to provide quality, effective training."

The decorative concrete market is actually comprised of two separate but related disciplines. Contractors can apply products and techniques to ready-mix concrete as it's being poured and cured, and they can modify existing concrete slabs by adding polymer overlays and then using various products and techniques on the overlays to achieve the desired textures, colors and designs.

Manufacturers of polymer overlays and related products typically limit their training programs to techniques that are meant to be applied to the overlays rather than to new concrete. Dean Owen of Arizona Polymer Flooring Inc. says the two-day seminars his company offers focus on stamping techniques, acid stains and special coloring processes that are applied to the quarter-inch-thick polymer cements on top of existing concrete. "The stamping of polymer cement overlays on top of conventional slabs is getting to be a big part of the aftermarket treatment," he observes. "It's been on a roll for quite a while, and I don't think it has peaked yet."

Industry training programs range from one-day classes to special week-long offerings. Typically, seminars last




two or three days — usually Thursday through Saturday to take advantage of weekend travel options and to decrease time away from the job. As Harris explains, “In our industry, we have limited working time because of the outside elements and other factors, so we have found we need to keep it to three days and give them as much information as possible in that time frame.”

## Hands-On Training is Critical

Most instructors concur that the best way for seminar participants to really learn the required techniques is by doing, not watching. “We keep our class sizes small, no more than 25 or 30 people,” says Bob Williams, who schedules weekly seminars throughout the U.S. for StampCrete International

**the best way  
for seminar  
participants  
to really learn  
the required  
techniques  
is by doing,  
not watching.**



**RARE EARTH® LABS**

*Welcome to a new,  
more profitable way  
of enhancing concrete...*

**THE NEXT GENERATION  
OF CHEMICALLY REACTIVE  
CONCENTRATED MASONRY STAIN**

Beyond conventional acid stains, our concentrate allows you a choice of intense or subdued color... with versatility that only a concentrate can offer.

Add beauty by mixing colors of stain during application. Blend or match your concrete surface to surrounding rock or other materials easily. And with Rare Earth® Labs' patent pending concentrate, your money is spent on product, not shipping and handling.

*Coverage, cost, and color  
intensity are totally  
within your control!*

**RARE EARTH LABS**  
**800-999-4062**  
**WWW.RAREEARTHLABS.COM**  
FOR COMPLETE INFORMATION PACKAGE AND COLOR CHART

Assorted Stain Kit Available  
Future Training Video and Seminars to Come  
**REQUEST INFORMATION ONLINE!**

Ltd., based outside Syracuse, NY. “We want them to leave here having learned the right way. It’s very important to get the hands-on experience, not just watch someone else do it. You’ve got to put the boots on and actually work with the products.”

Charles Leland, General Manager of SureCrete Design Products north of Tampa, FL, says, “Some people prefer to learn by watching, but we strongly encourage our people to roll up their sleeves and learn by doing. We put the tools in their hands because, ultimately, we want them to be successful.” Adds Harris, “It’s critical that each student get hands-on experience. Not just three or four out of 25. Everybody.”

Most programs include at least some classroom time up front and perhaps again at the end, where information can be provided to help attendees with marketing and business concerns. However, the bulk of the typical seminar agenda is weighted heavily toward pouring overlays, selecting or conceiving a design, saw-cutting, staining, placing and finishing fresh concrete, and working with color hardeners, release powders and stamping tools.

Because the concept of decorative concrete training seminars is relatively new, virtually all the available programs are also new — less than 10 years old, and some barely six months old.

CIRCLE #83 ON READER SERVICE CARD



Consequently, it's difficult to judge the quality of a program by how long it's been in existence. Instead, prospective attendees should learn something about the depth of experience of the instructor. As in any school, your best teachers are the ones who really know their subject matter. The person conducting the seminars should be an experienced concrete finisher who is still active in the business.

At The Stamp Store in Oklahoma City, OK, the three-day seminars are taught monthly by Doug Bannister, another lifelong concrete guy who has been installing decorative concrete "since the early 1980s, before it was heard of much," according to his colleague Linda Nicholas. "He has a lot of experience and he explains the techniques well. People who attend our seminars say they're amazed at how much he knows and how easy it is to learn from him."

Virtually all the seminars offered

are sponsored by manufacturers of specific decorative concrete products and systems, and consequently, they don't hide the fact that they hope their seminar participants will buy their products upon completion of the program. Some require a minimum purchase, although most do not. As Harris puts it, "At a Scofield seminar, I'm going to promote the use of Scofield products. Others will promote the use of their products, and that's only reasonable to expect. But I get angry when I hear of people who attended other seminars where a guy in a suit and tie was teaching them how to stamp concrete. That sounds more like a glorified sales pitch than real education in techniques. He's not doing the industry any favors. Quality education leads to quality installations, which increase awareness and demand, which helps the industry as a whole."

## Various Seminar Locations

Some programs, like Scofield's, require attendees to travel to the manufacturer's facilities. While this may cost the attendees more in travel time and expenses, it ensures an established, controlled environment, all necessary tools on site, and excellent preparation. Other programs, like The Stamp Store's, split their time between the manufacturer's facilities and actual job sites run by its installation company in the nearby area, which is intended to give participants a feel for on-site conditions and circumstances. Still others take their seminars on the road, traveling to distributors' facilities in convenient regional locations and

inviting participants from that area. QC Construction Products, based in Madera, CA, conducts 15 seminars annually – five in



### CHROME-ETCH™ Acid Staining System

Easily transform a plain concrete slab into a beautiful floor. A unique and cost effective alternative to carpet, tile or wood.

- Restaurants
- Residences
- Schools
- Hotels
- Showrooms
- Galleries
- Concrete Countertops



The soft, natural color effects produced by the CHROME-ETCH™ Acid Staining System are widely accepted by Architects, Designers and Homeowners. Easy maintenance and lasting durability make CHROME-ETCH™ the perfect solution for your next concrete flooring application.

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

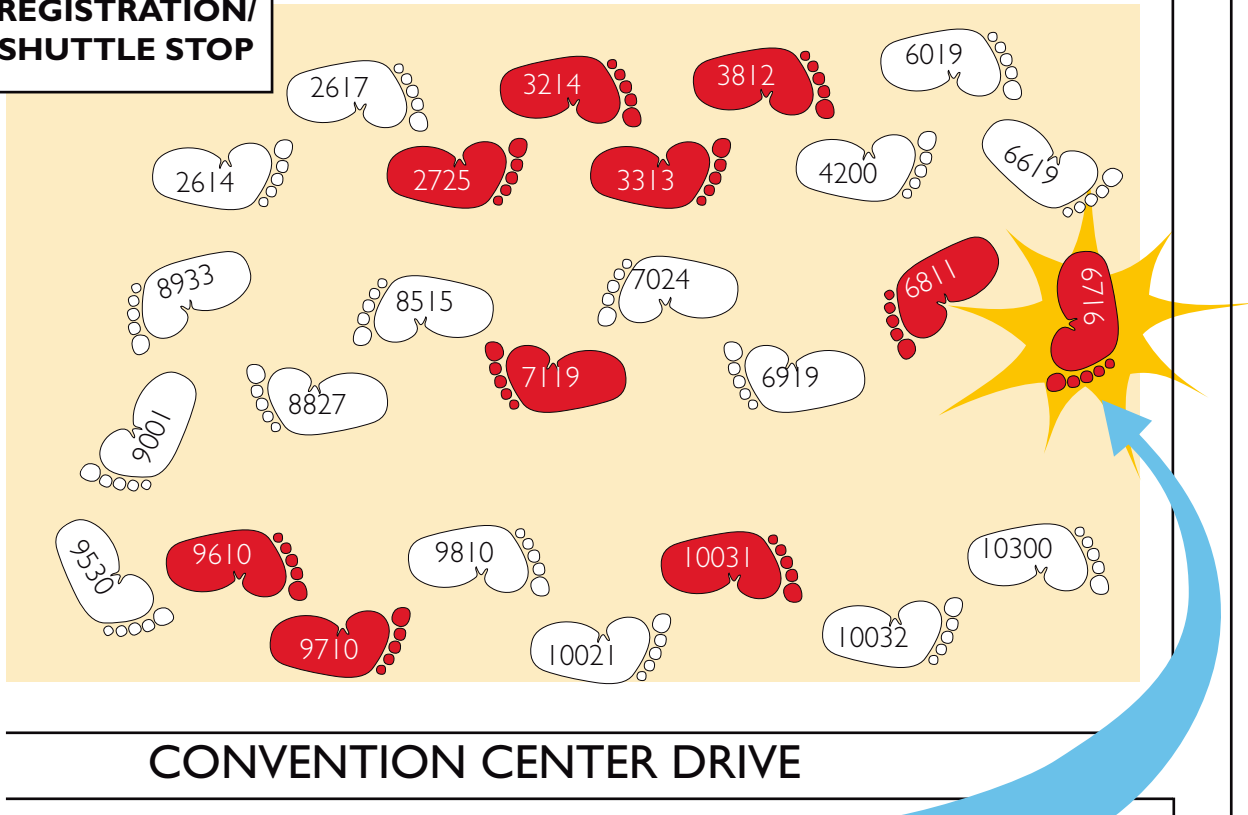


1-800-533-4702 or [sales@scpusa.com](mailto:sales@scpusa.com)





## REGISTRATION/ SHUTTLE STOP



## CONVENTION CENTER DRIVE

### LEGEND:

If you're thinking decorative concrete, here are some exhibitors Concrete Decor would encourage you to see at the show.



