2008/09 Decorative Concrete Training Guide

Vol. 8 No. 6 • Sept/Oct 2008 • $6.95

Concrete Decor®

The Journal of Decorative Concrete

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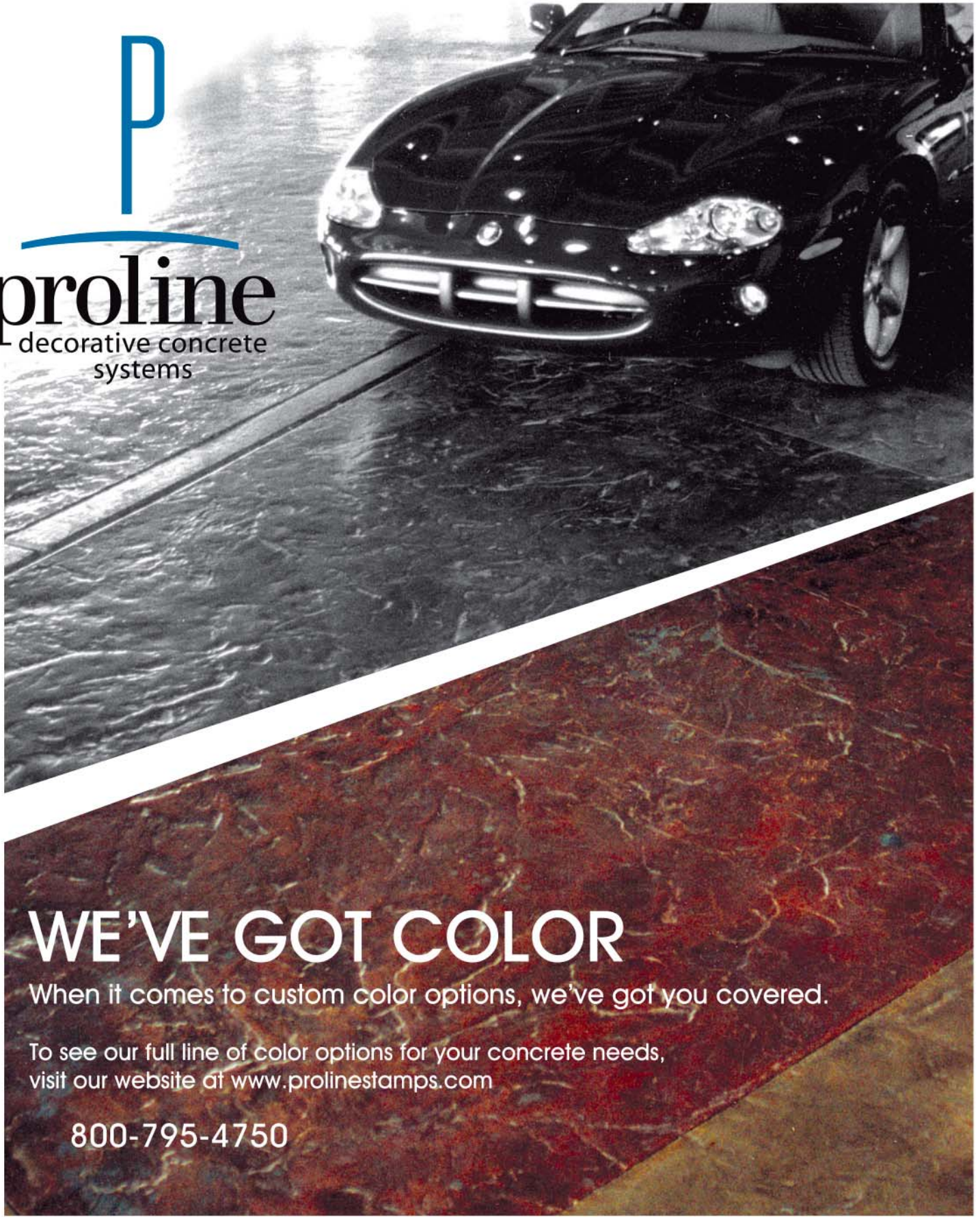
Countertop Concrete

A Professional Trade Publications Magazine



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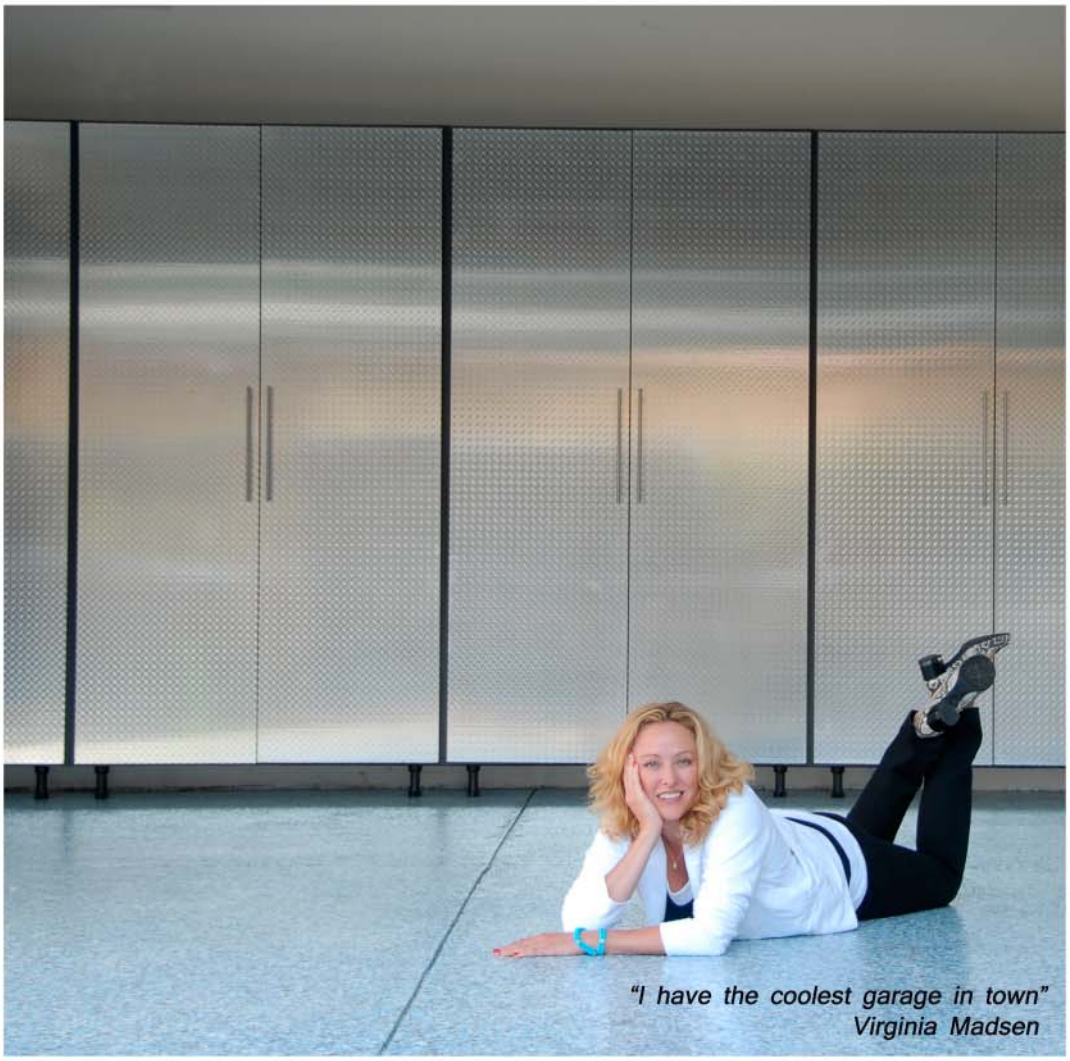

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Publisher's Letter

Dear Readers,

Growing up, I was taught that it's polite to recognize people in your surroundings with a simple hello at the very least. However, after I grew up, I started to realize that making people feel important meant more than giving a passing "Hey, how's it going?" In fact, whenever I run into folks who are just downright interested in my success, it's not only a surprise, it's a wonderful encouragement.

At *Concrete Decor* I want you to know that your success is very important to me — honestly. That might be surprising to hear, coming from someone you don't know, let alone a magazine. But it's true. Why? It so happens I'm passionate about the decorative concrete business and I want it to succeed. The only way it will do that is if you are successful.

Success in any venture, whether it is a construction company, a supply store, a manufacturer or even a magazine, depends on a number of components. The most notable of these are good products, good people and ongoing education. The pages of *Concrete Decor* make sure you stay connected with each of these. With any profession, education is ongoing, but learning is especially important when an industry is trying to define itself. Such is the case with decorative concrete. How well we educate ourselves to do professional-quality work will affect how the rest of the world embraces these kinds of building products.

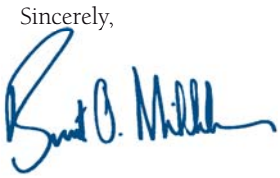
This is the reason *Concrete Decor* publishes its annual Decorative Concrete Training Guide. In print, it is a way for you to identify who offers what, but it also tells you who's serious about accomplishing this mission of education. It's also important to be aware that *Concrete Decor*'s online Training Calendar tells you when and where these companies are holding training services over the next 12 months. In some cases, you'll find that learning opportunities are just a stone's throw away. In others, you might discover an opportunity to learn from experts on another continent.

A new training service that *Concrete Decor* offers is Webinars. This online service puts live opportunities for learning right onto your computer screen. Webinars are fun, and they give us the ability to talk to each other, asking questions, sharing ideas and much more. You can learn more about upcoming Webinars by subscribing to *Concrete Decor All Access,* our free monthly e-newsletter.

Make a stupid mistake and people will talk about it constantly. Make a smart decision and people will simply smile and say thanks. Keeping those simple thank yous flowing is, in my opinion, a product of training.

Stay smart, and both your business and this industry will flourish.

Sincerely,



Bent Mikkelsen, Publisher

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Enter the access code shown below to gain access to *Concrete Decor's* online archive of articles.

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Concrete Decor now features the industry's ultimate online search tool for finding just about anything related to decorative concrete. Start by going to www.concretedecor.net. At the top of the page simply enter a keyword such as "stencil," "integral color," "admixture" or "rock features." In less than a second we'll search more than seven years of articles and information from the pages of *Concrete Decor* and provide you with an extensive list of results.

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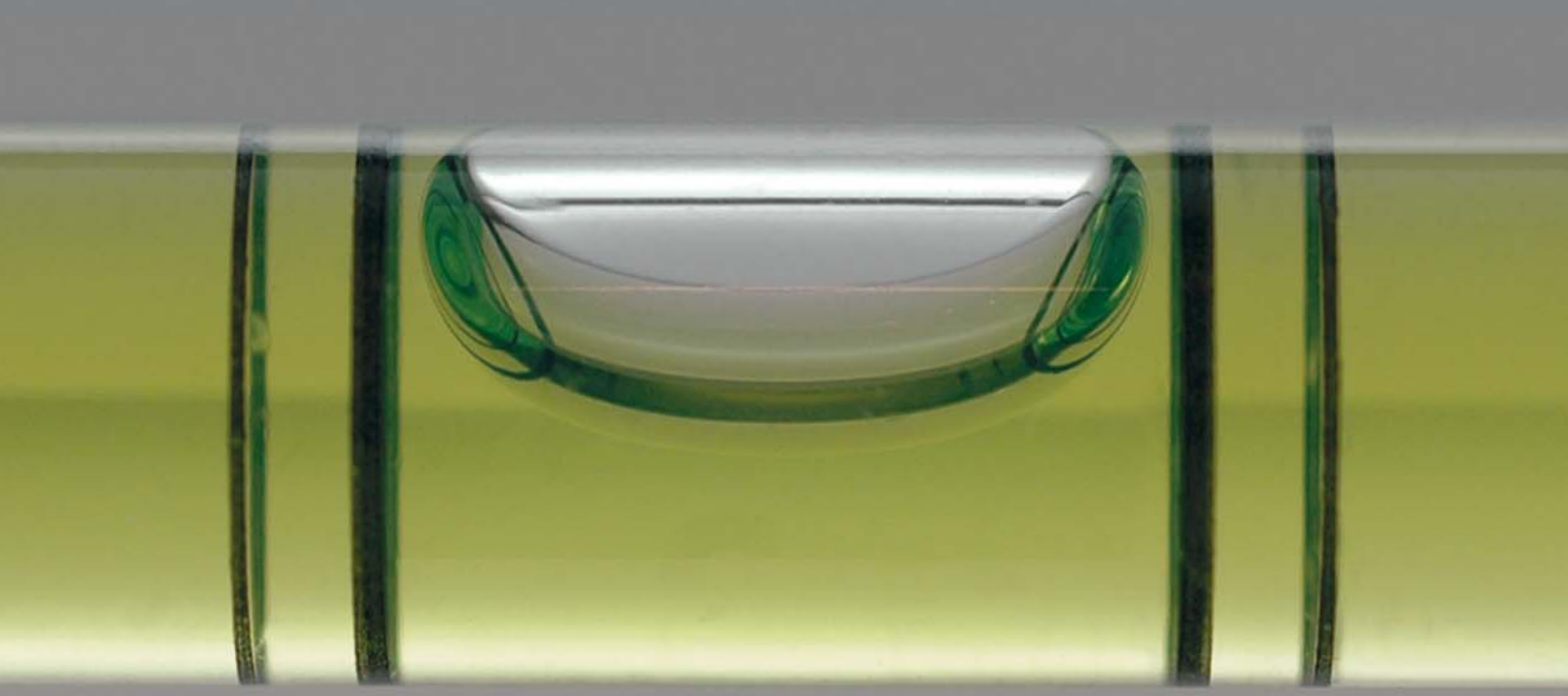