= SEE AD IN  
THIS ISSUE  
(See ad index)



**BOOTH  
#6716**



presents

## DCC - Action Exhibit Arena

(Booth # 30630)

### Outdoor Exhibit Schedule:

#### **Tuesday, February 27**

Morning Session (9:00 a.m. - 11:00 a.m.)  
**Stencil & Steps** *Frank Piccolo*

Afternoon Session (1:00 p.m. - 3:00 p.m.)  
**Stampable Overlay** *Greg Lamm*

#### **Wednesday, February 28**

Morning Session (9:00 a.m. - 11:00 a.m.)  
**Stamp & Rollers** *Doug Bannister*

Afternoon Session (1:00 p.m. - 3:00 p.m.)  
**Spray Overlay** *Ed Benus & Jeff Griffin*

#### **Thursday, March 1**

Morning Session (9:00 a.m. - 11:00 a.m.)  
**Scoring & Acid Stains** *Bob Harris*

Afternoon Session (1:00 p.m. - 3:00 p.m.)  
**Decorative Concrete Walls**  
*Sam Semm & Ron Cottingham*

### Seminar Schedule:

#### **Tuesday, February 27**

**Decorative Flatwork, Part I: Stamping and Stenciling**

#### **Wednesday, February 28**

**Decorative Flatwork, Part II: Stains and Overlays**

## Meet the ASCC/DCC in person at the Las Vegas Hilton

**Saturday, Feb. 24, 5:30-7:30pm**  
President's Suite

**Sunday, Feb. 25, 5:30-7:30pm**  
President's Suite

**Monday, February 26, 6:30-9:30pm**  
BallRoom "A" (Tickets are \$89, please  
call 800-877-2753 for reservations)

**Tuesday, February 27, 5:30-7:30pm**  
President's Suite

**Wednesday, Feb. 28, 5-7pm**  
Conference Room 7-14 (ASCC President's  
and DCC Council Directors Reception)

**Thursday, Mar. 1, 7:30-9:30am**  
Conference Room 7 & 8 (ASCC/DCC  
Annual Meeting of the Members &  
ASCC Safety Awards)

PARADISE ROAD

MASONRY  
DEMOS

ACTION  
EXHIBIT  
ARENA



**NORTH HALLS**

**Concrete Decor**  
The Journal of Decorative Concrete

Follow the footprints to booth #6716 and **SUBSCRIBE** to become eligible to win great prizes from our advertisers each day of the event!

DOOR  
RENA

**SOUTH HALLS**

**world of concrete**

**February 27 - March 2, 2001**  
Seminars: February 26 - March 2  
**Las Vegas Convention Center**  
Las Vegas, Nevada, USA

**www.WorldofConcrete.**



# KEMIKO CONCRETE STAIN



Permanent concrete stain that will not fade, chip or peel.  
Six colors available — Interior or exterior use — Ship nationwide — Credit cards accepted.

PH: (903) 587-3708

FAX: (903) 587-9490

CIRCLE #60 ON READER SERVICE CARD

each of three regions (west, central, east), according to Western Regional Manager Kurt Johnson. Some manufacturers sponsor a combination of both “home” and “away” seminars.

A few manufacturers offer their seminars at no charge, saying they look at these programs as a customer service. Conversely, a few charge significant fees, sometimes requiring a commitment to purchase a minimum amount of product. Most, though, charge modest fees (anywhere from \$75-\$600 per person) not to make money but to cover costs. “We used to offer it for free, but sometimes people would back out at the last minute or fail to show up,” notes Leland of SureCrete. “People sometimes perceive there’s no value to it if it doesn’t cost anything.” Harris adds, “We don’t make any money on these courses. The fee covers meals, hotels, printed materials and all transportation except airfare.”

## Who typically attends the seminars?

Naturally, the largest audience from which these programs draw their participants is the concrete contractors and the distributors who serve them. “Our biggest clientele base is existing concrete contractors, from 30-year veterans to new apprentice-type employees,” says Harris. “They may want to learn new skills to take advantage of the additional revenue opportunities. Others may have been involved in decorative concrete for years but want to stay abreast of the latest techniques.”

Beyond that obvious market, program sponsors are also finding keen interest among architects and landscape designers who are excited about the potential of decorative concrete and eager to know more about the particulars of its installation. Additionally, according to Williams at StampCrete, swimming pool contractors have been attending. “They’re sick of subcontracting out the part of the job that calls for decorative concrete

## GOLDEN LOOK

### Premium Quality Resurfacing

**GoldenLook** is an innovative epoxy-aggregate system designed to provide the ultimate solution to ugly and cracked concrete.



See us at W.O.C. booth #13571

**At last, an epoxy aggregate system that really takes hold.**

- Superior bonding & durability
- Applies easily; cures quickly
- A variety of colors available
- Company backed with 26 years of experience
- Dealerships available

#### Find out more about our other Quality Materials at the World of Concrete:

- Broadcast 125-Seamless Flooring
- DEKFXR-Recoat System
- GoldenTouch-“The Worlds Finest Concrete Sealer”
- SunFlex-Elastomeric Urethane Waterproofing System
- NEW! Garage floor Magic-High Performance Decorative Flooring
- Free Educational Seminar March 24-25, 2001

## GOLDEN LOOK International

3401 House Anderson Road  
Euless, TX 76040  
800-433-5397  
www.goldenlook.com

CIRCLE #48 ON READER SERVICE CARD



**Program sponsors are finding keen interest among architects and landscape designers who are excited about the potential of decorative concrete.**

on the pool decks," he observes. "In fact, we know pool guys who are now making more money doing a stamped concrete deck than installing the pool itself." Even a few ambitious do-it-yourselfers who want to decorate their concrete patios and sidewalks themselves are signing up.

## It's a Bull Market

As in most growing markets, the future of decorative concrete appears very bright indeed. As awareness grows

among architects, designers and consumers, and they specify decorative concrete in more and more applications, the demand for quality installers will increase commensurately, and, in turn, the need for quality instruction in stamping, texturing, staining and other techniques.

Even in cold-weather months, there are plenty of potential assignments in the field. "Decorative concrete countertops or interior floors are hot at the moment," says Nicholas of the Stamp Store. "There's good money in those kinds of projects."

"Commercially, the field is really booming," notes Williams. "Even residentially, it's growing at a steady pace. There are some in this business who discourage the seminars because they feel it creates more competition for the available jobs. But most of us feel that the more people we have out there doing quality decorative concrete, the more people will learn about it, and

the higher the demand will be."

Various general and company-specific websites offer listings and other information that, while not comprehensive, are a fine starting point for researching the available learning opportunities. Trade magazines are also great resources; indeed, this and future issues of Concrete Décor feature a number of advertisements from firms touting their training programs.

And if you're a contractor thinking of attending a seminar, consider this: Once you've completed your training, you may get job leads from the manufacturer. "The people who attend our courses will likely end up with business leads from us," says Harris. "We don't endorse any one person, but we provide customers with a list of people we've trained and that they're qualified candidates to be considered."





**Your number one source  
for clear sealers over  
architectural concrete**

- Epoxy, polyurethane and acrylic
- Outstanding performance in heavy foot traffic and vehicle areas
- Stain resistant and easy to clean
- High gloss or satin finish
- Slip-resistant system design



**Finish the job right -  
choose the best sealer  
for your application!**

*Also, come to us for  
decorative polymer  
concrete, acid stains and  
garage floor coatings.*

See us at W.O.C. booth  
#12269

800-562-4921

ARIZONA POLYMER FLOORING, INC.  
GLENDALE, ARIZONA

CIRCLE #07 ON READER SERVICE CARD

*Chem Tone  
Concrete Coloring*



Marbleize, antique, patina, permanent concrete stain  
No Hydrochloric Acid, No Fumes, No Hazardous Shipping  
**1-800-788-0014 • www.decosup.com**  
*"The Innovative Company"*

CIRCLE #32 ON READER SERVICE CARD





# Delineating Concrete

## For a Visual Perspective

**C**ontractors and manufacturers alike are gearing up to meet the explosive demand for decorative concrete, developing new processes, techniques and equipment to take advantage of one of the fastest-growing construction sub-markets in decades. With demand fairly evenly split between using decorative techniques on existing and new concrete in both residential and commercial applications, virtually any slab becomes a potential canvas often requiring artistic as well as mechanical skills.

"I love to draw, I just use concrete as my medium," says Lee Levig, president of Concrete Works in Fairfield, Calif. "And, of course, I use concrete saws and joiners instead of charcoal or brushes.

Levig says he prefers to use concrete saws when doing interior decorative work: "It gives you a cleaner line

because you can grout and clean it up. But the circumstances are also a factor because usually someone has already come in and poured the slab, so any decorative work we do ends up using a self-leveling product, and the joiner really isn't made for that type of

they are also looking for a distressed-looking floor—kind of an old warehouse look."

VandeWater points out the architects think they want an old warehouse look with a distressed-looking floor, except in reality that would involve

**"I love to draw, I just use concrete"**

application. Exterior work lends itself better for joiner work."

"A huge new trend around here right now, and I suppose in other areas of the country, is that architects are going with a really basic look," says Steve VandeWater, managing partner of concrete contracting company ArtistiCrete, LLC, in Noblesville, IN. "This includes exposed ceiling rafters, corrugated tin, exposed ductwork and all that. To go along with this concept

plain gray concrete, so instead, they incorporate color into the floor design.

"Some of them use grid patterns, such as stamped and colored brickwork, but others cut it up in odd shapes and arches in a very contemporary design," says VandeWater. "Then they stain the various sections different colors, making it look almost like a mosaic."

Delineation is used on these jobs to separate the various irregular shapes and arches so that colors and stains don't run together. The sawcuts themselves are either grouted or just left exposed, with the unstained concrete showing. The effect, says VandeWater, is almost that of a stained glass window.

**Take advantage of one of the fastest-growing construction sub-markets in decades.**



One problem most contractors run into at some time or another show up when a control joint runs through the design field.

"You can incorporate control joints into your pattern if you don't have something that's really irregular," says Ralph Gasser, president of Concrete By Design in Redding Calif.. "For example, we're doing a 16-foot by 40-foot patio that will be divided into 4-foot by 4-foot squares. In this case, we'll just incorporate a sawcut joint inside one of the four-foot squares."

On diagonal patterns, Gasser says the same approach will work, except care must be taken because of concrete's propensity to take the closest route when it comes to cracking.

"But if you can penetrate that concrete fairly deeply with the sawcut, you can still work it into the pattern," he says. "Our cosmetic sawcuts are usually about 3/8 of an inch deep at the most. For control joints, they should be a minimum of 25% the thickness of the concrete. I like to take my saw-

cuts for control joints down a minimum of 2 inches if I can. Then we find that just by using our sawcuts we're hiding a lot of control joints in with our cosmetic work."

"I like to use control joints as a decorative aspect of the overall project," says Levig. "We like to cut control joints to where they have an appeal for the design. How you use the joints depends on the area you're designing."

Levig uses as an example this entrance way to a house his company recently completed, which features diamonds leading up the walk to the home's front door.

"We were able to 'diamond' the control joints by putting them at a 15-degree deflection off of 90-degrees to give it a true diamond shape," he explains. "Then we centered where



the joints meet down the center of the walkway, so it's centered to the house. That naturally draws your eye to the front door. When we do something like that, I like to border with a different color, to make the home more welcoming. We'll do a two-pour, and we'll do a bold color on the outside border and we'll center our joints to the door.

"I never try and disguise control joints - I always bring them out as part of the art," says Levig. "If you try to disguise it, you just end up with a control joint that looks like you tried to disguise it. I like angles because it makes it much easier to add the control joint as part of the art. Cutting joints by hand minimizes the chance of the slab cracking before you can get a saw into it. We like to use a 'torpedo groover' for the initial cutting because it cuts nice and straight and has a deep blade. With random stone texture mats, we like to sawcut after we're done because the nature of the mat is such that you really just can't make the joint part of your pattern." "I would rather see a slab that's going to be 20X20 feet broken up into squares and stained than try to take that same slab and create rocks on it, because the rocks are going to have a texture to them," says Gasser. "It's not that it can't be done - you just have to make sure the customer knows how it's going to turn out."

As contractors develop more and more techniques for decorative concrete work, manufacturers try to match that by developing more

**concrete as my medium."**



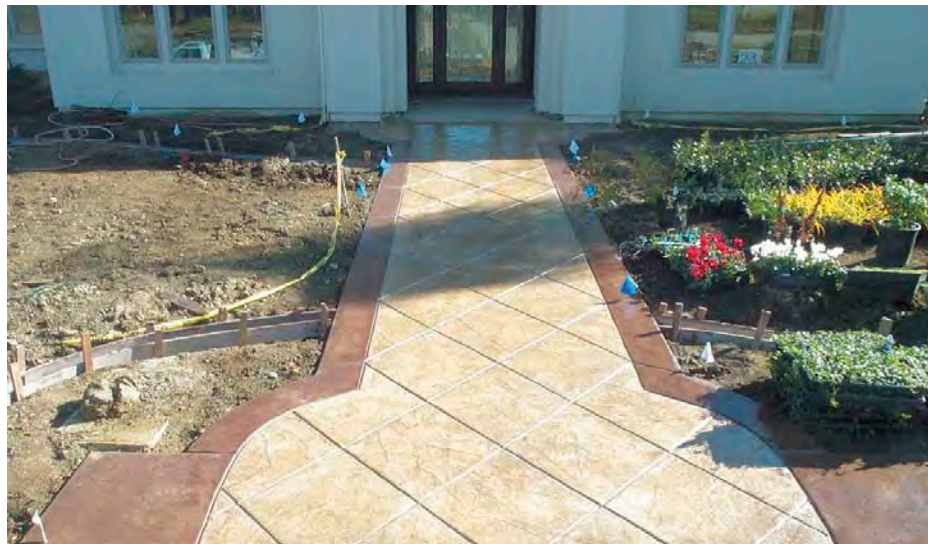
All joints above were cut by hand. Notice that all corners and drains have a joint cut so that cracking happens where they are supposed to.



progressive equipment, according to Darrel Adamson, president of Engrave-a-Crete in Sarasota, Fla. His decorative concrete grooving and engraving equipment has been cutting circular and straight patterns in bricks, tiles and cobblestone, as well as concrete, since 1991.

"We've seen a great deal of growth toward more and more decorative concrete work, and we've been coming up with new tools accordingly," says Adamson. "Our new Mochton stylus engraving system can do things such as cut intricate Celtic knots into concrete slabs - or even cut a life-size figure from a photograph."

Adamson says the Mochton stylus engraving system can cut the pattern into the concrete much more quickly than is possible with the tools currently used to cut intricate details. The new system is typically used to cut patterns the thickness of about two pennies into stained or colored



concrete. While the cuts can be filled flush with the rest of the floor using colored grout on epoxy, the grooves are usually left as is, appearing as if they are mortar joints.

Frank Piccolo is president of Art-Crete, Inc. in Natchitoches, Louisiana

and council director of the American Society of Concrete Contractors Decorative Concrete Council (ASCC/DCC). Piccolo says, "you used to have to hire specialty contractors to do the decorative work on your jobs," says Piccolo. "Today, if you do concrete, you've got







**An Aluminum 2 x 4 Straightedge That is Actually 1 1/2 x 3 1/2"**

- Extruded to + 1/16 tolerance in 10' for straightness straightness
- Aluminum alloy is heat-treated 60/61 T6
- Wall thickness of 2x4 is 1/8"
- Tensile strength 30-35,000 lbs. per square inch
- Conforms to federal specifications QQ/A/250/11 and ASTM B209

**FOR MORE INFORMATION**  
**CALL: 1-800-722-8339**  
**1-717-626-8683**  
**FAX: 1-877-722-8339**  
[www.slipindustries.com](http://www.slipindustries.com)

- Swivel head adjusts for easy use in difficult areas.
- Durable 6-foot to 11-foot powder coated handle.
- Engineered for quick & easy disc changes.

**WALL SCRAPER PAYS . . . CARPAL TUNNEL SYNDROME "DOES NOT PAY"**



— 6' Handle Standard —

CIRCLE #95 ON READER SERVICE CARD



**SPECIALIZING IN**  
**Decorative Concrete**  
**TRAINING**

- Stamped Concrete
- Stamped Overlays
- Color Staining
- Sandblast Stencils
- Countertops



**See Us At The World of Concrete**  
**Decorative Concrete Demo**  
**9 a.m., Wednesday, February 28**

[www.thestampstore.com](http://www.thestampstore.com)  
**888.848.0059**

CIRCLE #110 ON READER SERVICE CARD



to be able to do some specialty work as part of your repertoire of skills. I'm giving it between five to fifteen years until it comes to the point where all concrete businesses will be doing some

of textured concrete from that of a smooth, troweled finish, exposed aggregate from a smooth finish, as well as to separate areas of different colors.

When all is said and done, however, the lion's share of delineation work consists of straight lines and gentle curves - not sexy, perhaps, but aesthetically very pleasing and functional. And here again, manufacturers are busy building better mousetraps in order to make the concrete contractor's life a little easier.

Take, for example, the patented Harris Accu-Glide Saw, manufactured by Star Diamond Tools, Inc., Delta, British Columbia.

"As more and more delineation is used in decorative concrete work, there

becomes an increasing emphasis on speed," says John Bernat, president of Star Diamond Tools. "However, very precise, controlled sawing can not be sacrificed to that speed. Hand-held methods are time-consuming, and long, perfectly straight lines are very hard to achieve."

Bernat says his company saw their niche in with a machine that allowed contractors to easily cut a perfectly straight line when delineating concrete.



**"I'm giving it between five to fifteen years until it comes to the point where all concrete businesses will be doing some kind of decorative work."**

**—Frank Piccolo**

kind of decorative work."

And this kind of work requires knowledge not only of coloring, stamping and staining, but also of sawing concrete in order to delineate the various areas. For instance, delineation is used to separate an area

BRICKFORM

# CEM-COAT

CEMENTITIOUS COATING FOR COLORING CONCRETE

THE FULL LINE OF DECORATIVE CONCRETE PRODUCTS FROM BRICKFORM INCLUDES

- Brickform Texture Mats
- Creative Images Texture Mats
- Texturing Accessories
- Stampcoat Stampable Overlay
- Color Hardener
- Antique Release Agent
- Liquid Release Agent
- Blush-Tone Acid Stain
- Decorative Sandblast Stencils
- Premium Lacquer-Based Sealers
- Premium Water-Based Sealers

**Brickform Rafco Products** announces CEM-COAT, an exciting, new, colored coating designed for concrete, masonry, brick, or stucco. Antique a textured project, touch up existing, colored concrete, rejuvenate a tired, old concrete surface with almost any color imaginable. Call Brickform today for more information about this unique, new product or visit us at World of Concrete in Booth #13541.

800.483.9628 Toll Free • 909.484.3399 • 909.484.3318 Fax • 11383 Newport Drive • Rancho Cucamonga, CA 91730

RAFCO PRODUCTS

QUALITY DECORATIVE CONCRETE PRODUCTS

VISIT US ON THE WEB AT [www.brickform.com](http://www.brickform.com)

CIRCLE #23 ON READER SERVICE CARD

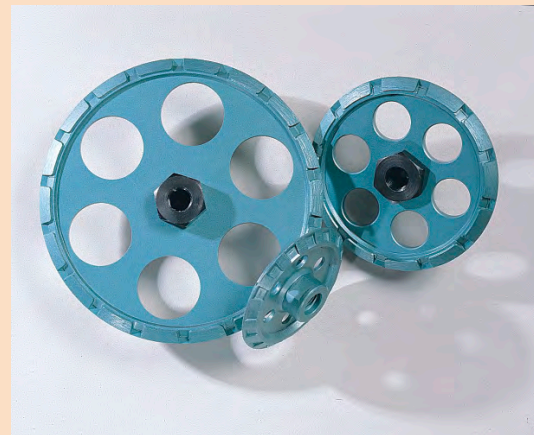


## Crack-Chaser Blade

The Crack-Chaser Blade from Pearl Abrasive Company was designed for more efficient cleaning, routing and repairing of cracks in concrete. The diamond segments are sintered to the core in a V-shaped pattern, leaving a clean groove for filling. They are 4" in diameter and there is an arbor for all popular right angle grinders.

Many Decorative Concrete Artisans and Craftsmen use this blade to cut artistic designs such as flowers and murals in the concrete. The ability to cut at varying radius and depths make this a very versatile tool. It is also used to change a narrow sawcut into a V-groove for grouting or simulation of a joint.

With this blade and a right angle grinder you'll be on the cutting-edge of creativity in concrete! For more information, call Pearl Abrasives at 800-969-5561.



## The Torpedo Groover



The Torpedo Groover from SLIP INDUSTRIES is a 56" long, machine tooled, high grade aluminum groover. This groover cuts an initial straight control joint 1½" deep in freshly placed concrete every time.

No matter how many poles you use with this walking groover you are assured of an initial straight groove every time. The main use of this tool is to separate the aggregate in the concrete on your initial cut to assure that whatever groover you follow it with will make a straight groove... No matter how long you cut it.

This groover is also available in 36" and 24" lengths. For more information or a distributor in your area call SLIP INDUSTRIES at 800-722-8339.