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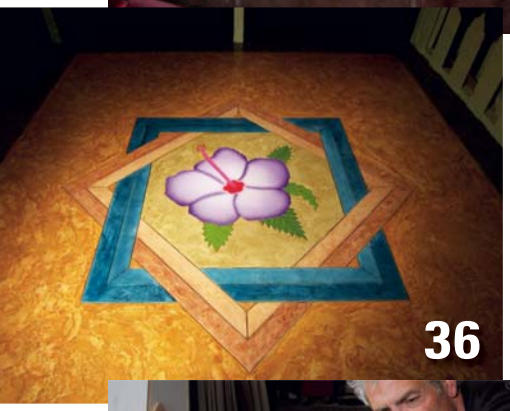

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Countertop concrete is not your grandfather's concrete. It requires new approaches to the basic elements of mix design and reinforcement. This in-depth look takes you inside the bag.
by Amy Johnson

On the Cover: Scott Cohen of The Green Scene designed this project for a backyard pool remodel. Water cascades from copper wire spillways over custom glass mosaic tiles. The sheer cascades and spillways are backlit with fiber optics. For more on Cohen and his work, turn to page 26.

Photo courtesy of Greenscenelandscape.com

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HTC University - Global Education from the Industry Leader

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HTC is a monthly training seminar, established in 2005, to educate interested parties about HTC Superfloor™ polished concrete. HTC University leverages 15 years of experience working with polished concrete, dry and wet grinding and polishing, concrete concepts, polishing techniques, floor preparation, decorative concrete, and maintenance with Twister™. HTC also educates customers on how to market HTC Superfloor™ polished concrete and estimate and bid contracts. Attendees may include existing customers, potential customers, rental companies, end-users, potential end users, architects, spec writers, new machine operators, and facility managers interested in polished concrete from around the world.

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Photo courtesy of iCrete LLC

The Freedom Tower, a high-rise development in New York City, is being built with the iCrete System.

Atlantic City casino, NYC landmark use green concrete

The Freedom Tower, located at the site of the former World Trade Center in Manhattan, is currently being constructed with iCrete, an environmentally friendly type of concrete from iCrete LLC.

Use of the iCrete System means a reduction of up to 40 percent in greenhouse gases, plus advanced mix designs, higher performance and quality control.

The concrete designed by iCrete for the Freedom Tower is reportedly the highest-strength concrete ever poured in New York. The Revel Casino Resort in Atlantic City, reportedly the world's greenest casino resort, is also being built with iCrete. To date, it is the largest project in New Jersey to use iCrete technology.

www.icrete.com

Countertop Institute implements sealer stain testing protocol

The Concrete Countertop Institute has created the first exhaustive stain-testing program for concrete countertop sealers, with a detailed protocol for rigorously testing and comparisons.

The detailed protocol includes specific instructions that allow anyone to objectively test and compare the stain and acid resistance of concrete countertop sealers. The protocol includes information on: which substances to use in the tests (recommended substances include mustard, bleach, lemon juice and olive oil), how to apply the substances and measure results at various time intervals, definitions of what "stain" and "etch" mean, with photographs, and how to score the tests, then assemble and analyze the data.

CCI ran this test protocol on 27 commercially available concrete countertop sealers and found wide variations in performance, depending on the chemistry of the sealer, the application method and the concrete mix. CCI recommends that all concrete countertop professionals perform their own tests, since their application methods and concrete mixes will vary from those used by CCI.

The testing program protocol is publicly available, but the actual test results are available only to concrete countertop professionals who are members of Concrete Connections.

www.ConcreteCountertops.net

Concrete polishing specification released

The Polishing Institute has released the industry's first technical concrete polishing specification developed from a real-world job-site perspective.

The specification takes into consideration all controllable variables when processing concrete to a polished finish. It is written in a format that allows any manufacturer or specifier to easily specify equipment and supplies.

www.polishinginstitute.org

Aggregate specification for concrete amended

BSI Group, a leading global business services organization, has announced the amendment of BS EN 12620, which specifies the properties of aggregates and filler aggregates obtained by processing natural, manufactured or recycled materials and mixtures of these aggregates for use in concrete.

It covers aggregates having an oven-dried particle density greater than 200 mg/m3 (2,000 kg/m3) for all concrete, including concrete in conformity with BS EN 206-1, concrete used in roads and other pavement, and concrete for use in precast products. BS EN 12620 also covers recycled aggregate with densities between 150 mg/m3 (1,500 kg/m3) and 200 mg/m3 (2,000 kg/m3) with appropriate caveats and recycled fine aggregate (4 mm) with appropriate caveats.

BS EN 12620 specifies that a quality control system is in place for use in factory production control, and it provides for the evaluation of product conformity.

www.bsigroup.com

Doosan settles into new headquarters

Doosan Infracore International recently moved into its new global headquarters in Charlotte, N.C. The new headquarters will house approximately 100 industry leaders in the engineering, manufacturing and marketing of construction equipment.

Doosan Infracore International was established following the $4.9 billion acquisition of Bobcat, Utility Equipment and Attachments from Ingersoll-Rand Co. Ltd. by its parent company, South Korean-based Doosan Infracore. The November 2007 agreement marked the largest overseas acquisition in South Korean history.

Today, three entities, Bobcat, Doosan Infracore Portable Power and DII Attachments, are operating as individual businesses of Doosan Infracore International.

Doosan Infracore late last year announced the purchase of a 475,000-square-foot facility in Statesville, N.C., where the company expects to employ more than 400 for Doosan Infracore Portable Power. Operations for Bobcat, the world's largest compact construction equipment business, will remain in West Fargo, N.D.

www.diicorp.com

Fritz-Pak moves into environmentally friendly facility

Fritz-Pak Corp. has just completed construction of a facility in Mesquite, Texas, a suburb of Dallas.

The new 31,000-square-foot building is environmentally friendly. Its orientation takes advantage of prevailing wind flow, use of natural lighting, and reduced temperature loss through the use of Low E Glass. It also features low-water-use plants in the landscaping.

www.fritzpak.com

Ardex selects president and CEO

Ardex Engineered Cements and The W.W. Henry Co. have appointed Stephan Liozu as president and chief executive officer of the companies.

Liozu has more than 15 years of professional experience in the industrial, consumer and building materials sectors. Most recently, he served as vice president and general manager for Freudenberg & Co. where he managed Spunlaid Division North America/ Automotive & Building Segments. Prior to joining Freudenberg, Liozu worked in the building materials and construction industry for two Fortune 500 companies — the Saint-Gobain Group and Owens Corning.

Dieter A. Gundlach (left), Ardex Group chairman of the board, shakes the hand of Stephan Liozu, president and CEO of Ardex Engineered Cements and The W.W. Henry Co.

www.ardex.com

www.wwhenry.com

John C. Cushman III named co-chairman of iCrete Board

iCrete, makers of the iCrete System, has named John C. Cushman III co-chairman of the board of iCrete.

Cushman serves on several other boards, including at global real estate services firm Cushman & Wakefield Inc., where he is the chairman. He has also served as the national president for the Boy Scouts of America, has been appointed to the California Commission for Jobs and Economic Growth, and currently serves on the board of the California Region 1 Homeland Security Advisory Council.

Cushman's role as co-chair of iCrete's Board is effective immediately.

www.icrete.com

Holcim picks two: new CEO, executive committee member

Holcim Ltd. has announced that Patrick Dolberg has been appointed to the executive committee of parent company Holcim Ltd. and Bernard Terver has been named chief executive officer of Holcim (US) Inc.

Dolberg will relocate to Zurich, Switzerland, and assume responsibilities for Belgium, France, the Netherlands, Germany, Switzerland and Italy. In addition, he will take over functional responsibility for Cement Manufacturing Services.

Dolberg has worked for the Holcim Group since 1991. He was appointed CEO of St. Lawrence Cement at the end of 1998 and has been CEO of Holcim (US) Inc. since March 2003.

Terver will relocate to Waltham, Mass., from his current post as area manager for Argentina, Chile, the Andes nations and parts of Central America.

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Tindall appoints technical sales representative

Tindall Corp. has appointed Gregg Riphagen as technical sales representative for its Corrections Division in the territory covering Southern California, Arizona, New Mexico, Colorado, Utah and Nevada.

Riphagen comes to Tindall after spending the last seven years as national sales manager for Acorn Engineering. In addition to managing six regional sales managers, he maintained a number of major house accounts, which included Tindall.

www.tindallcorp.com

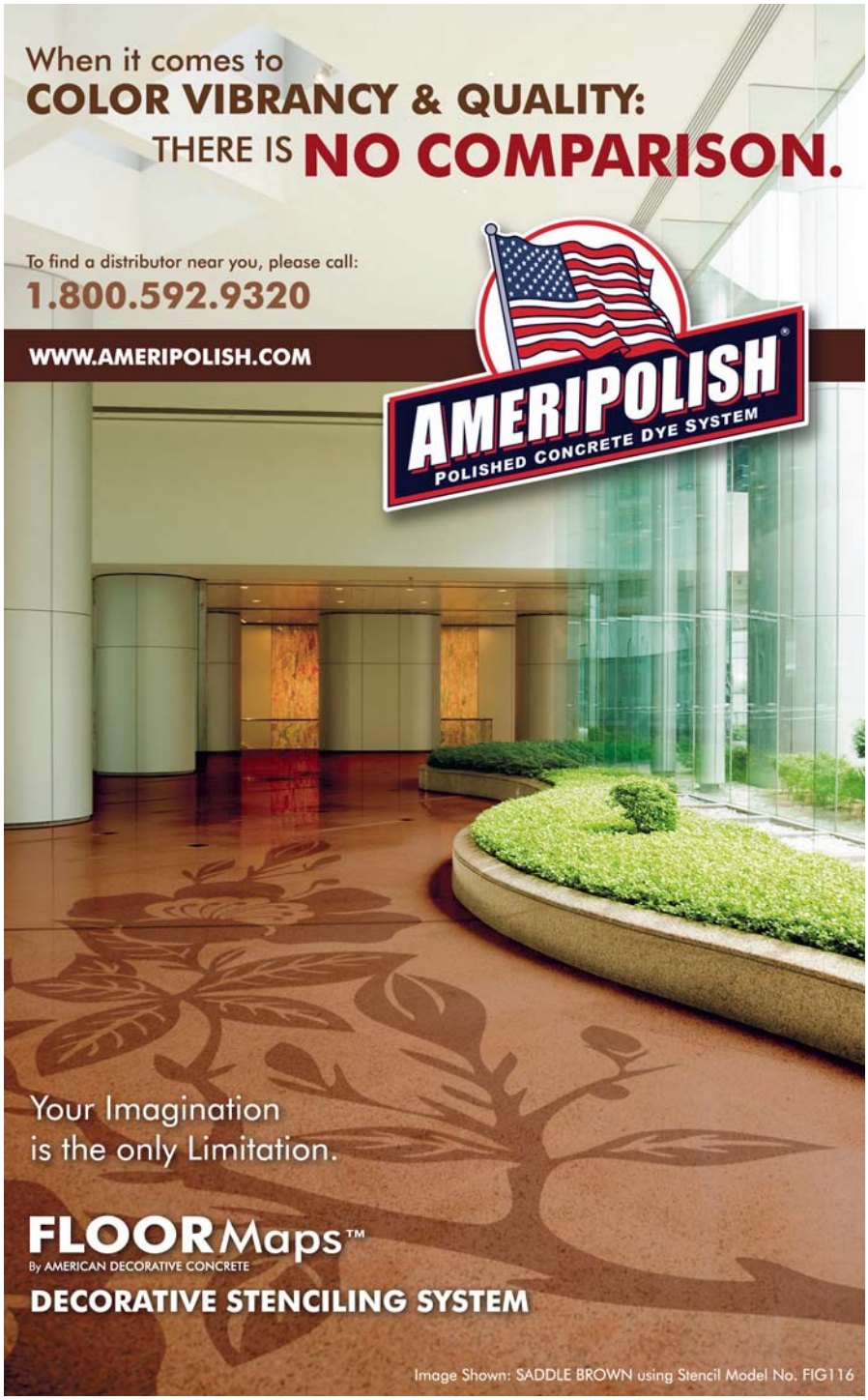
Buddy Rhodes expands sales team

In order to meet growing demand, Buddy Rhodes Concrete Products has expanded its sales team through partnerships with A.V.E. Inc. and Corespec Inc.

Joel McInnis of A.V.E Inc. will be working with dealers in the greater New England area. His expertise is working within the architectural and kitchen design community.

Corespec representatives Glen Belyea and Bob Matharu will provide regional representation in western Canada as well as the Pacific Northwest. National sales director Jim Mason has relocated to Houston in order to provide greater representation in the Southern states.

www.buddyrhodes.com



Diamond Products names sales manager

Greg Lipscomb has been promoted to the position of Southeastern regional sales manager by Diamond Products. The promotion takes effect in October.

Lipscomb will be responsible for Diamond Products sales in the Southeast. He has most recently been working as a Diamond Products Sales Representative covering North Carolina.

www.diamondproducts.com

Bonsal American adds ProSpec territory sales manager

Bonsal American has expanded its sales efforts in the eastern United States by naming Mike McLawhorn as territory sales manager for ProSpec, its brand of commercial construction products.

McLawhorn will be responsible for ProSpec tile installation products in North Carolina, South Carolina and Virginia. He will also handle concrete repair and restoration products in the Carolinas.

(800) 738-1621

www.prospec.com

Concrete Industry Management program seeks auction donations

The Concrete Industry Management program, a business-intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management, is seeking donations for its fourth annual auction, to be held at the 2009 World of Concrete.

Organizers hope the 2009 auction is even bigger than the 2008 auction, which raised approximately $540,000. The money raised from the CIM Auction will benefit the CIM National Steering Committee and support the CIM programs at Middle Tennessee State University, Arizona State University, New Jersey Institute of Technology, and the California State University – Chico.

Previous auction items have included a concrete mixer truck, dust collectors, water meters and sports memorabilia. Those interested in making a donation should contact Wally Johnson at (713) 499-6229 or wjohnson@us-concrete.com.

www.concretedegree.com

Countertop contest winner announced

Winners of Concrete Decor's 2008 Concrete Countertop Design Competition were announced at the Concrete Countertop Institute Conference 2008, held August 21-23 in Sacramento, Calif.

Hollow Rock Designs Inc. won First Place, Residential, for a bar top in a condominium in St. Paul, Minn. New Edge Design won First Place, Commercial, for its countertop for Neighborhood Mortgage in Bellingham, Wash. Absolute ConcreteWorks submitted two projects that tied for Runner Up, Residential: kitchen, bathroom and patio work at the Rotter residence in Olympia, Wash., and kitchen and espresso bar work at the Hayvaz residence in Shelton, Wash. Runner Up, Commercial, was taken by Hard Topix Precast Concrete, for its Master Precision Global conference countertop in Greenville, Mich.

The contest was sponsored in part by PreiTech, Cimarron, the CCIC and Alpha Professional Tools. Results were published in *Concrete Decor* magazine's *Counter Culture* publication.

www.concretecountertopconference.com

www.concretedecor.net

Which Type of Decorative Concrete is Right for You?

The boy looked too young to make life's big decisions. But some have to grow up quicker than others, and this little guy was struggling, as I could tell by how he rubbed his chin and tilted his head. I patiently waited with my son and gave the lad plenty of room. A grownup and a veteran of life, I could still feel the young guy's anguish as the seconds turned to minutes. My decision had been made well before I walked through the door.

by Doug Carlton

Finally, with a sigh, his little voice made the announcement that everyone else in line had patiently waited to hear: "I'll have two scoops of the bubblegum ice cream on a waffle cone, please." I simply complimented the boy on a good decision as he was given a handful of pure enjoyment.

You have, are or will make decisions on your decorative journey, and they will affect you and your family. Our industry, decorative concrete, has so many layers and many types of overlap. This magazine you're holding makes it obvious your choices are vast, but make no mistake, each decorative type requires different kinds of training, investment and manpower. Many of us have enough cash or credit to purchase an expensive polishing machine, but this doesn't mean it is the right choice for you. Even if your market will sustain the investment, it will be a poor choice if you don't have the marketing budget to promote it. Don't get me wrong — I'm not saying it is the wrong choice. I'm just saying it's the wrong choice if not well planned for. The current economy leaves little room for mistakes and I don't want to see any contractors getting in over their heads.

The good news is, many types of decorative concrete can be learned with little capital investment. The not-so-good news is that these types see the most competition. Let's break them down, and you can make the call of what is best for your business.

Stamped concrete

Imprinting wet concrete will replicate the look of stone, tile, wood or brick. The decision as to whether stamped concrete is the best choice for you will depend on your manpower and

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skill. This process is so timing-sensitive, it truly is the ultimate team sport. I recommend this type only if you enjoy challenging yourself and running a crew of skilled workers.

Good candidates for this decorative type are usually companies that are already in the concrete placement business. Don't misunderstand this — not all crews pouring traditional concrete are a good fit for stamping it. Nevertheless, it helps to have a complete knowledge of good concrete placement before developing into a good stamping company.

Stamping doesn't have to require boatloads of capital to start. I recommend starting out with texture stamp tools. Some companies fall into the trap of thinking they need a dozen or more patterns to offer clients and this is not true. Your customers will purchase what you offer, so take good pictures of your work. Another benefit of offering just a few patterns is that it allows your crew to master each one. I like to blend several patterns together by using accent bands or borders to give the appearance of a detailed job without the difficulty.

Competition has definitely reached the stamped concrete industry, and it's not only coming from other concrete contractors. I can assure you it won't be long until you find yourself bidding against pavers on many projects. This industry has worked hard to gain a strong foothold in the hardscape market and it will not be going away soon. In fact, you may want to consider incorporating pavers into your decorative concrete designs.

Stained concrete

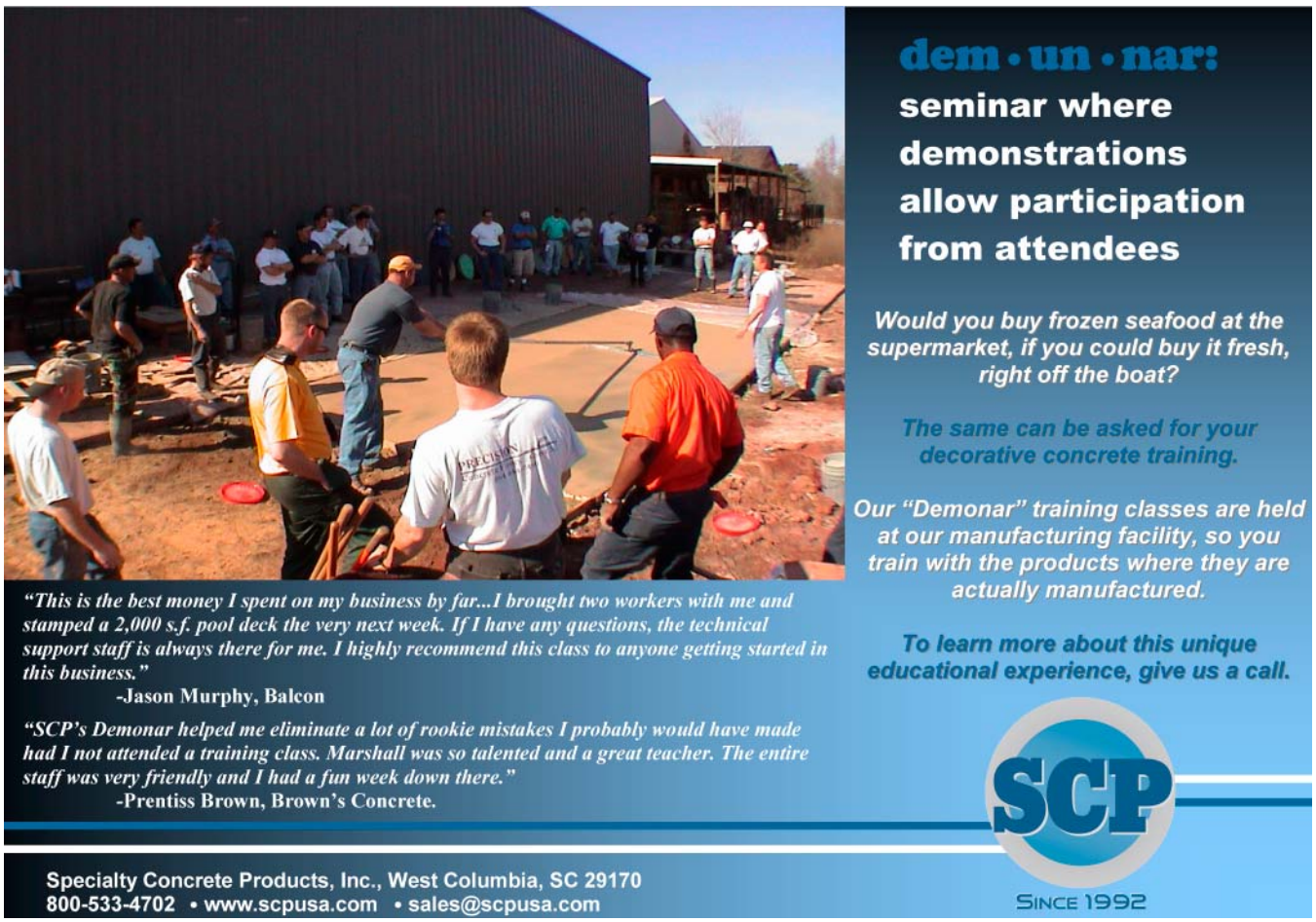
Stained concrete is broken down into interior and exterior types. This type of decorative concrete requires less manpower and can be completed with just a crew of two. It is more mobile than most types of decorative concrete work so you can move from job to job without much effort. It is also not as timing-sensitive as most decorative concrete types, and this helps keep the blood pressure in check.

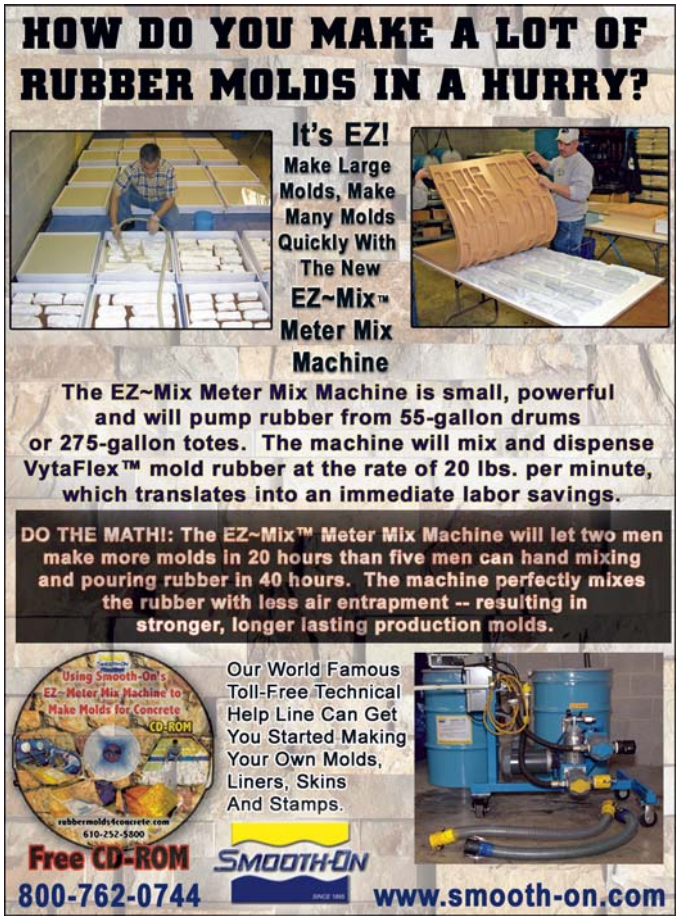
Good candidates for this type are detail-oriented folks like painters. Mastering the staining process takes a full glass of patience with a twist of artistic ability. One careless worker can set a job back hours with cleanup and rework.