## Diamond Engraving Pin

The concrete engraving pin by Star Diamond is a solid (not coated) diamond segment ¼" in diameter by 1" long diamond router on an 1/8" shank. When used with a Dremel rotary tool it will score concrete, masonry and stone materials. In decorative concrete applications it is used to carve designs or extend score lines to the wall. For more information, contact Star Diamond at 800-282-6470.





"We identified that simple concept as being extremely important because when delineating geometric patterns, all the squares and all the patterns have to come in and meet at 90-degree angles," he says. "If any of the lines are off, the job looks really bad."

"Another major advantage of the saw is that it doesn't take a skilled operator to use it," points out Bernat. "Decorative concrete is an art form, and the typical laborer won't be as skilled at it as the contractor. With this saw, the laborer can work on the delineation while the contractor works on more intricate aspects of the project."

With or without special equipment, Bob Williams, director of marketing for StampCrete International, Ltd. in Liverpool, NY, says concrete contractors needn't shy away from work involving delineation.

"Sawcutting is easy," he says. "It doesn't take any higher degree of skill



than any other type of concrete work a contractor has done. Most the time it just consists of running a straight line, and since you're not going that deep into the surface, it's not all that much work."

Indeed, since concrete contractors are already intimately familiar with the medium they work with on

a daily basis, they need only make sure the basic rules of concrete are still followed as they develop the creative techniques and skills involved in decorative concrete.



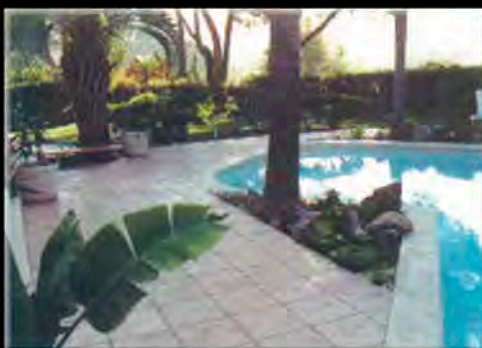
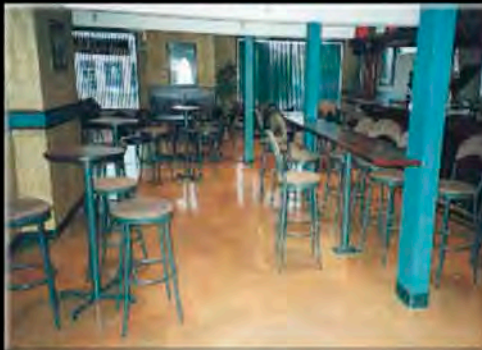
## Manufacturers of Quality Products & Systems for Architectural Concrete Finishes

The Elite Crete Systems mission is to provide the most complete architectural concrete overlay system. One that is of the highest quality, yet reasonably priced, and with unsurpassed technical support and assistance.

Quality is the cornerstone of every product we manufacture at Elite Crete Systems. That's one reason so many designers and concrete professionals have joined the Elite Crete Systems team.

Call today and see how we can assist you.

Toll Free: 888-323-4445  
Tel: 219-465-7671  
Fax: 219-531-0898  
[www.elitecrete.com](http://www.elitecrete.com)



### elite crete systems

Texture-Pave Overlay  
Thin-Finish Overlay  
Chem-Stone Acid Stain  
Ultra-Stone Antiquing Stain  
Clean-Print Release Agent  
Thin-Print Texture Mats  
Sealers, Epoxies, Polyureas  
Color hardeners, Release Agents  
Stencils and much more...

CIRCLE #37 ON READER SERVICE CARD



# Concrete

## *Makes A Statement*

**I** twenty years ago, the construction industry first used concrete overlays to repair cracks and other damage in existing concrete surfaces, from driveways to roadways. Since then, times – and tastes – have changed.

Decorative concrete has quickly become a choice material, for both interiors and exteriors of residential and commercial structures. From counter tops to floors, the reliable gray substrate has undergone a transformation. And overlays play a large role in the rebirth of this old standard.

### What Are They?

Like paint, overlays for concrete are designed to add a new and refreshing look to the substrate they are applied to. They cover dull, drab concrete surfaces — or even wood substrates — that are otherwise poor candidates for decorative concrete staining and coloring.

Applying an overlay atop an existing surface provides a new look or a fresh, smooth surface that will deliver clean, consistent color and appeal. But aside from creating a new look or different finish, overlays can also make it unnecessary to tear out an existing slab, saving costs and headaches.

Overlays, whether a commercial system or a custom-mixed blend, typically combine cement, various aggregates and polymer resins. These resins add additional flexural, abrasion and compressive strength, which virtually eliminates cracking, chipping, freeze-thaw damage, water discoloration and scuff marks.

Though many contractors opt to blend their own overlays, others rely on propriety systems from overlay manufacturers such as Elite Crete, Bomanite, Increte Systems, L.M. Scofield, SureCrete, Miracote, QC Construction Products, Target, Artcrete, Concrete Solutions and CemTec, among others.

Some overlay manufacturers recommend formulas for mixing sand cement and pigment, using their resin or polymer as an additive. However, most offer bag mixes with color added, plus a powdered polymer. With such mixes, water is the only needed addition. Still other mixes may demand both a color and polymer additive. Critical

attention must be used in mixing ratios. When mixed correctly for the job and environmental conditions, good overlay blends can render a mixture that can be spread as thin as 1/32-inch skim coat if necessary or sprayed, textured or troweled.

Doug Bannister of The Stamp Store in Oklahoma City mixes his own overlays and uses many different colors and techniques — from staining and dying to saw

Applying  
an overlay atop  
an existing surface  
provides a new look or  
a fresh, smooth surface  
that will deliver clean,  
consistent color  
and appeal.

Concrete Decor



cutting and grouting — to enhance their look. Concrete contractor Ralph Gasser of Redding, CA also mixes his own overlays, and has done work both for Disneyland and Disneyworld, as well as for overseas projects. This year, he won a decorative concrete pavement award for his 6,000-sq. ft. multicolored, dyed and saw cut overlay job at the Brenden Theater in Modesto, CA (See photo at left).

Like Bannister, Gasser does not use the same design mix from month to month. Weather, the environment and other variables can drastically alter the workability of the blend and affect the setting process.

## Application Approaches

If you use commercial overlay preparations, you can either select products that are self-leveling or those that need to be spread with a trowel. If you mix

your own, you definitely will need to use a trowel, as the chemistry behind self-leveling products is proprietary to the respective system manufacturers.

Self-leveling overlays, mixed to a specified consistency, seek their own levels when poured. Application is complete with a simple touch of a smoother, spreader or porcupine roller, depending on the desired thickness and texture.

Some contractors may choose to subcontract self-leveling thin overlay or stamping applications, and then enhance the new surface through staining, dying, sawcutting, stenciling and even stamping before sealing or coating the finished design.

Troweled-on overlays take expe-



rience and a steady hand — unless you're shooting for a look enhanced by trowel marks on the finished surface.

Some contractors purposely leave trowel marks in their overlay, a technique which can be compared to leaving brush marks on a smooth, high-gloss painted trim.

## Surface Prep

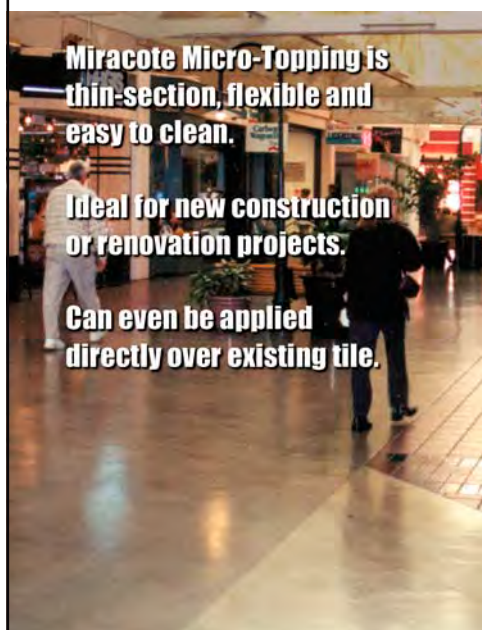
New and existing concrete must be properly evaluated before installing a coating or overlay system. A basic understanding of concrete sanding, grinding and surfacing techniques is essential to determining criteria for the adhesion of the finished product.

**Go ahead, walk on us ---**

**we may be pretty but WE'RE TOUGH!**

## MIRACOTE® Decorative, High-Performance Coating

**Architectural Finishes that look like Concrete, function as a Tough Floor!**



■ Miracote is economical -- can be installed directly over aged concrete and other surfaces.

■ Other benefits are exceptional adhesion, durability and ease of maintenance.

■ Miracote offers a complete line of weather-resistant architectural finishes, protective coatings and waterproof membranes.

### SPEC SECTION 09960

To locate the nearest Miracote distributor, call our offices or check out our website: [www.miracote.com](http://www.miracote.com)



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

Miracote Div. of Crossfield Products Corp.  
3000 E. Harcourt St. • Rancho Dominguez, CA 90221  
Tel: 310-886-9100 • Fax: 310-886-9119  
140 Valley Road • Roselle Park, New Jersey 07204  
Tel: 908-245-2800 • Fax: 908-245-2583

CIRCLE #28 ON READER SERVICE CARD



Existing surfaces must be free of oil, wax, grease, asphalt, paint, latex compounds, curing and sealing compounds and any contaminant that could affect the final bond between the substrate and the concrete overlay.

"The concrete must be opened up and clean," says Bill Shorey of Spec-West — a Sacramento, California, concrete products distributor. "The more porous the substrate, the better the overlay adhesion you'll get. There's more of an angular surface to grab on to and there will be deeper penetration into the substrate."

Shotblasting and sandblasting are two good ways to prepare a surface for an overlay, especially one that is applied to concrete. Some manufacturers also recommend scarifying (making small cuts into the surface) and acid etching to properly prepare a concrete surface for overlays and some methods of coloring.

Over-watered, frozen or otherwise weak concrete surfaces must also be

cleaned down to sound, solid concrete by mechanical methods. Acid etching or the use of solvents is not an acceptable means of cleaning the substrate in this condition.

Surface irregularities require repair prior to application of coatings or toppings. Because thin-film overlays follow the surface profile of the concrete substrate, it's important that the method of surface preparation creates a relatively smooth surface. A highly irregular surface will project through the coating.