The amount of capital needed to start in the stain business is minimal. It really doesn't require expensive or heavy equipment, and this is both good and bad. It is wide open for many to enter into but few to master. I recommend tapping into the growing market of outdoor staining and then working your way indoors.

Concrete countertops

Nothing has catapulted the decorative concrete industry into the mainstream more than concrete countertops. They truly are everything that makes concrete a good venue for





modern-day dwellings. They are earthy, organic, natural, and completely unique to each individual. Everyone has heard about them, and folks seem to be fascinated by the way concrete can be skillfully placed into such a useful part of everyday life. There are no shortcuts in the concrete countertop industry. It requires patience, talent, training and practice well before the first dollar is deposited safely into your bank account.

Good candidates for this type are anyone who loves a challenge and has a natural flair artistically. Knowing how to pour concrete does little good, since most countertops are poured with special mixes designed for counters. Countertops combine several decorative skills, such as staining and grinding, as part of the process. I can sum up this decorative type with one word: education.

Investment in the countertop industry falls somewhere in the middle compared to other decorative types. Most counters are not poured in place, so having enough shop space is important. Countertops are poured and then left to cure, so you can imagine what happens if you have several countertop jobs going at the same time. Most contractors specializing in counters have created pour tables that allow the forming and design of countertops, molds and edges at the same time.

Having a large crew is not important until installation day rolls around. Concrete countertops are quite heavy even with modern lightweight mixes being used. You will find out quickly who your friends are.

Polished concrete

I'm a huge fan of this type and my company doesn't even offer it. Polished concrete is the most durable type of decorative finish. The end results are created by using big, expensive machines to grind the surface into a glassy state.

This is probably the most expensive type of decorative concrete, but it has the least competition. Generators, vacuums and polishing machines will set you back a few dollars long before blue ink shows up on your profit-and-loss statement. Job sizes are usually big and for commercial clients that like the low-maintenance aspect of polishing.

Many contractors that stain will "sell up" to polished floors if the customer can be convinced of the value.

The last word

There are many more decorative types, so do some research before jumping in. All decorative types require ongoing training, so take advantage of the ocean of knowledge available. If nothing else, you might learn what you don't want to do before you sink hard-earned dollars into it. Let me know how it goes.

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

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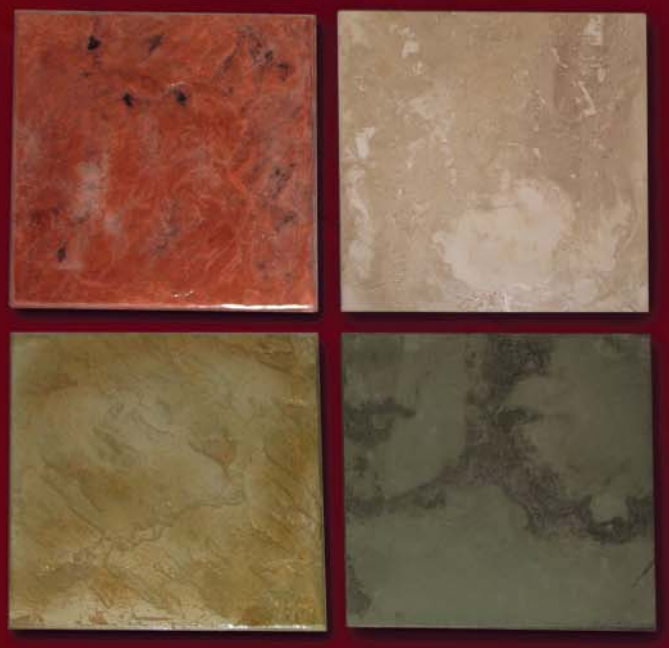

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Defining Your Edge

Do you really know what you are doing?

Seriously, are you successful because of your knowledge, or are you successful in spite of your lack of knowledge, or successful because of your competition's or your customer's lack of knowledge? When you are part of a new industry, which polished concrete still is, it's easier to bluff your way through a conversation or job. Did I ever bluff my way into or out of a spot? Yes, I did. In fact, if you haven't, then you've probably led an extremely conservative life, and that usually translates into slow growth or no growth. I'm not encouraging lying, cheating, or intentionally misdirecting your customer or your employees. I'm encouraging an attitude that says, "I'm going to be at the forefront. I'm going to try to solve that problem that has stumped everyone else." Learning, experimenting, being the first — these are keys to moving ahead. Now again, I ask you, "Do you really know what you are doing?" Hopefully your answer is, "Not always, but I'm going to find out."

by Peter Wagner, CSI

I'm a person who loves to read, listen and learn, and to experiment. One time I took a manufacturer's full line of acid stains and created every possible 50/50 combination of their product. Why did I do this? Was it because I was curious? For all intents and purposes, there are truly only eight colors available in acid stains, but everyone is always asking "what if," so I tried. Was I successful? Not in the sense of discovering a breakthrough, but yes in the sense of increasing my understanding of acid stains. For instance, unlike dyes that can be mixed and overlaid upon each other, an acid stain works using metallic salts that undergo a chemical reaction. This eliminates the ability to mix and match or to gain a predetermined result by mixing two acid stains. For the record, out of more than 30 combinations of acid stains that I mixed and applied, I did not gain even one viable new color.

In today's economy, it is even more important to make an investment in the bank. In this case I'm not referring to money in the bank, though that is important. I'm referring to knowledge in your brain bank. Following Michael Phelps' eighth gold medal in Beijing, he and his coach Bob Bowman talked about "putting money in the bank" every day and building that reserve for some special point in the future. For Phelps that paid off in an unheard-of eight gold medals. For you, that can turn out to be an epiphany on how to approach, sell or solve a job. It is okay to listen to others, and it is good to let others be the ones to reinvent the wheel — at times. In fact,

one of the greatest satisfactions that I receive from my job is in helping others learn without paying the same "tuition" that I did. But that is different from resting on your laurels, expecting others to do everything for you.

Building that wealth of knowledge in your brain is the most effective means for you to define your edge. Your competition has access to the same equipment, chemicals and diamonds that you do, but they don't have 24/7 access to your bank, your mind. Working smart means that you have identified your strengths and weaknesses, and that you will grow your business accordingly. Earlier I referred to slow growth or no growth. Am I implying that slow growth is bad? Not if it is part of a conscious, educated decision. Rapid growth can be as devastating, or worse, than no growth. If you really know what you are doing, what your competitor is doing, and what you are capable of, then you have defined your edge.

Myth of the Month: The least expensive equipment, chemical or diamond means a more profitable job.

FALSE. It is important to know your true costs. Low upfront costs can very often lead to higher long-run costs, which in turn leads to lower profits and/or lost opportunities. Is a piece of equipment less costly if it breaks down more often, or if you have to wait for parts? Is a chemical more cost- effective if the performance you receive leads to unhappy customers or increased failures? Is a lower-cost diamond in fact lower-cost if the diamonds fail to open the floor or wear out more quickly? Be knowledgeable in your buying decisions. Know that lower cost can just as easily mean costlier as it can mean more cost-effective.

Peter Wagner is director of marketing and sales support for L&M Construction Chemicals. He has more than 20 years of experience in the flooring industry and is in his eighth year in the polished concrete industry. He can be reached at pbwagner@lmcc.com.

Success Checklist

When you analyze your position in the marketplace, asking those questions will help assure your success:

- ❑ Are you capitalized adequately?
- ❑ Is your spending under control? Do you know your true costs?
- ❑ Do you have control of your receivables?
- ❑ Do you know your market? Your competition?
- ❑ Are you capable of delivering what you've promised?
- ❑ Should you partner with a competitor instead of investing in new equipment that may be underutilized?
- ❑ Are you and your employees trained properly?
- ❑ What other markets can you explore?
- ❑ Are you excited and hungry for success?

A knowledgeable "no" can be as important as a knowledgeable "yes" — and more important than a misguided "yes."

Too Much Optimism, Too Little Planning

There are new profit opportunities in polished concrete for the decorative concrete contractor. This is a fact, and every decorative concrete contractor should look into polished concrete. However, nothing ever caused more people to go broke than too much optimism and too little planning.

by John Abrahamson

Most contractors, when entering the industry, research the different types of machines. They strongly consider which kind of machine to buy. What they fail to do, however, is properly educate themselves on tooling and ask themselves just what kind of surface prep or polished concrete business they want and don't want. They fail to define their own company. There are support systems out there, but, like everything in life, you will have to be your own answer. Nobody else is going to come through for you and make it work out. So, when you make a big capital investment, you need a solid and realistic game plan.

I can't tell you how many times I've had contractors come to me excited about the possibility of landing some work for a big box store and wanting to invest in equipment to do the work. As much as I hate to burst anyone's bubble, that is not work for a novice.

The big retailers put more contractors out of business than they put in business. Everyone in concrete knows that concrete is unpredictable. Bidding wars, unexpected concrete issues, labor problems, travel expenses and timelines can shut an undercapitalized business down fast. Even larger, experienced contractors can quickly find themselves in a cash crunch. And because you need a certain amount of equipment to meet the deadlines and requirements of the big box stores, a contractor can easily be left with more equipment and capital investment than he will be able to utilize once that work is done.

These retailers are also unpredictable. They will tell you they plan to polish a hundred stores, and may in fact end up only polishing 20.

Another plan I've seen go awry is a decision to go into polishing residential homes and garages. Here, you will find the most finicky customers and the worst slabs. A contractor could spend a week grinding a garage floor. This might not be the most profitable way for you to spend your time — then again, it may be. How is your attention for detail? How good are you at pricing small jobs that will require a lot of time and labor? How good are you at edge work?

I have seen many contractors buy equipment and wait for the vendors to feed them work and write their destiny for them. This is the biggest mistake of all. The heavy lifting is done by the contractor in this industry. Make sure you already have some contacts that can help you break into polished concrete. Success comes through hard work,

networking, relationship-building, having the proper capital, and turning out a quality floor.

Most important in the beginning is finding your first work, work that needs to be manageable and profitable. This is why it is important to consider the contacts you already have when considering what kind of work you will start out doing. Take the easiest path — the path you already somewhat know. You can always expand later, once you have more experience. Are you a coatings applicator? Maybe it would be best to start out doing surface prep. If you break into polishing, don't start out with a job you had to bid. Start with negotiated work. Take on a project you feel confident you can complete, even if you run into some unexpected issues.

Don't bid square footage. Bid the job. As you gain more experience, you'll get better at this. Determine the time and resources that you will have to commit, and how much you need to take home, and bid the work that way. Moderate growth is often wiser than fast growth. If you grow too fast, your stress level increases, your cash flow can dry up, the pressure increases, the work can suffer, and your reputation can suffer. You can easily end up in over your head. As I said, nothing ever caused more heartache and disappointment than too much optimism.

Polished concrete offers a lot of opportunity, but it is not an easy, simple floor to produce. It requires a lot of knowledge, a lot of management and a lot of efficiency. It requires a lot of consideration.

There are also personal issues that need to be considered by your whole family, your labor force, and their families. How much do you want to travel? How much time do you want to spend away from home? How many weekends and evenings and holidays is your family willing to sacrifice? It is better to address these things up front, so you don't end up with a capital investment you aren't efficiently utilizing. And you don't need your trained labor walking off important jobs because they have personally had enough.