Depending upon the type of overlay used and the manufacturer's recommendations, repair of the existing concrete surface may vary. In general, toppings can fill and repair surface irregularities up to twice the thickness of the topping material. Repair materials for deeper irregularities such as bugholes, blisters, cracks, depressions, honeycombs, scaling, and spalling can depend on the polymer product being used and the manufacturer's recom-

mendations. Some system manufacturers do not recommend repairing cracks with their overlay systems, while others have specifically designed crack-repair systems for use with their overlays.

"In its thickest use,

**New and existing concrete must be properly evaluated before installing a coating or overlay system.**

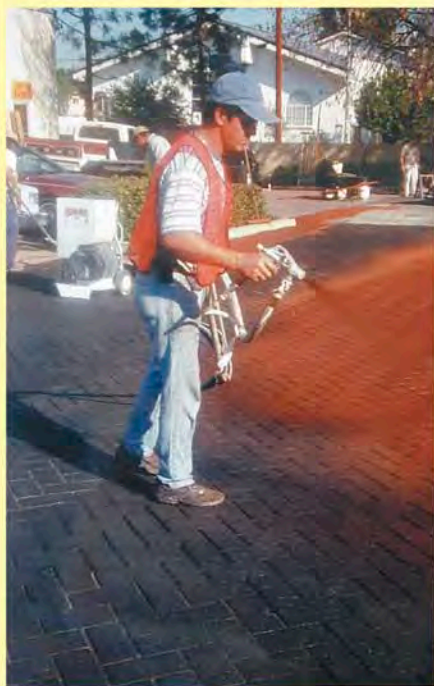
our overlay is 3/8"- to 1/2"-thick and is only as good as the substrate," notes Mike Lowe, Jr. of Increte Systems, a manufacturer of three different overlay products. "If



**Benron Equipment & Supply, Inc.**

(888)327-9839 • (818)894-8848 • Fax (818)892-9482

www.benron.com • email: info@benron.com



**The EZ-TEX "DX" and "XT" are the best portable sprayers for finish texture on concrete products.**

The EZ-TEX sprayers give you an exceptional finish at an exceptional price.

Both models spray a variety of finishes, and come with a 25' material/air hose and trigger gun with four spray tips. Other options and accessories are available.

*Top notch, two year limited warranty!*  
Call for the dealer nearest you.



EZ-TEX "XT"  
P/N 15-000



EZ-TEX "DX"  
P/N 17-081

CIRCLE #15 ON READER SERVICE CARD



our overlay is applied to cracks on a 4"-to-6" slab, those cracks eventually will show back through.

"You can prep a crack by grinding the loose and jagged edges to smooth it out, but the crack may resurface over time. That's not to say you cannot put our overlay over a cracked surface. You can incorporate it into the grout line of a pattern to draw the eye away from it," Lowe says.

Once you remedy any damage on the existing concrete substrate, you then need to thoroughly clean the surface. Make sure it is free of oil, wax, grease, asphalt, paint, latex compounds, curing and sealing compounds and any contaminant that could act as a bond-breaker. Mechanically clean the surface by shotblasting, scarifying or similar method.

## Decorative Options

A thin-stained overlay is one of the more popular finish looks. Once you apply the overlay, you can use a chemical acid or water-base acrylic stain to color the surface with single or multiple translucent colors. Coloration can be relatively even or take on a faux look through the layering or mixing of coloring processes.

To further enhance the look of overlays, you can use stencils to create a design, logo, or borders. You can also score or sawcut the surface. Both scoring and sawcutting can add decorative effects to an overlay at a minimum depth of 1/8".

Scoring is done with different diamond blades on a grinder or worm gear skill saw. There are also special power tools designed by manufacturers for this type of scoring work. Lines can be straight or diagonal to the edges of the flatwork. Sawcut lines are done after the concrete is hardened using a special rotary saw. They can be inserted straight or diagonally to the edges of the overlay. Or, you can cut diamonds, stars, squares and other

shapes into the overlay. These shapes can then be stained or colored in a contrasting color to the one on the abutting surface.

## Finishing Touches

Unlike plain, gray "standard issue" concrete, decorative polymer overlays most always should be sealed or coated to protect the surface and simplify the

maintenance routine.

Dean Owen of Arizona Polymer Flooring in Glendale, Ariz. explains: "A typical sealer system would consist of two coats of a 20% to 25% solids material spread at 300 to 350 sq. ft. per gallon," he says. "This would leave 2 to 4 mils of material in the pores of the substrate and have little effect on the surface's original texture."

Coatings, Owen notes, are applied

## Imagine Operating Your Own Profitable Concrete Beautification Business in Just Days.

*The Originator Not the Imitator of Floridian® Concrete Coating System*



**Before STARDEK System**



**After STARDEK System**

- Free Training
- No Franchise Fee
- No Royalty Fees
- Areas Available Worldwide
- Works In All Climates
- Oil, Grease, Mildew Resistant
- Unbelievable Profits
- Toll Free Support Line

*STARDEK products are easy to install, and unlike others, we offer low, medium, and high end systems to suit any customer's needs, giving you the competitive edge! Imagine yourself creating beautiful pool decks, patios, and driveways while making great money. You can be a part of this fast growing industry by simply attending our FREE installation and marketing program. Call today for our FREE information package*

Visit us at  
The World of Concrete Show  
Booth # 13581

**1-800-282-1599**



Coating Systems Since 1972  
Manufactured by: Color-Crown Corporation, Tampa, FL  
[www.stardek.com](http://www.stardek.com)

CIRCLE #113 ON READER SERVICE CARD



# Some Basics of Concrete Overlay



PHOTOS COURTESY L.M. SCOFIELD

After the existing substrate is properly cleaned and prepared, this contractor applies a self-leveling overlay.



If desired, "grout lines" are sawcut into the overlay for visual interest.



Stain is applied using a variety of techniques and colors, enhancing the design created with the scorelines.



Excess stain is removed and the surface is neutralized before it is sealed.



Cracks like these may eventually show through a thin concrete overlay, but proper surface preparation can minimize this problem.



PHOTOS COURTESY RALPH GASSER

more heavily than sealers and are designed to build a surface film. A typical coating system would consist of 2 to 3 coats of 40% to 60% solids material spread at 200 to 350 sq. ft. per gallon, leaving a thickness of 5 to 12 mils.

According to Owen, coatings provide better substrate protection and are more easily cleaned than sealers. One drawback to coatings, however, is that the smoother surface they create can present slip hazards under wet conditions. Incorporating such components as aggregate particles in the mixture is a key part of coating system design, Owen says.

To protect the floor, his handiwork and his customers' investment, Gasser applies six coats of sealer on projects where there is heavy foot traffic, then specifies floor polish to go on top of the sealer for added sheen and protection. Before you apply a sealer, consider the condition of the overlay. Freshly placed polymer-modified overlays do not need surface preparation prior to sealing. And be sure to

remind your clients that a seal coat does not eliminate the need for ongoing surface maintenance, Gasser says.

"These floors still have to be maintained," he says. "You still have to polish the floor. I recommend doing it once every four days. Mop it first and then put on a coat of polish. In 15 minutes, that floor will be dry."

If the surface has been in place for a while, it should be free of unsound materials or contaminants before applying sealer. Such debris may weaken the overall adhesion of the sealing system. Mechanical or chemical profiling is not recommended, as such methods can alter the surface coloration or texture.

A good commercial cleanser scrub reduced with water per the manufacturer instructions can be applied with a floor machine, using an aggressive mylogrit brush. Do not let the cleaning solution dry on the surface, and be sure to rinse thoroughly, preferably with a pressure washer. Acid-stained

(Continued on page 49)



## Contractor Supplies

### STOP TAKING OFF YOUR SHOES!

AVR Distribution offers shoe covers & furniture bags as well as masking tape (40-60% below retail). Please call for our price list & free samples: **800-838-4055** or fax to: 201-261-1594

*Reach out to  
85,000 contractors  
with the*

**Concrete Decor**  
The Journal of Decorative Concrete  
*classifieds.*

## Training Materials

### Miracote Division Crossfield Products Corp.

Video 1 - "Applying Miracote to Pool Decks"  
- \$29.95 - Covers: Slip Resistant Knock Down Concrete Preparation, Crack Repairs, Jointing, Sealant and Textured Decorative Topping

Video 2 - "Application of Mirastamp Overlay"  
- \$29.95 - Covers: Primer, Architectural Stamped Overlay, Relief Joint Cut, Coloration, Impression Stamping and Sealer.

To order these exceptional training videos, please call Miracote at **310-886-9100**  
See display advertisements on pages 37 and 46

## Decorative Concrete Contractors

### Art Underfoot

We offer a service of concrete enhancement which transforms gray, drab slabs into works of art!

#### Our skills include:

- Patina acid staining
- Saw cut designs
- Cement coating overlays
- PlateAll metal coating - a true metal finish process
- Sculptural concrete creations

Jerry Kidd MFA • 209/223-3262  
Hector Arellano • 916/857-0616



- Stain • Decorative Concrete •
- NuCrete • Sales •

(281) 219-6776  
www.mimcon.com • Kelley@mimcon.com



### SURFACE PREPARATION RESTORATION SPECIALISTS LIC #788813

- Shot Blasting • Water Blasting
- Acid Washing • Steam Cleaning
- Concrete Coatings

Thousand Oaks, California  
(805) 492-3787 • (866) TO BLAST

To place an ad  
call toll-free

**877-935-8906**

or 209-795-7575  
FAX 209-795-7676

• **Classified Phone Hours**  
8:00 a.m. - 5:00 p.m. (Pacific Time) Monday -Friday  
Closed Saturdays/Sundays/  
Holidays

• **Classified Deadlines**  
Placement, corrections and cancellations must be made 3 weeks prior to publication print date. (Please call for deadline information).

• **Advertising Rates**  
"Introductory Special"  
\$99.00 per column inch. This allows you up to 35 words per inch. Payment must accompany ad material.

• **Ad Sizes**  
2-1/4" x 1" equals one column inch. All ads must be in whole inches.

• **Typesetting**  
Ads are set in 8-point Stone Sans type with 10-point leading. We will set your type exactly as you send it to us. Although we retain the right to edit your type, do not rely on us to do so! It is the advertisers responsibility to ensure that all information is correct.

Are you currently looking to fill a position  
in your organization?



Well, why not place that job opportunity in Concrete Decor?



Turn to the people that know products best...