Continual education is also very important. This is a new and fast-changing industry. Always keep yourself up to date on new players in the industry, new products, and the points of view of as many people as you can access. This is an industry where the people who know the most will do the best. Talk to everybody. Read everything. Do your own homework. If you are investing in the stock market, it is not wise to just trust your broker or to just take the word of the company that issues the stock. You have to do your own research, or you won't make a lot of money. This is no different.

John Abrahamson has been in the polished concrete industry since 2000 and was in the flooring industry for 15 years before that. His former positions include president of HTC Inc. and national sales manager for VIC International. He recently started a hard-surface flooring company in Knoxville, Tenn.

Does Green Marketing Work?

Photo courtesy of Architectural Concrete Design

Planting trees helps ACD of Levittown, Pa., call attention to its green policy and products. Chris McMahon uses this green marketing message to stand out from his competitors.

by Sherry Boyd

All across the country leading decorative concrete contractors are going green — no matter what colors their clients request. Some contractors are emphasizing green marketing messages in their advertising, brochures, Web sites and sales presentations. This article examines two leading contractors to answer the question: Does green marketing give you a competitive advantage that wins business?

Case Study 1: Architectural Concrete Design (ACD), Levittown, Pa.

Chris McMahon posted this promise on his company's Web site in January 2008: "Architectural Concrete Design is working for a greener tomorrow. ACD is supplying three trees to every job."

Planting trees makes a visible statement about the company's philosophy and calls attention to the many ways the company is committed to building green. "We turned to environmentally friendly, low-VOC, nontoxic products many years ago, but going green is an ever-evolving endeavor," says McMahon, who is owner, president and CEO of ACD. "ACD is doing more than just using green products. Our goal is to environmentalize the company to be a leader in sustainable green building."

Both at the job site and in their offices, ACD is implementing a comprehensive recycling plan and energy conservation measures during 2008. That includes both reclaiming construction waste and use of recycled paper for office supplies. The eco-savvy approach at ACD also means continuous improvement in choices of materials and methods that are sustainable and good for the planet.

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McMahon has been an innovator for many years. He heads a leading decorative concrete construction company that installs prestigious large-scale commercial projects at shopping centers and theme parks, as well as providing stamped decorative concrete hardscapes for high-end custom homes and multifamily residential projects. In addition, he finds time to speak at conferences, put on training programs and consult with manufacturers on product improvements. McMahon keeps his eye on the changing marketplace for decorative concrete.

Asked whether green marketing works for ACD, McMahon replies: "Of course, quality, aesthetics, durability and low maintenance are important reasons why our customers choose decorative concrete. Next, the green benefits are becoming more important every day. Our knowledge in these areas helps set us apart from our competition. Just like we provide upfront consultation to assist our customers in picking the right product for the job, now we provide answers for their questions about life-cycle costing and light reflectivity to reduce heat-island effect. Property owners are making it a priority to address these added criteria, so contractors and designers have to have the answers."

McMahon understands that his competition comes from any materials available for interior floors and exterior hardscapes that compete with decorative concrete for budget dollars. He promotes the green benefits of concrete at every opportunity. Concrete production ranks well for embodied energy demand. Compared to other materials, it is not energy-intensive to produce. The majority of materials in concrete are regionally extracted. Local production means low cost for transportation to site. There is minimal waste from concrete production, and old concrete can be recycled. All this adds up to low impact on the environment as compared to other materials.

Finally, planting trees is a way to reduce the carbon footprint for a project. As the trees mature they will help provide beneficial cooling and improve property values.

What's the USGBC?

USGBC, the U.S. Green Building Council, works to promote more efficient and environmentally responsible building design and construction. The USGBC is best known for the rating system called LEED, Leadership in Energy and Environmental Design. LEED is a system developed by USGBC for rating buildings and development sites. This voluntary national standard has become the benchmark by which sustainability is measured. LEED certification is awarded to projects that achieve the set standards. Products are not LEED certified, but people who have studied the LEED system and pass tests on the information can become accredited and use the credential "LEED AP."

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Photo courtesy of Colorado Hardscapes Inc.

Green concrete consultants (from left) Karen Van Heukelem, Mike Schiavone and Pete Wilson of Colorado Hardscapes Inc.

Case Study 2: Colorado Hardscapes Inc., Denver, Colo.

Colorado Hardscapes decided to get serious about being experts in green building about three years ago, according to Pete Wilson, general manager of business development and marketing.

"Many property owners want to build in accordance with LEED standards, whether or not they are going to apply for certification of the projects through the U.S. Green Building Council," he says. "Often it is required for projects like government buildings and schools using public funds. We knew we needed to prepare ourselves to answer whatever questions came up from the landscape architects, architects, interior designers and property owners, so, we set out to educate ourselves in depth."

Wilson and two Colorado Hardscapes staff members are currently taking the courses necessary for becoming LEED AP, which stands for Accredited Professional, and one recently passed the accreditation test. "Along with the USGBC seminars, the Associated General Contractors of Colorado offers courses that have helped us," Wilson says. "It is challenging but very interesting to learn more about green building."

Colorado Hardscapes has developed its own fact sheets and technical documents to help customers understand how concrete and decorative concrete help meet USGBC guidelines and contribute to achieving points in LEED categories such as Sustainable Site Development, Indoor Air Quality, Materials and Resources Selection and Innovation. While manufacturers' MSDS sheets and technical data are included as supportive documents, Colorado Hardscapes wanted to have documents branded with its name to differentiate the company from its competitors and increase the opportunities for questions to come back to Colorado Hardscapes directly.

"We noticed that green building, recycling and LEED compliance had become hot topics with our clients. Now we have added that information to our consultation," says Pete Wilson. "Leading the decorative concrete industry is part of our mission statement at Colorado Hardscapes, and this is one way for us to help our clients and remain at the cutting edge. It's an important part of our sales and marketing process. Information on sustainability and green building is woven into our sales presentations and PowerPoint programs. We have also developed our own internal handbook to help employees answer questions and think green."

Tips for promoting the green benefits of concrete

Green building is top of mind for people who make buying or specifying decisions. Homeowners and builders, commercial property developers and the design professionals who work with them are asking questions about whether concrete is environmentally sound and provides sustainable solutions. All these customers want to know more, and here are some ways you can speak to them:

- Add a simple statement, such as "Building green with concrete," to your Web site's home page.
- Highlight green products used on projects when you add information to your Web portfolio, showroom and sales presentations.
- Add a sticker or label to manufacturers' brochures and color charts to point out environmentally sound products, such as water-based stains and low-VOC sealers.
- If you use recycled content in the mix, say so. If your construction waste is recycled, say it.
- Note any green building courses you and your staff have completed.
- Follow up with your customers to find out if any of your projects receive LEED certification or awards so you can mention that in sales materials.
- Offer credible independent information about the green benefits of concrete in a fact sheet or on your Web site. See links below for help in getting you started.

Resources for general information

Over the last several years, the advantages of concrete construction have been acknowledged by organizations that set green building standards. Here are some sites that offer a good introduction to this topic, with basic information contractors can use to educate themselves, their sales staff and their customers. These sites are not promoting specific products.

- Benefits of concrete are summarized by the National Ready Mixed Concrete Association in language targeted to the interests of architects, engineers, developers and owners as part of the group's ConcreteAnswers series. The site also provides a good introduction to LEED standards.
  www.greenconcrete.info

- The "Concrete Thinking for Sustainable Development" FAQ from the Portland Cement Association. How does concrete affect the environment as compared to wood and steel? What qualifies concrete to be a green building material? This site offers short answers.
  www.cement.org/briefingkit/FAQ.asp

- Recycled concrete is explained on the American Concrete Pavement Association Web site in the Technical Fundamentals area.
  www.pavement.com/Concrete_Pavement/Technical/Fundamentals/Reconstructing_and_Recycling.asp

- "Building Green with Concrete" is a helpful introductory course just launched this summer by the NRMCA for contractors and architects. It is a general course that covers the basics of low-impact construction and how to optimize recycled content and maximize durability in concrete.
  www.nrmca.org/seminars

Sherry Boyd of Boydworks Marketing provides public relations and advertising services for building industry clients. A USGBC member and a ConcreteNetwork.com columnist, she spent eight years as head of marketing for a leading manufacturer of concrete coloring materials. For more from her, visit www.boydworks.com.

The Green Scene

Los Angeles, Calif.

Photos courtesy of Greenscenelandscape.com

by David Searls

It could be said that Scott Cohen never really grew up. Or, to put a more positive spin on it, that he's one of the delightful few who have managed to put a grown-up face to the pursuits that filled their childhood — and earn an excellent living in the process.

"When I was a kid, I was forever sketching and playing with Lego blocks," he says. "Today, I'm doing the same thing."

Cohen, 41, is president and supervising designer of The Green Scene, an outdoor landscape and design firm based in Los Angeles, but with a national audience. The firm's appeal is coast-to-coast in part because of Cohen's multiple appearances on popular HGTV television shows such as "Landscaper's Challenge" and "Designing for the Sexes." Next spring, Cohen will appear in another seven episodes of HGTV's "Get Out, Way Out!"

In talking with him, it's easy to figure out why a cable TV audience takes to him. He chats easily, laughs freely, and modestly credits his clients and associates for enabling him to create the ponds, fountains, outdoor kitchens, sculptures, swimming pool bars and other elements that the comfort-loving homeowner "must have" and with which he's enthralled clients for the last two decades.

A lot of his work is in concrete. "No maintenance, no splinters and I can do anything I want with it," he explains.

On his Web site, Cohen refers to one of his design approaches as "over-the-top resort style," which seems playfully appropriate. His multiple award-winning Johnston project, for instance, featured a swim-up bar, two outdoor kitchens, a 900-square-foot pavilion dining room, a full bathroom and two outdoor-friendly LCD screen televisions.

Another job included a concrete and crushed-glass bar fed by 500 optic cables so that the countertop changes colors and glows at night.

What could be more fun than that?

"I thought it might be too disco," Cohen admits. "But it's not. It's very subtle."

For yet another client, he designed and installed a zero-edge spa, and yet another project included a seven-foot mermaid water fountain sculpted by Cohen with his rather shapely client serving as model. Talk about your atypical nine-to-five.

Castaway adventure

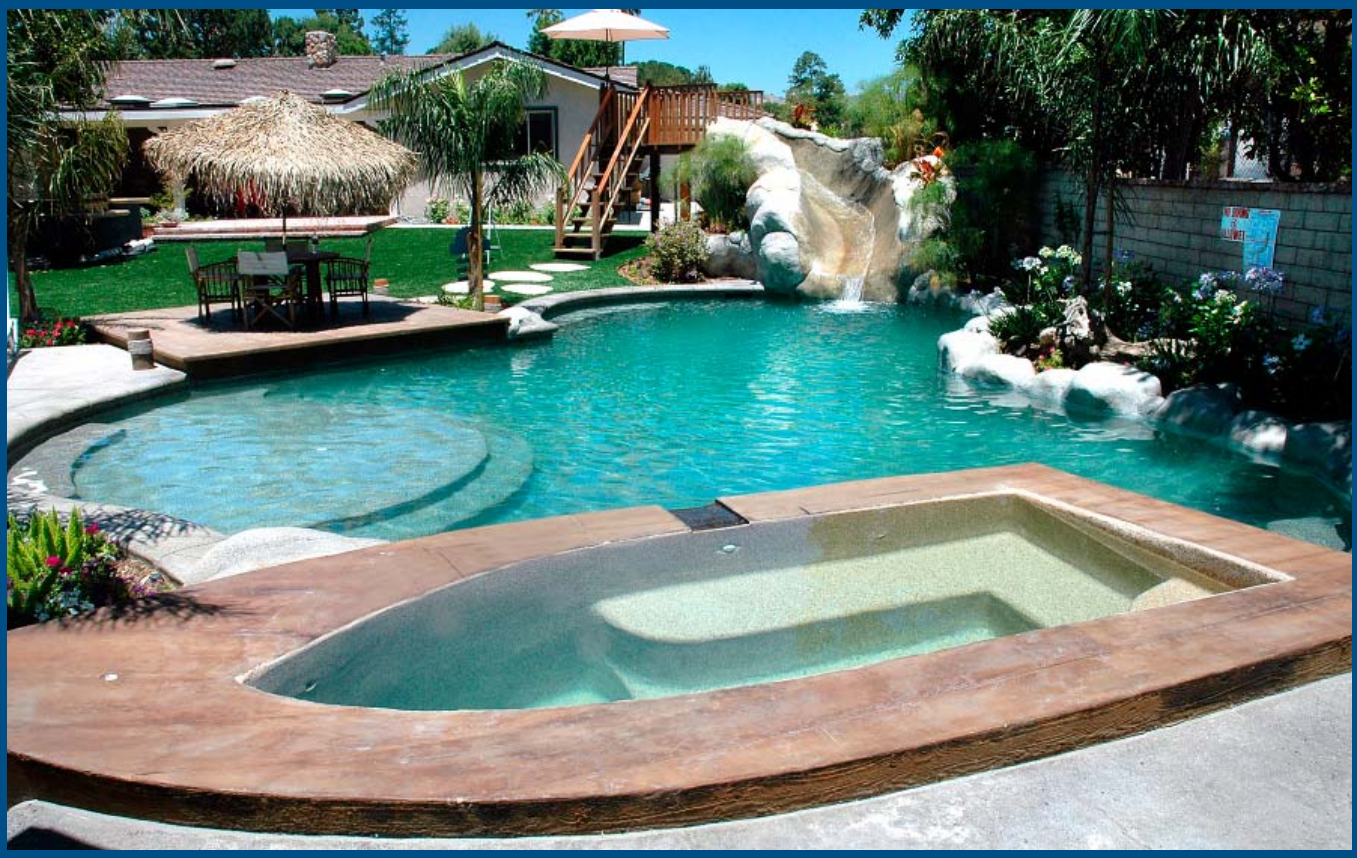
The Fernandez project gives a little bit of insight into the Cohen method, if there is such a thing. The client was a young family with several kids under the age of 12.