*The CONTRACTORS!!*



# Manufacturer Profile:

## Marvin Dodson, Rare Earth Labs

**T**he critical breakthrough in the creation of Rare Earth Labs' chemically reactive concentrated concrete stains came about five years ago as owner Marvin Dodson was working in his backyard in El Dorado, Arkansas.

Dodson had developed an interest in acid stains about a year earlier. He was trying to beautify his front porch. But little had been written about acid stains, and even less appeared to be known. A semi-retired, hazardous waste abatement contractor, consultant and speaker with experience in insulation, sheet metal and heavy construction for over 40 years, Dodson became interested in this great unknown. He approached the staining of concrete from an engineering background,

not a scientific background. "I came into this from the back door, with no chemistry," says Dodson, a high school graduate.

One summer afternoon in 1995, Dodson acquired a mineral rock used on the set of a performance of a Passion play in Hot Springs, Arkansas. He placed it on top of a stone in his backyard waterfall and artscape design. "It was divine intervention," Dodson recalls. "All of the sudden, I noticed that stain was running out of the stone. I realized that stain was a mineral and it's a rock and that the same thing could work for me."

He took the mineral rock, hit it with a sledge hammer and anvil to break it down and ran it through a sifter. From there, he formed his first compounds. "I quickly realized that I had to find a better way to do it," he says, laughing at his early efforts.



These hand engraved stones were individually stained with various ratios of four of Rare Earth's colors. The tile pattern was cut by machine and stained with two colors.



This liter and half-liter bottle of concentrate will make up to 15 gallons of stain.

### A Seemingly Endless Array of Colors

Since that first primitive creation, Dodson has created about 20 compounds for sale through Rare Earth Labs. Unlike his competitors' batch products, Dodson sells concentrates, which provide contractors greater flexibility. A contractor can use as much or as little as he needs by mixing water with the proper amount. He also can establish a variety of ratios, which offer a seemingly endless array of hues.

"I like to use these stains like a painter uses watercolors," says Dodson, 59, who continues to test and use his products on jobs.

His color chart shows eight main colors — Ozark gray, etruscan gold, coral moss, mocha stone, jade, sandstone, topaz and red slate. By mixing and matching the ratios of concentrate to water, Rare Earth Labs' color chart shows six gradients of each color for a total of 48 colors. More are possible just by changing the ratios, something any contractor can experiment with, says Dodson.

Concrete Decor



In addition to being easier to store and handle, Rare Earth Labs' stains are made of about 85 to 90 percent minerals, meaning less acid and greater success in application to either green, old or new concretes. Because more minerals are involved, the appearance and effect is more natural, says Dodson. "Our concentrated stains are really like a parachute, because we try to pack as much as we can into them," he notes.

Dodson says he prefers to apply his company's stains at lower concentrations to allow the minerals to be transported more cleanly, in successive applications. The appearance is more natural than what happens with higher concentration. "If you want a painted look, get a bucket of paint," Dodson says.

Rare Earth Labs' stains, as Dodson explains, cause a nearly natural reaction with the calcium carbonate in the concrete to "develop" color. Dodson likens the process to developing

film; as time ticks by, the colors become more apparent. Therefore, more applications of lower concentrations create a better result, he says.

Other stains create lots of fizz. Rare Earth Labs' stains create less fizz, which at times leads to calls to the company from contractors asking if something is wrong. Dodson's answer to callers: "Wait a little longer, it'll happen."

## Becoming an Artist the First Time

The stains allow neophyte contractors to create brilliant effects. Dodson says textures are easy to create using textured rollers and mats. For what Dodson calls "a neat effect," users can apply multiple colors, blending them together by applying a second color next to the first while it's still wet to create a blended

You're actually getting closer to a real stone look because of the minerals that we are employing.

appearance. Another method is to hand spray one color, then doing the same to the second. The stains will appear to flow together. For a sharper contrast, Dodson suggests allowing one color to set for about 15 to 20 minutes before applying a second color. Dodson favors using Quick Imprint rollers, especially on brick edges to create a natural flow to the colors.

"You're actually getting closer to a real stone look because of the minerals that we are employing. As a result, you get away from the stark, painted, hard color look and get to an easier, softer, natural feel," says Dodson.

No matter what affect is sought, Dodson says contractors will find his

**Decorative Concrete Specialties**

*Jobsite instruction available*

*Serving Northern and Southern California and Nevada*

- Acid Stains
- Sealers
- Self-Leveling Systems

**Professional Supplies and Instruction for:**

- Concrete Stamping Techniques
- Stamped Overlay Systems
- Liquid/Powder Release
- Cure & Seal
- Color Hardener
- Antique Methods
- Stamping Mats

**San Ramon, California**  
**(925) 820-1176**  
**[www.deco-concrete.com](http://www.deco-concrete.com)**

CIRCLE #34 ON READER SERVICE CARD



products easier to use than other acids. Rare Earth Labs offers contractors test kits which include detailed instructions, a color chart, some suggestions for use, and 2 ounce bottles of all eight

Square, a four-block area of 6,000 square feet used by people coming and going from the courthouse. The completed project was recently named a top 15 finalist in the Great Main Street Award competition.

Rare Earth Labs' stains cause a nearly natural reaction with the calcium carbonate in the concrete to "develop" color... much like developing film.

main color stains. An instructional videotape of application techniques and educational training seminars are planned for later this year, Dodson says.

Application can be done between 18 and 72 hours on green and new concrete, because of their concentration. Dodson has used his company's stains to penetrate right through old sealers and hard trowelled finishes with good results. However, all surfaces require proper preparation. No sanding is needed; but the concrete must be free of waste and debris. "You really need a good, clean surface. That's it," says Dodson.

Dodson practices what he pre-pares. The first time he used the stains was on a severely chemically damaged concrete patio area outside a pool deck at a house in Arkansas. The 2,800-square-foot patio and pool deck had four large places where the finish on the concrete had been eaten down to the large aggregate road mesh. Dodson sawcut and ground the concrete to look like laid in stones and created a series of blue and brown hues with his stains. "I saw it recently and it still looks as good as when we did it in '96," Dodson says.

Another great success was in El Dorado, Arkansas. He created a patterned paver look by utilizing engraving along with his stains on the 100-year-old concrete at Courthouse

## New Colors, New Markets

Since selling his first stain in June 1998, Dodson has developed a four-employee

company responsible for creating and shipping his products. Shipments have gone all over the United States, as well as to Canada, Europe, Denmark and Australia. Most of the interest for his stains has come from the company's website at [www.rareearthlabs.com](http://www.rareearthlabs.com).

As word spreads, Dodson sees business expanding at his El Dorado base. He pictures between 10 and 20 distributors around the world. He has the capacity to significantly expand production and has already stored several months worth of product ready for shipment as interest grows.

Dodson is guarded about future

developments because of their revolutionary and proprietary advances for the industry; fearing competitors' counter-attacks.

He says the company has developed about 200 colors, which Rare Earth Labs will begin to unveil later this year. "A lot of them are very unique, really exciting. And some are crossovers," he says. New effects using new techniques and a new line of application tools in development at Rare Earth Labs are also planned for the near future, Dodson says.

"What we hope is that when someone uses our products, he can use his creativity and his skills to make each job his own creation, something uniquely his. That's what we offer to contractors."



Dodson created this patterned paver look by utilizing engraving along with his stains on the 100-year-old concrete at Courthouse Square in El Dorado, Arkansas.



# Product Marketplace

## Product Marketplace

is a paid listing of quality-related products. If you would like more information about any of these products, circle the appropriate number on the reader service card found between pages 44 and 45 of this issue.

## Bon Tool Announces Acid Stain in Concentrated Form

True Etch™ Concentrated Colorant —the same coloring agents and minerals found in BonWay™ Acid Stain, but in a concentrated form.

Get a range of colors by changing dilution ratio. 1 gallon container for easier storage and safer handling. Mix on-site with acid and water.



CIRCLE #17 ON READER SERVICE CARD

## SureCrete Design Products

Comprehensive stamp overlay system:

- Bond coat mix
- Color packs
- Stamp mix
- Antiquing
- Modifiers
- Sealer

Workability of the stamp overlay system is the prime concern.

Experience the user-friendly system at one of SureCrete Design Products' monthly workshops. Call 800-544-8488.



CIRCLE #118 ON READER SERVICE CARD

## The Harris Accu-Glide Saw

StarDiamond offers the Harris Accu-Glide Saw; which sets up in seconds and scores a perfectly straight line over smooth or textured surfaces. The weighted, stainless steel interlocking tracks do not require clamping, and line up to reference points, thus eliminating the need for potentially damaging chalk lines.



## KMC Industries

### Products You Can Stand On

**KMC Clearseal's** unique polymer and cutting edge technology allows it to be used over "green" concrete without concerns of hazing and marginal adhesion.

### Advantages:

- Can be applied over damp concrete
- Low labor installation (squeeze back roll)
- Can be used as a primer for various sealers
- Fast re-coat time
- Fast return to service
- Simple mix ratio
- "Wet" look over concrete
- Gloss or satin sheen finish
- Very low odor
- Clean up with water
- Coverage: 400-600+ s.f. first coat/ 600-800+ s.f. second coat
- Very low VOC (1 milliliter)

### KMC Industries

6955 Speedway Blvd., Suite T-106  
Las Vegas, NV 89115-1741  
(702) 643-0766 • Fax: (702) 643-0339  
kmcindustries@hotmail.com

CIRCLE #54 ON READER SERVICE CARD

## THE PROFILER™

NOTHING MORE EXPENSIVE THAN A CHEAP PROFILE

### Our patented Gel formulation:

- "Opens up" steel trowelled concrete, resulting in an excellent bonding surface
- Does not penetrate the concrete
- **Does not require neutralizing**
- Clings to inverted surfaces
- Flush to sewer
- Coverage rate = 300+ S.F./Gal.
- **Aids in warranty of subsequent treatment products**

Number One Choice in Concrete Surface Preparation and Treatment



Surface GelTek™

8201 Highland Ave. • Scottsdale, AZ 85251  
480-970-4580 • 888-872-7759 • 480-421-6322 (fax)  
surfacegeltek@msn.com  
**Distributorship Inquiries Welcomed**

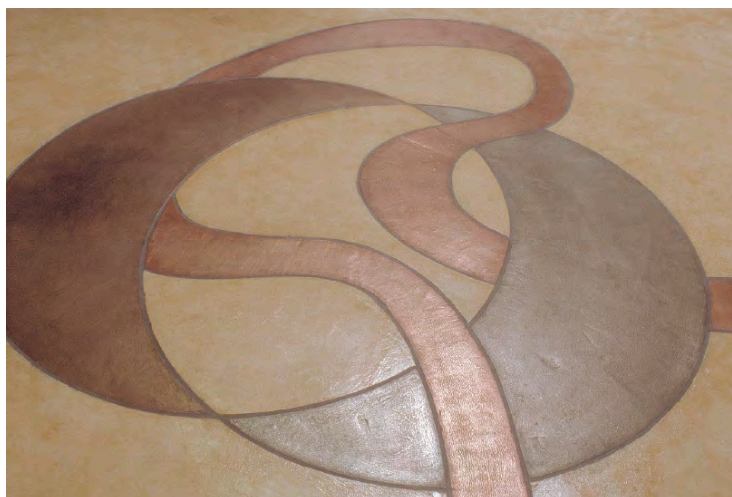
CIRCLE #121 ON READER SERVICE CARD



## Transform your world of concrete

Amidst a myriad of decorative coatings for concrete, PlateAll Metal Coating emerges. PlateAll can transform a rather ordinary cement surface into one that resembles solid cast metal with many of its attributes. This innovative coating provides artisans access to the realm of the extraordinary.