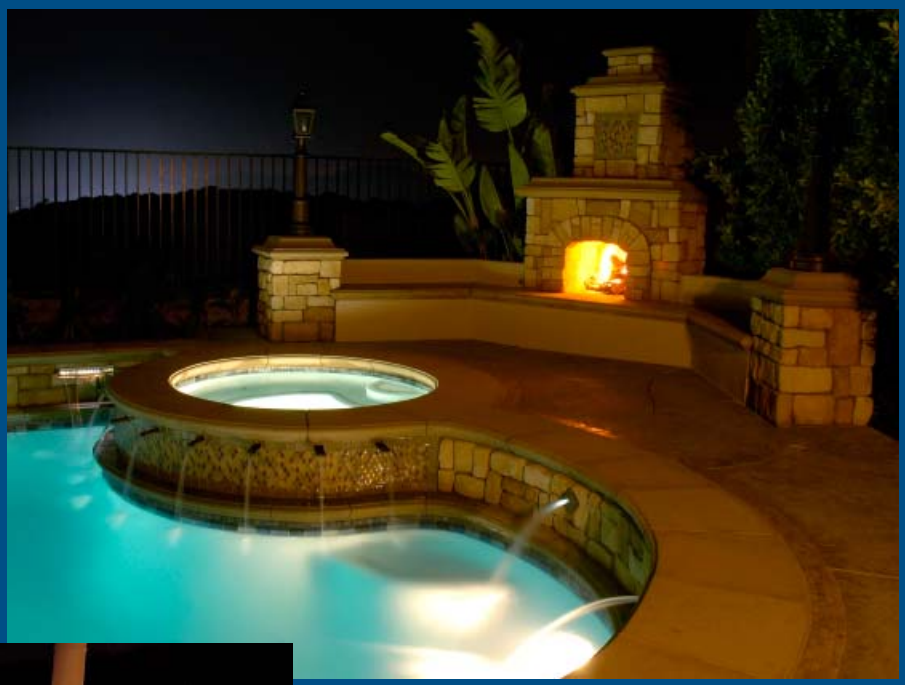
"I started doing sketches as I toured their property, and I came up with a Robinson Crusoe 'lost' backyard theme," Cohen recalls.

There'd be a pool with stamped concrete dining-patio "dock," a 20-foot-long water slide over a hidden cave, an outdoor kitchen with a concrete counter hand-seeded with seashells, a sand pit, a putting green and, arguably the centerpiece, a "shipwrecked" boat formed from concrete that serves as a spa with 12 water jets.

As if the concept itself didn't have enough pizzazz, Cohen sold the idea to the client family with a dash of Hollywood. "I brought them pirate costumes and had them wear eye patches," he says with a chuckle.

There's no way he would have needed such a swashbuckling back story to sell the zany theme, but that's part of the appeal for Cohen. If he doesn't seem fully grown-up in his approach, it bears mentioning that he started on his well-landscaped career path when he was just 15.





An assist from Google

Cohen's Web site, Greenscenelandscape.com, grabs the attention of 12,000 unique visitors a month. Besides giving him global distribution of his project portfolio, the digital age has changed how Cohen does business in other ways.

"With Google satellite maps and digital photos, I can start serving clients right from my office," he says. For instance, he can offer design consultation by phone. Buy an hour of Cohen's time and he'll have a bird's eye view of your property up on his screen while he's talking you through initial concepts.

The Internet also acts as a sales tool for thousands of his ready-to-use landscape designs, available at Fetch-A-Sketch.com.

Cohen says that he's worked with a number of film stars and other celebrities, but he won't name names. Instead, as diplomatically as possible, he offers the opinion that the layers of aides and personal assistants keep him too far removed from this particular class of client. He prefers the eyeball-to-eyeball way of doing business, tossing ideas back and forth like a Frisbee.

If Cohen has any kind of firm design philosophy at all – besides his gleeful "go for it" attitude — it's the idea that people want pockets of entertainment activity rather than vast, open spaces. "My approach is to break an area into separate rooms," he says, "just like we all tend to cluster into small groups at a party."

That's why many of his backyard projects feature a panoply of elements. A pavilion here, a spa in this corner, a water feature dazzling the corner of the eye, a hidden cave somewhere ... and a swim-up bar at one end of the pool.

Sounds like fun, and that, Cohen believes, is what it's all about.

www.greenscenelandscape.com

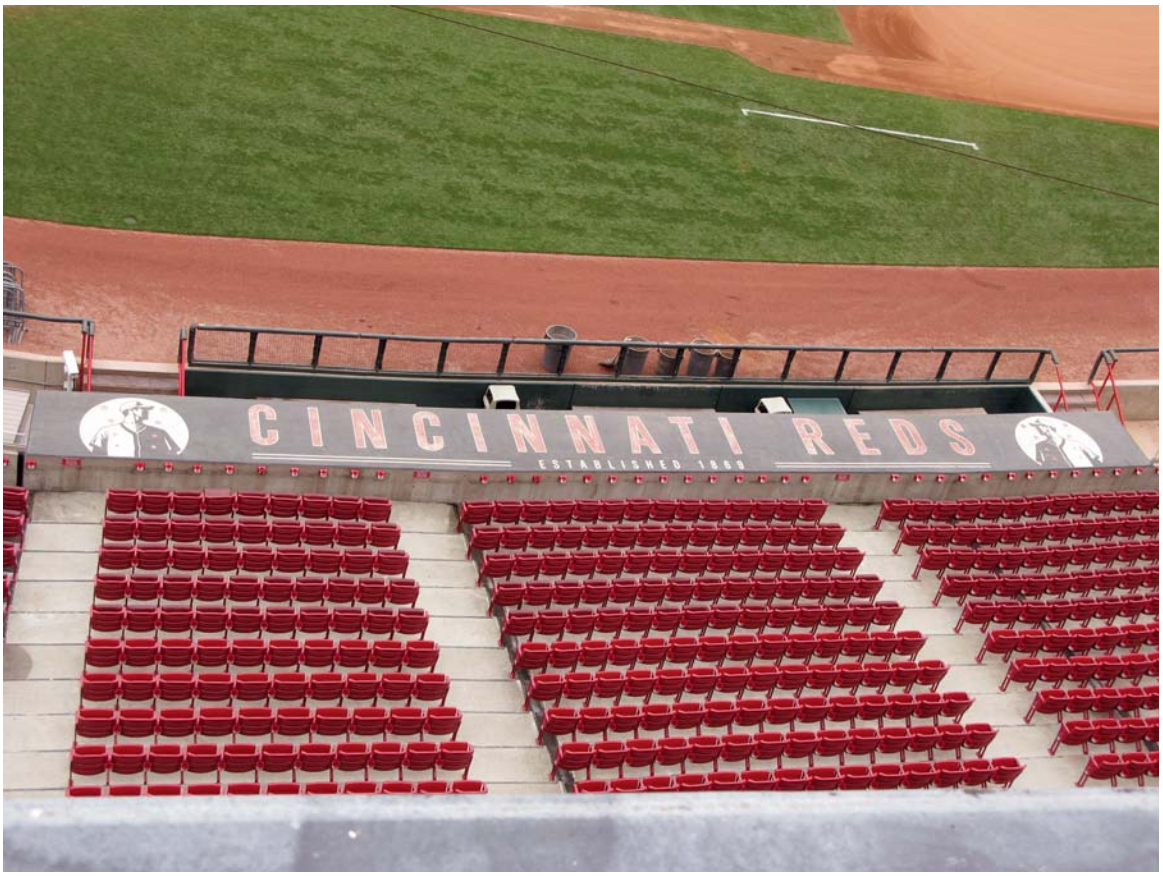


Photo courtesy of The Cincinnati Reds

Great American Ball Park Dugout Roofs

Cincinnati, Ohio

by Kelly O'Brien

Photo courtesy of American Concrete Concepts

When the Cincinnati Reds had to redo two cracked and peeling dugout roofs, they needed a decorative concrete contractor who could not only repair the cracked slabs, but get that Reds red right.

Fortunately, David Stephenson and his company, American Concrete Concepts Inc., are color experts. "We're really good with color," says Stephenson. "You want purple concrete, we're the guys to talk to."

They were also, evidently, the guys to talk to about red concrete — after some experimentation, Stephenson and his team managed to produce an overlay in the precise shade of the Reds' logo.

While matching that color was quite a challenge, it was not, by a long shot, the worst obstacle they faced when they were hired to refinish the dugouts at the team's Great American Ball Park three years ago.

The dugout tops — concrete slabs, roughly 10 feet by 100 feet each — were in bad need of help for a number of reasons. For one thing, they were painted. For another, Cincinnati's climate is not the most gentle in the country. Between the snow and ice of Ohio winters and the blistering heat of the summers, the paint got a regular beating just from being outside. "It gets real hot in the summer," says

Stephenson. "The paint boils off!"

On top of the weather, there was also foot traffic to contend with. It's from the dugout roofs that the Reds cheerleading squad stirs up the crowds' enthusiasm. Stephenson says they will sometimes even let fans cheer on the players from there. Given that the Reds stadium is host to over 150 events a year, that's a lot of wear and tear.

Aesthetics was not the only problem with the dugout tops. Over the years, the slabs had cracked pretty severely, and during rainier months, the players below were getting dripped on — and they weren't happy about it.

So between the paint bills and their increasingly soggy ballplayers, the Reds management knew they had to do something to address the problem. Finding that solution was up to Doug Gallant, head groundskeeper for the Reds stadium. Gallant knew concrete was still the way to go, but Stephenson says it was up to him to educate Reds staffers on what exactly could be done with it. "All they knew," says Stephenson, "was concrete was probably more durable than paint."

Before getting the job, Stephenson had to spend some time informing the Reds of their decorative concrete options. "There was a month of basically giving them an education on concrete and what all you can do with it," he says.

Unfortunately, by the time they were sold on the idea, Stephenson and his crew had only three weeks before spring training started to schedule and complete the work. "They were putting bases on the field," Stephenson says. "They were ready to play ball as we were starting the job."

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Bio: Surface prep consultant 8+ years, member ASTM C09 & D33, co-author and technical contact for ASTM D 4260, Inventor of the Flattoo™ System. Specializes in "project-driven graphic" consulting & job site technical support.

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Their time crunch was complicated by the fact that, the week the work was to be done, it rained for four days straight. In an open stadium like the Great American Ball Park, this presented a huge problem for Stephenson and his crew. The steady drizzle during the four days they were working meant they were constantly covering and uncovering the slabs.

"We used tarps and fans and basically babysat the job through," says Stephenson.

In order to give the dugout a clean surface, as well as stop the leaking, Stephenson used Elite Crete's Thin-Finish white overlay. But before they could apply it, the existing surface needed some serious work. A new paint job season after season had resulted in many layers of paint that had to be ground away before they'd have a bondable surface. The dugouts may have been built to support dancing cheerleaders, but they would never stand up to enormously heavy walk-behind grinders. Thus, all of the surface prep was done with hand-held angle grinders, wrapped in plastic bags on account of the rain.

Once the overlay was down and set, it came time for the more delicate work. The logos — the Reds logo for the home dugout, and the National League logo for the away team's — were fairly complex designs. To get the required detail took multiple overlapping vinyl stencils. "They had to be laid out perfectly in an outdoor environment with wind and rain," says Stephenson. Using batches of Thin-Finish with integral acrylic colorants, Stephenson and his team were able to get the resolution and detail that the Reds were looking for.

On a job like this, accuracy is paramount. "We're dealing with something that's going to be on ESPN throughout the year," Stephenson says. "It took a lot of skill."

This fall, Stephenson and the ACCI team will be returning to the Great American Ball Park to revisit their handiwork. Not because it's failing — on the contrary, the only maintenance the dugout tops have required is resealing. But the Reds changed hands in 2006 and the new owners have altered the lettering on the team logo. They wanted the dugouts to reflect the updated design, so they gave Stephenson another call.

"We'll be back out there to change it up," says Stephenson, who expects to be starting the work in September, after the baseball season is over. This time, he's looking forward to having more than three weeks to do the job.

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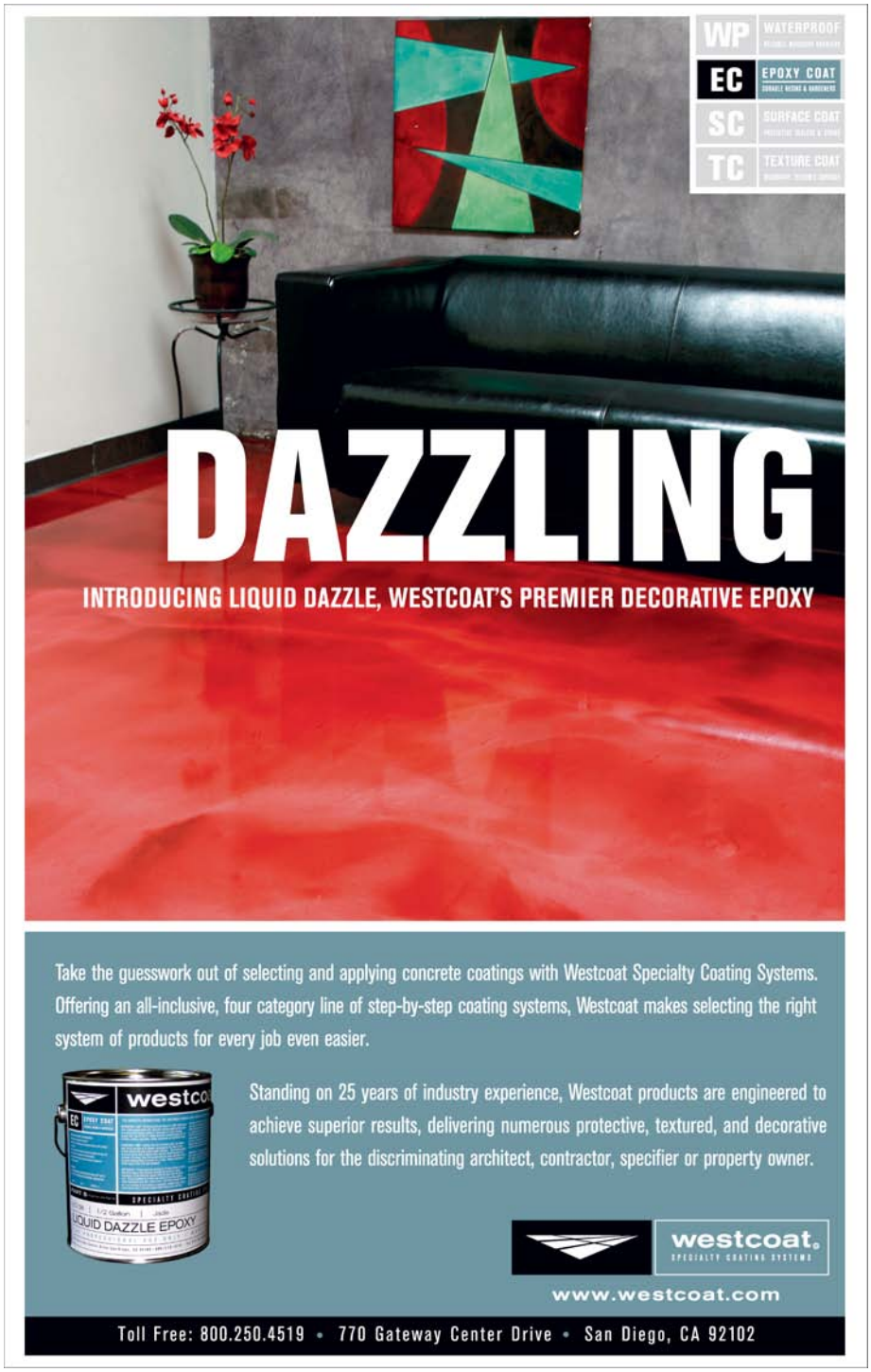

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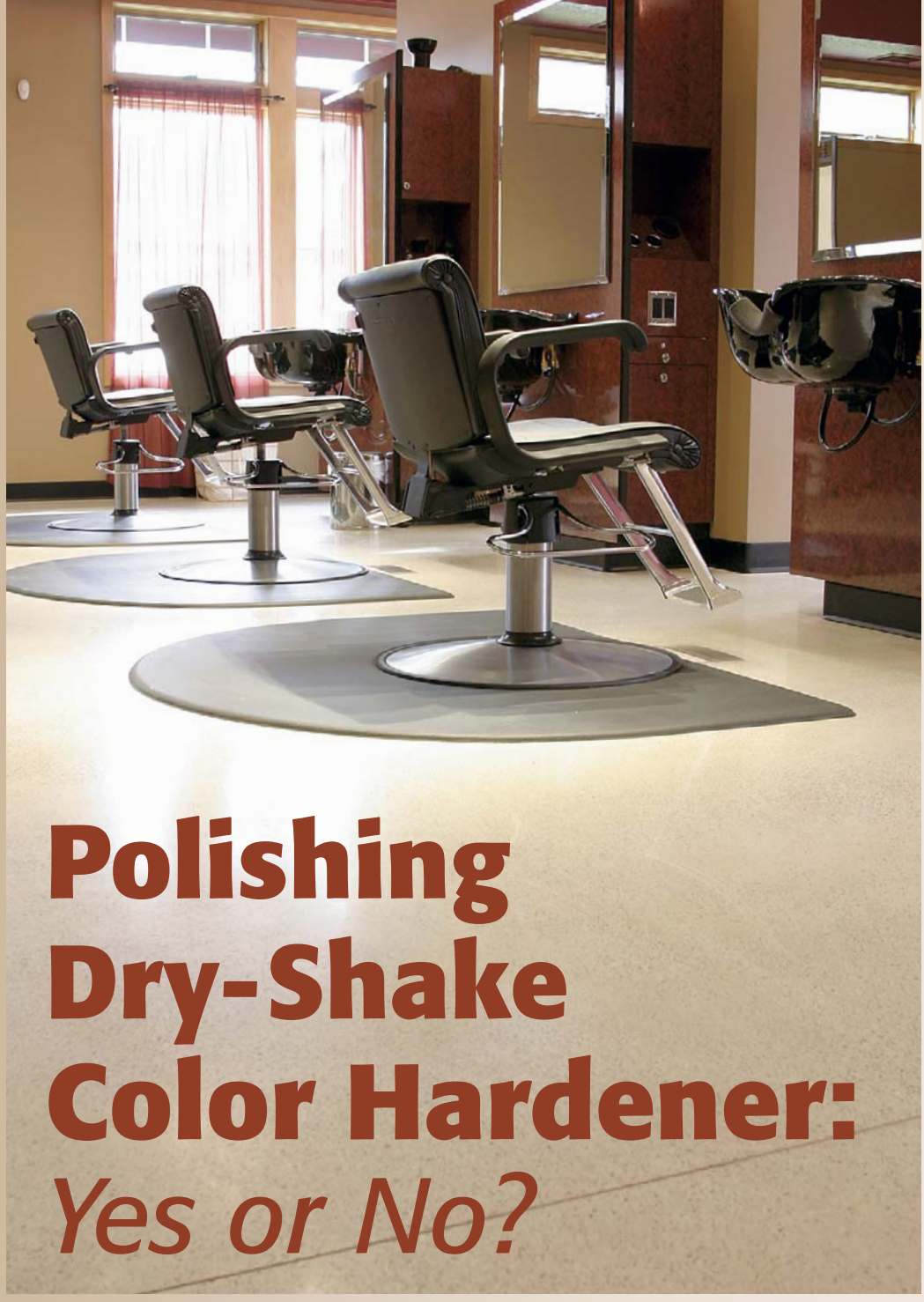

Polishing Dry-Shake Color Hardener: *Yes or No?*

Photo courtesy of Bomanite Corp.

LifeTime Floors Spectrum, used in this floor, is a Bomanite dry-shake system in which the floors are honed after installation. According to its spec sheet, Spectrum "combines the durability of polished high-performance dry-shake treated concrete with color and pronounced decorative aggregate, producing a highly decorative monolithic floor with a low life-cycle cost."

by Christina Camara

Concrete Decor asked two experienced contractors to discuss the special considerations involved in polishing floors after using dry-shake color hardeners to color and harden the surface. Their views: One prefers to avoid dry-shake color hardeners altogether when installing polished surfaces, while the other says polishing can be done successfully if contractors are aware of a few potential problems.

Polished concrete floors, with their gleaming surfaces and low maintenance requirements, are popular choices for car dealerships, big box stores and malls, as well as private homes. Options for coloring them include dyes that are specifically designed for polished concrete, an integral color that is added to the mix before pouring, acid stains, or shake-on color hardeners that are tossed by hand onto fresh concrete and worked into the surface with a float or trowel.

The method of hand-broadcasting dry-shake color hardeners, which results in inconsistent thickness, is one reason

Photo courtesy of Bart Sacco

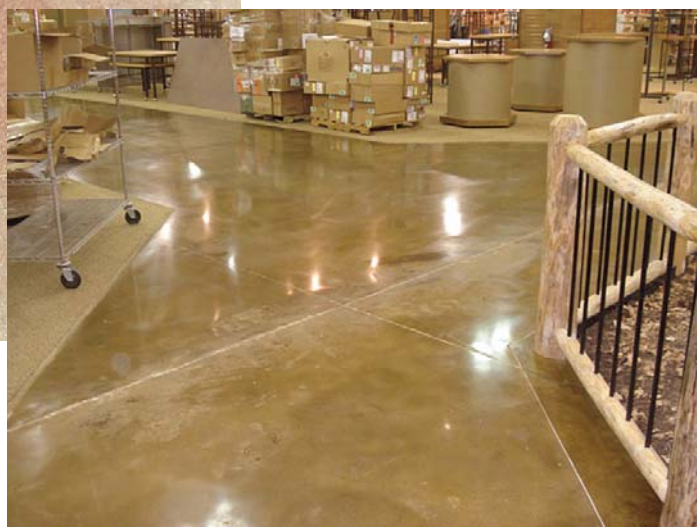

Photo courtesy of American Concrete Concepts

why Jeff McCool avoids them if he's going for a polished look. Because polishing means grinding the surface to achieve the desired smoothness and shine, there's a risk of removing the color altogether if the dry-shake is applied too thinly, he says.

"I tried that on one job and it did just what I said it would," says McCool, of Jeffco Concrete Contractors in Tuscaloosa, Ala. After one pass with the diamond polisher, he says, "it looked like a spotted dog out there. We kind of learned that is not the way to go."

However, he adds that if dry-shake hardener were applied consistently with a mechanical spreader, polishing results would be better.

David Stephenson of American Concrete Concepts in Springdale, Ark., who is more favorable toward polishing dry-shake color hardener, notes that in the curing process, the color from dry shakes is pulled into the slab from the top down. That means the darkest color is on the very top, so polishing will lighten the color somewhat. An applicator can compensate for this by using extra color.