PlateAll Metal Coating is a combination of a specialized polyester resin mixed with a composite metal powder and a catalyst. When the mixture is put into a conventional spray gun, it may be cold sprayed onto most any substrate, including cement, creating a seamless metal surface of aluminum, brass, bronze, chrome,



copper, iron, nickel silver, or stainless steel.

The process of using PlateAll can be accomplished with ease and creates a permanent bond with the substrate when properly prepared for adhesion. Use Plateall on stucco-coated EPS systems such as archways, crown moldings, cornices, columns, mantels,

and other architectural elements. Create a magnificent bronze or brass design on a floor or a wall that is "real" metal, not just paint that looks like metal, but "real" metal. Use PlateAll outdoors as well as in, and design a beautiful copper garden sculpture or fountain, or coat ordinary garden tiles with nickel silver. The only limit with PlateAll is your imagination.

For more information about PlateAll Metal Coating, see the February edition of Paint Pro Magazine (209-795-7575), or call PlateAll at 877-862-7501 and check out the website at [www.plateall.com](http://www.plateall.com). ■

**Go ahead, walk on us ---**

**we may be pretty but WE'RE TOUGH!**

**MIRACOTE® Decorative, High-Performance Coating**

**Architectural Finishes that look like Concrete, function as a Tough Floor!**

**Miracote Mirastamp Overlayment offers a wide range of patterns, colors and textures.**

■ Miracote is economical -- can be installed directly over aged concrete and other surfaces.

■ Other benefits are exceptional adhesion, durability and ease of maintenance.

■ Miracote offers a complete line of weather-resistant architectural finishes, protective coatings and waterproof membranes.

### **SPEC SECTION 09960**

To locate the nearest Miracote distributor, call our offices or check out our website: [www.miracote.com](http://www.miracote.com)

**Ideal for interior or exterior applications.**



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

**Miracote Div. of Crossfield Products Corp.**  
3000 E. Harcourt St. • Rancho Dominguez, CA 90221  
Tel: 310-886-9100 • Fax: 310-886-9119  
140 Valley Road • Roselle Park, New Jersey 07204  
Tel: 908-245-2800 • Fax: 908-245-2583

CIRCLE #29 ON READER SERVICE CARD





Products to Protect & Beautify

• **Concrete • Masonry**  
• **Tile • Stone**

with

• **Sealers • Stains**  
• **Cleaners • Stripper**

Quality Products for Over 40 Years

**Unparalleled Customer Support**

Orders: 1-800-895-8000 • Sales: 1-707-529-1826

Office: 1-510-895-8000 • [info@tricoat.com](mailto:info@tricoat.com)

## Concrete Makes A Statement

(Continued from page 40)

surfaces must first be neutralized before receiving a water-based seal coat. Water-based coatings applied to improperly neutralized surfaces are apt to suffer premature failure.

### Jumpstarting the Business

Understanding concrete, how various coatings and mixtures react to it, and how the coatings can be applied and maintained are just the beginnings of what you'll need to know to grow a successful decorative concrete enhancing niche. You'll also want to learn how to charge for a job based on your internal costs, your time and the going rate in your area.

The typical cost of overlay applications for your customer should be comparable to the product alternatives or other types of flooring treatments (e.g. vinyl, carpet, tile, inlaid stone, etc.). The condition of the existing concrete, the type of work the customer wants performed and the amount of time and materials needed can all add to the job's cost.

Many of the major overlay system manufacturers and their distribution networks offer training and certification courses to teach new users not only how to mix the product properly but also how to install it and finish it. Be prepared to learn and explore new materials, tools and techniques

says Shorey adding, "read manufacturers literature thoroughly and test, test, test, so you can avoid doing R&D on an actual job site."



**DUSTLESS  
GRINDING  
\$24.95**



**THE DUST  
MUZZLE™**

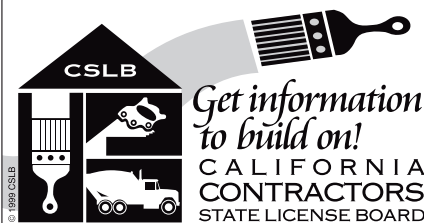
RETROFITS OVER  
1,200 SANDERS INTO  
DUSTLESS TOOLS!

- **Diamond cups** • **Crack Chasing** • **Tuck Pointing**
  - Works with any vacuum • Flexible and transparent • Retrofits in minutes
  - Ideal for concrete dust • We now carry diamond cup wheels, hose and vacuums.
- Dealer inquiries invited

Shave Away, Europe • 837 Cornish Drive • San Diego, CA 92107

**619 223-2154 • Fax 619 223-9690**

[www.dustmuzzle.com](http://www.dustmuzzle.com) • e-mail: [dustmuzz@dustmuzzle.com](mailto:dustmuzz@dustmuzzle.com)



### Time To Brush Up?

Order your free "Contractor's Kit" today!  
Valuable info every contractor should know.  
Fax your name and address to (916) 255-1395  
or mail it to CSLB Publications, P.O. Box 26000,  
Sacramento, CA 95826. Visit our website at  
[www.cslb.ca.gov](http://www.cslb.ca.gov) or call 1-800-321-CSLB.

CIRCLE #87 ON READER SERVICE CARD



# Decorative Concrete

## Acid-Stain.com has opened its doors!

Announcing the creation of Acid-Stain.com, a web site dedicated to market, develop and promote all facets of decorative concrete work, including acid stain, stamped concrete, decorative overlays and more. We offer help finding suppliers, contractors, installation tips, industry links and much more. It is a place where ideas can be exchanged and help can be found through what we hope will become the best message board in the industry.

Acid-Stain.com consists of an informative area, where the different techniques and materials are explained in detail; a supplier section in which different sponsors will promote their products; a contractor section where companies are listed geographically to

help customers find contractors from their own area; and a message board in which experienced people and our staff are always available to give you the information and help you want. We continuously monitor our message board so no question goes unanswered. Get leads, find information and supplies, or just chat with others in the industry. Come to visit us on [http://](http://www.acid-stain.com)

[www.acid-stain.com](http://www.acid-stain.com). ■



## Internet Resource: Decorative-Concrete.net

Whether you are a seasoned architectural concrete craftsman or have just entered the decorative concrete world, you will find a never ending flow of trade related information on [www.decorative-concrete.net](http://www.decorative-concrete.net).

Answers to perplexing questions, discussions on new/ evolving creative techniques, sources for related materi-

als/ suppliers/ tools, listings of training seminars, and a wealth of other insightful expertise is available 24/7 on this "interactive voice of the decorative concrete industry."

Concrete is like a blank canvas, just waiting to be "brought to life," through an infinite number of artistic ways.... "limited only to your imagination." Interacting with others on this forum will assist you in professionally doing so!

"A Special Invitation" ...If you will be attending the International "World Of Concrete" Expo, stop by for a personal visit... details on our website. ■

Welcome To  
**DECORATIVE  
CONCRETE  
.NET**

## Internet Resource: Concrete Network.com

"Stay informed and make more money!" That's how the benefits of the ConcreteNetwork.com web site were described to us at Concrete Décor Magazine.

Here is how the site can benefit you:

### #1 – "Find-A Contractor"

Our "Find-A Contractor" feature points site visitors to concrete construction services and concrete products in most U.S. metro areas. This database provides contacts, links to web sites, and services or product descriptions. Visitors can find Precast in Peoria, Basements in Boston, or 60 other types of services and products across the count.



# on the Web

## CONCRETE Network.com™

Ask people what they do when they want to buy something today in this "Internet Age". Many will respond, "search the web". Builders, architects, owner/builders, general contractors, developers, and designers search the web to find out about a concrete product or service. We provide over 800 pages of concrete content, so they find us. After reading about the concrete product or service- they can find local suppliers and contractors to get the work done.

It takes 14 different sections of the phone book to find all the types of concrete work and concrete products covered on ConcreteNetwork.com.

### #2 – Concrete Industry and Building Industry Events Calendar

Our "Concrete Industry and Building Industry Events Calendar" offers up-to-date information on concrete industry technical training, how to manage better seminars, online training opportunities, business opportunities, and building industry events and training. This calendar is updated daily so you always have current information.

### #3 – Ideas to help you run your field and office

On our home page, each week we update the "Construction Office", "Construction Jobsite", and the "Opinions" sections with new content.

The "Office" section offers information on business opportunities, ideas, education, conferences, seminars, accounting, and human resources.

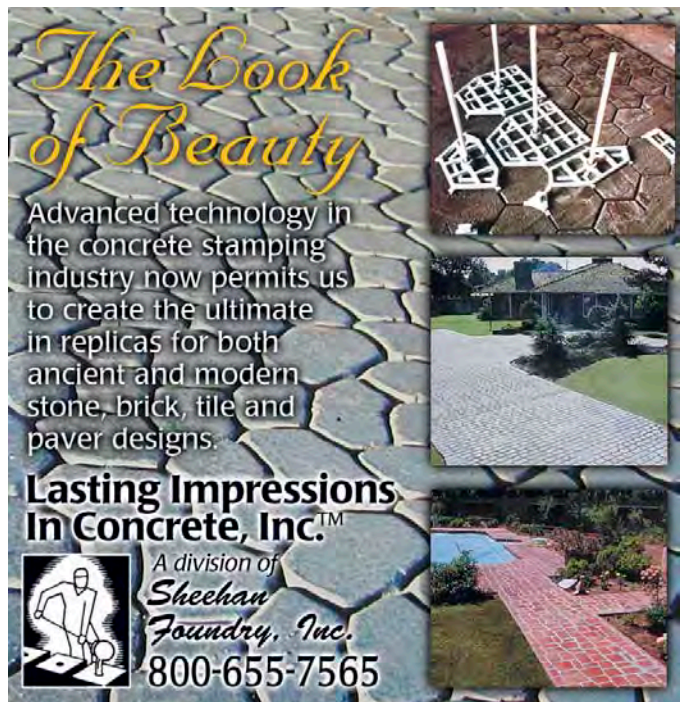
The "Jobsite" section offers tips on products, training, construction tips, job site productivity, and technical information.

The "Opinions" section has articles by both regular and guest feature writers on both construction topics and management issues.

### #4 – Free Newsletter

Join thousands of companies who receive our bi-monthly "Concrete Source" e-mail newsletter. Find out about the latest products and events, new site topics, featured speakers, and other relevant information for the concrete industry. The site is free to use. You can find us at [www.concretenetwork.com](http://www.concretenetwork.com).

Jim Peterson is founder and President of ConcreteNetwork.com. He has a free e-mail newsletter "The Concrete Source" which discusses concrete products, concrete services and construction management topics. Sign up at: [www.concretenetwork.com/newsletter.htm](http://www.concretenetwork.com/newsletter.htm). ■



*The Book of Beauty*

Advanced technology in the concrete stamping industry now permits us to create the ultimate in replicas for both ancient and modern stone, brick, tile and paver designs.

**Lasting Impressions In Concrete, Inc.™**

A division of  
**Sheehan Foundry, Inc.**  
800-655-7565

CIRCLE #64 ON READER SERVICE CARD



*Faux Brick...*  
*Continuing a Tradition of Craftsmanship*

See us at  
W.O.C.  
Booth 11681

"Faux" is a French word meaning "False". French artisans brought the craft of faux finishes of wood and marble to New Orleans. Today, FAUX BRICK is continuing the tradition of fine French craftsmanship of faux finishes to create a look of luxury wherever you use poured concrete.

**FAUX BRICK** STENCILED CONCRETE

**Artcrete, Inc.**  
318/379-2000 • Fax: 318/379-1000  
[www.artcrete.com](http://www.artcrete.com)

CIRCLE #09 ON READER SERVICE CARD

Make a smart investment in your business  
and subscribe your employees to **Concrete Decor**.

When you subscribe two or more employees to Concrete Decor, you can take \$3.00 off the price of each subscription. That's only \$15.00 each year for each of your employees! Just include their names and addresses in the enclosed self-addressed envelope along with your payment and we will begin their subscriptions right away.

**Concrete**  
The Journal of Decorative Concrete  
*Decor*



# Publisher's Letter

*Dear Professionals,*

It is a special pleasure to present you with the premier edition of Concrete Decor, The Journal of Decorative Concrete. As a tradesman and a publisher of professional trade journals, I am confident you will find the subject matter within each issue of Concrete Decor a benefit to you as a craftsman and a businessman as well.

The concrete construction industry has evolved significantly in recent years, due in part to improved health and safety standards but also from a growing demand for architectural finishes that compliment and enhance the environment. It is easy to overlook the fact that more concrete is poured below grade; but above grade it is becoming a medium of architectural splendor and a permanent statement of individual expression. And it is here that significant new opportunities await you. Unlike any other construction material, concrete is now gaining tremendous attention from architects, designers and even home owners who increasingly see this unwavering substrate as a beautiful new focal point.

From bridges to patios, from pool construction to new homes—the demand for decorative concrete continues to grow. It is an aspect of the construction industry that demands the attention of professionals who wish to build their businesses and level of competitiveness. It is the single largest aspect of the industry that has more people talking and asking questions, contractors and customers alike. But with all this activity it's simply your opportunity to have an increasingly good time while playing in the mud.

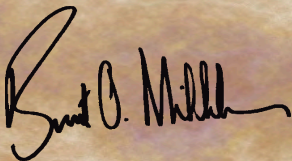
At Concrete Decor we are focussed on finding, for you, the types of information that can make you more knowledgeable about products, better able to confront and excel in challenging environments, more highly skilled and most importantly better equipped to safeguard the future of your business.

Concrete Decor seeks to constantly raise the standard of quality and professionalism within the industry. We know that a job well done is the best job security around. Give your customers excellent service and that finishing touch on every job and you will likely never need to go looking for the next job.

Our aim is to serve you to the best of our abilities and demonstrate creativity within these pages. And there is no better time than the start of a new millennium for you to begin receiving the benefits Concrete Decor has to offer. Your subscription to Concrete Decor allows us to improve upon the educational value and quality of this publication.

We thank you for your interest in Concrete Decor and look forward to long standing relationship with you. Should you have any comments, suggestions, or concerns you would like to share with us please write us or call our toll free number at 877-935-8906.

God bless you and your family and best wishes for a prosperous year ahead.



Bent O. Mikkelsen  
Publisher





Advertiser	Page #	W.O.C. Booth #	Reader Service #
Arizona Polymer .....	29	12269	07
ArtCrete .....	49	11681	09
Art Underfoot .....	Classified	-	-
AVR Distribution .....	Classified	-	-
A. W. Cook Cement (CemTec) .....	16	-	12
Benron Equipment .....	38	-	15
Bon Tool Company .....	45	12309	17
California State Contractors Board .....	46	-	-
Chem Coat .....	14	-	23
ConcreteNetwork.com .....	51	-	-
Concrete Solutions .....	21	12148	26
Crossfield Products/ Miracote .....	37, 47, Classified	12673	28, 29
Davis Colors .....	11	16935	30
Deco Sup .....	29	7119	32
Decorative Concrete Specialists .....	43	-	34
Elite Crete Systems Inc .....	35	3812	37
Engrave-A-Crete .....	21	-	40
Flex Art (Safety Stain) .....	13	3313	42
Golden Look International .....	28	13571	48
Increte .....	19	19113	52
KMC Industries .....	45	-	54
Kemiko Concrete Stains .....	28	9610	60
Lasting Impressions (Sheehan Foundry) .....	49	-	64
Only Under Pressure .....	Classified	-	-
QC Construction Products .....	19	15075	75
Quik Imprint .....	3	12757	76
Rafco-Brickform Products .....	33	13541	78
Rare Earth Labs .....	24	-	83
Scofield, L. M. .... Back Cover .....		18612	86
Shave Away Europe .....	47	10031	87
Sherwin-Williams (H&C Stains) .....	17	3214	89
Simple Solutions .....	14	2725	90
Slip Industries .....	32	11547	95
Specialty Concrete Products .....	25	2113	104
Stamp Store .....	32	-	110
Star Deck (Color Crown) .....	39	13581	113
Star Diamond Tools .....	45	12177	114
Stone Touch .....	7	-	115
SureCrete .....	Inside Front Cover, PM	6811	118
Surface Gel Tek .....	45	-	121
Vexcon Chemical .....	15	12814	126
White Mountain Products .....	46	9710	129

Presents  
**Essential  
Resources  
for your  
Concrete  
Business**



**1.**

### Information

Resources on 39 concrete products and services such as acid-etch staining, concrete engraving, concrete countertops, concrete pavers, fireplace surrounds, colored concrete, concrete resurfacing... and more.

**2.**

### New Business!

Join our directory of concrete contractors and concrete product providers. 164 U.S. cities served.

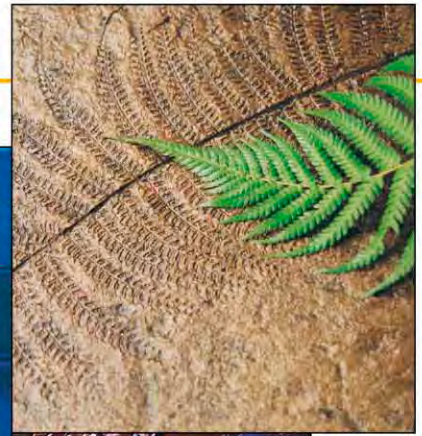
**FREE!**

Sign up for our free monthly e-mail newsletter to be kept informed on new concrete services and concrete products.

**3.**



extraordinary decorative concrete



Around the world, extraordinary decorative concrete begins with Scofield engineered systems. Why do Scofield systems pave the way in exciting theme parks, prestigious museums, local office parks, popular restaurants, trend-setting shopping centers and remarkable residential developments? Scofield addresses the hard challenges. Our engineered systems stand up to heavy pedestrian traffic. Our colors are consistent. Our results are repeatable – project-to-project and phase-to-phase.

Scofield works with leading architectural and interior design firms and contractors by providing consultation, technical support and hands-on training at the Scofield Institute.

Choose Scofield systems to create unique surfaces that are more than decorative. When durability and value count, talk to the company with over eight decades of experience.

Headquarters for Western USA and Asia-Pacific

**L. M. Scofield Company**

6533 Bandini Blvd., Los Angeles, CA USA 90040

Telephone: (323) 720-3000, Fax: (323) 720-3030

Headquarters for Eastern USA and Latin America

**L. M. Scofield Company**

4155 Scofield Rd., Douglasville, GA USA 30134

Telephone: (770) 920-6000, Fax: (770) 920-6060

Headquarters for Europe, Middle East and Africa

**L. M. Scofield Europe Ltd.**

Scofield Court, Oaks Park, Barnsley, South Yorkshire,

S71 1HT UK • email: [europe@scofield.com](mailto:europe@scofield.com)

Telephone: +44 (0)1226 732222, Fax: +44 (0)1226 733344

**Worldwide availability and technical support**  
**1-800-800-9900 or [info@scofield.com](mailto:info@scofield.com)**

 **SCOFIELD**  
**Changing the way the world looks at concrete.**

™ indicates a Trade Mark of L.M. Scofield Company (USA) © LM Scofield Company (USA) 2000 - all rights reserved.