Besides the curing process, Stephenson lists several other considerations:

Flatness — Stephenson says heavy polishing equipment will level off high spots and take the color with it. If contractors cannot achieve the recommended flatness, or just aren't sure how flat the floor is, he says one option is to use polishing equipment with flexible plates that ride the surface rather than cutting off humps or other imperfections.

Porosity — Watch for areas that are rougher and more porous, Stephenson says. Large ride-on power trowels can't get right up to the edge of the pour, so hand troweling is used to get close to the wall. Stephenson says walk-behind trowels do a better job of creating a tight surface and more consistent color. He says he also asks concrete finishers to make a few passes with pans on their trowel machines before they run their blades. The pans will make the surface a lot flatter and more consistent.

Chalk lines — Stephenson says in new construction projects, the framers will snap chalk lines and then cover them with clear acrylic paint so they'll stay put. Those lines can show up in the end, because the clear acrylic paint may absorb color hardener more effectively than the slab itself. A simple solution is to ask framers to skip that step.

Dry-shake color hardeners are available in a wide range of colors, and dyes can often be found to match. Stephenson and McCool agree that dyes can be used to touch up spots with inconsistent color.

In fact, both prefer coloring polished concrete floors that have been colored with dyes, which can be solvent-based or water-based and provide more consistency.

"For me, personally, I don't do many dry-shake or integral colors floors anymore," Stephenson says. And while McCool says he likes the saturated color, range of choices, strength and wear resistance of dry shakes — "Don't get me wrong. We use dry shakes day in and day out in our imprinted concrete," he says — he just doesn't use them in polished applications.

Stephenson says many problems can be avoided through testing, and problems with polishing dry-shake colored floors are no exception. Samples need to be done every job, every time, he says. It may be possible to use a higher grit, remove less color, and end up with the flat, shiny floor you're going for.

All contractors know that avoiding problems such as grinding through the color is far more cost-effective than fixing them later.

"When you have a snafu like that, if just throws wrenches in everyone's gears," McCool says. "You want to be able to do your job and do it right and get on down the road and get out of everyone else's way."

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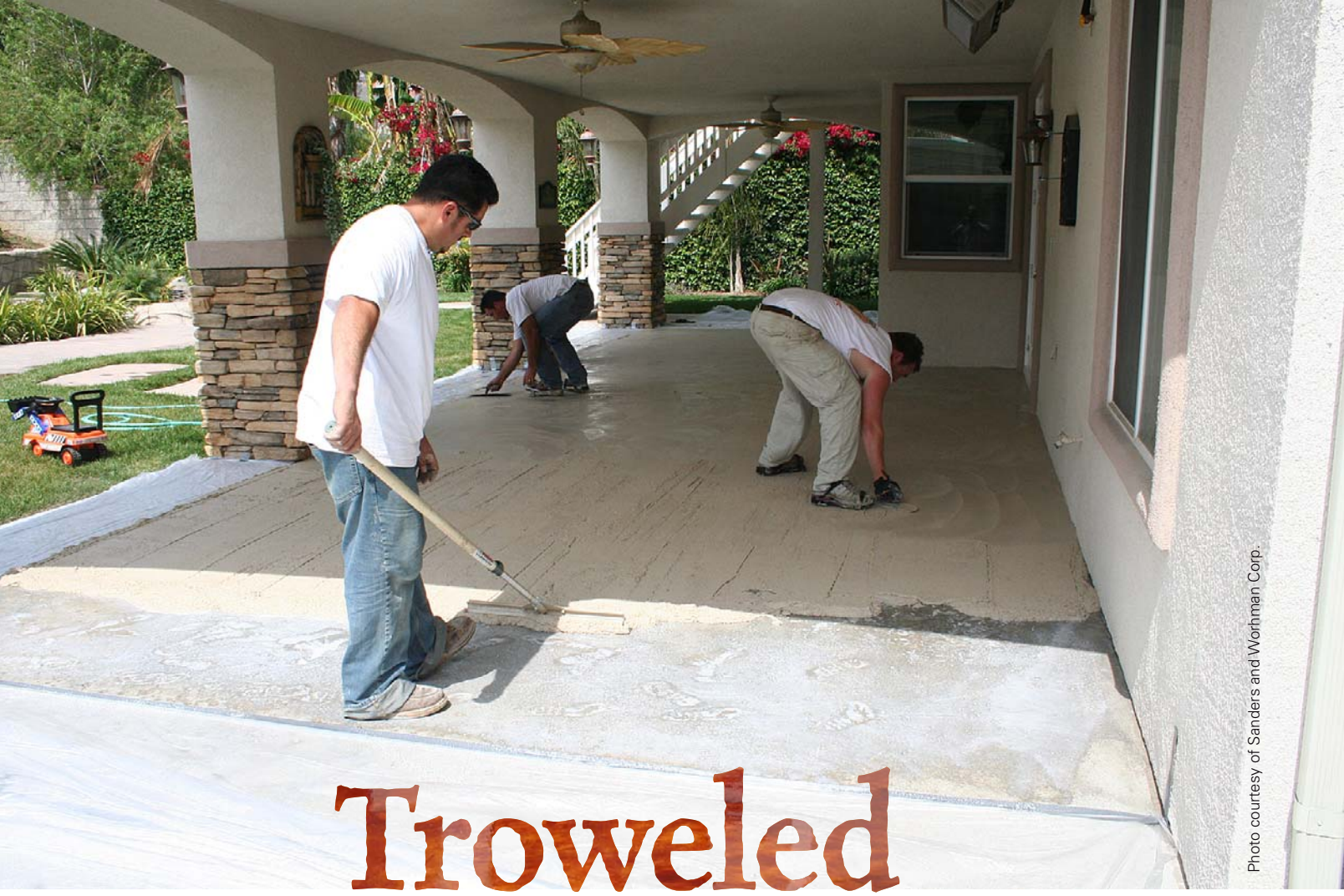


Photo courtesy of Sanders and Worhman Corp.

Troweled Toppings

When you want the look of handmade craftsmanship, nothing beats a hand-trowled finish

by Elizabeth Gillette

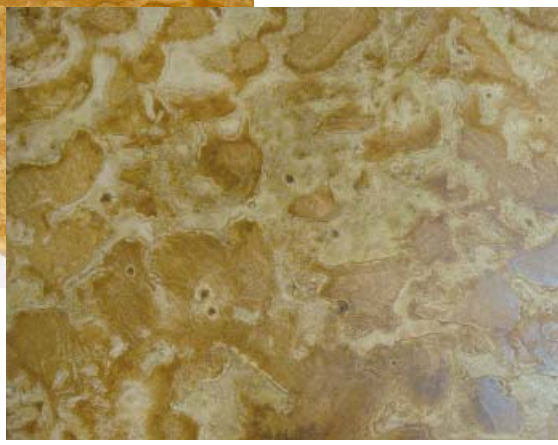
It has been said that mistakes in life are what build character, and the same can be said about finishing concrete. Your finishing technique can make the difference between an almost perfect finish with clearly visible blemishes and an artistically rendered hand-troweled surface filled with character.

While self-levelers and stampable overlays are superior when it comes to creating a consistent finish, nothing can beat the artistic appeal of a hand-troweled finish. There will always be some clients who desire a completely smooth concrete surface with no trowel marks at all, but while achieving a flawless finish is not impossible, many others appreciate the hand-troweled finish, much like we enjoy the textures in Venetian plaster or an artist's brush strokes.

That said, each type of topping does have its time and place, and distinguishing when and where to use which is a decision that can make or break a project.

Trowel-down toppings are usually scratch-coated into the substrate, explains Bruce Newbrough, director of

Photos courtesy of Miracote Training School



A skip-troweled microtopping with Miracote's architectural water-based stain, Mirastain II. There are two colors used on this floor. One is a liquid pigment (ColorPax-LIP Tiger Gold) and the other is a dry metallic pigment (Pale Gold).

application development and product advancement for Ardex Engineered Cements. Then, a second, very thin (1/32 inch to 1/16 inch) layer is troweled immediately over the surface, with the trowel expertise of the installer relied upon to create the desired look.

Self-leveling toppings, in contrast, are usually installed at a minimum thickness of 1/4 inch and are spread and smoothed into place from a standing position. Stampable overlays are in the neighborhood of 1/2 inch thick, as they need to have enough depth to receive the imprint of the stamp.

Microtoppings and spray-down systems, while both requiring bond coats, can also both be troweled. Microtoppings are often used when the application will not allow any type of thickness, explains Trevor Foster, principal trainer and sales manager for Miracote Products. "These toppings can be installed over wood, vertically, and can be pigmented in a variety of colors and either left alone, or troweled to achieve any type of texture."

The big difference between microtoppings and spray-down systems, says Newbrough, is the appearance of the finished product. Spray-downs and microtoppings both go down in a thin layer. But if left alone, the spray-down surface will dry and harden in a pattern of small dots or mounds randomly spaced over the surface. This pattern will not occur with microtoppings.

The spray-down surface may also be allowed to set for a short period of time and then flat-troweled over the slightly hardened surface, creating what is called a knock-down pattern.

"Whatever other financial and logistical requirements there are, to trowel or not to trowel is most often an aesthetic call," says Michael Miller, owner of The Concretist in Benicia, Calif. "Troweling looks like troweling, and troweling can look a lot of different ways."

Miller explains that troweling is often used when color and special texture is an afterthought, in a remodel for example, because it can be thinly applied on top of an existing surface. For this reason, it also is used when turning a decorative job gone bad into something good.

Troweling is also used when critical aesthetic decisions must be made on portable samples far from the actual project site, as these finishes are generally very reproducible and consistent.

Foster explains that troweled toppings are often also used when preserving the landscape around a project is important. "With troweled toppings you typically hand-mix everything and hand-unload all materials with only foot traffic going back and forth," he explains. "On the other hand, if you are pouring a new slab, you have Bobcats, buggies, and wheelbarrows. If they can't fit through a gate you have to remove it. The grass and landscaping usually gets beat up pretty badly. You also do not have to

Photo courtesy of Gold Chain Construction

Above: This troweled finish was custom-designed and installed by Gold Chain Construction in Hawaii.

Photo courtesy of The Concretist

Left: The New Leaf Market in Half Moon Bay, Calif., has a floor created using a two-pass Magic-troweled Sgraffino overlay and dyed graphics.

worry about replanting new sod or mulch around the new surface (when applying a troweled topping) because there is no form work."

He also explains that toppings in general can be installed in a very short period of time, with minimal cure time before sealing or topcoating. They can be sealed in the same day or the following day, depending on the topping chosen.

Foster gives the example of a pool deck as an ideal troweled project. If a property management company wants a new surface for a pool deck, there are two choices, he says: rip out and repour concrete or use a topping. With a rip-out application you have to jackhammer the concrete, potentially damaging coping stones around the pool, the tile in the pool, and skimmers. Then you have to pay to take the concrete to a dump or recycling center. With a topping, he continues, you only have to prepare the concrete, which creates little dust and noise. "Once that is finished, you are ready for installation, and in a day or two you are done and the pool is ready to reopen."

Additionally, if there are existing cracks in the deck, you can do crack repair and take steps to remedy the problem when planning to apply a topping. "With a new slab, there are a lot of what-ifs, and hopefully it does not crack during the curing process," Foster says.

The marks or decorative effects that a trowel leaves behind can be a primary reason one decides to use a troweled finish. But depending on the look you want, this can be bad too. "Chattering is a condition that happens often around the perimeter when you are troweling near the wall and your trowel edge catches the wall and bounces down the edge, leaving rows of trowel marks," explains Newbrough. "It can also occur as you are smoothing, there are imperfections in the surface, and the trowel bounces as you apply pressure."

Chatter and "windshield-wiper marks" can make a good job look bad, says Rob Sonders of Brighton, Colo.-based Surfacing Technology. The key to any resurfacing project is to produce a result that looks natural, not manmade. Chattering can be visible through the pattern. If a trowel-down is done correctly, with the correct material, there should be minimal chatter. In some cases, however, chatter with a very thin topping is unavoidable. To solve this problem, Sonders says, multiple thin coats are required. Also, using certain trowels can help eliminate undesired chatter. Sonders suggests using blue steel trowels with rounded edges, often called pool trowels, as their flexibility and shape helps avoid creating these markings.

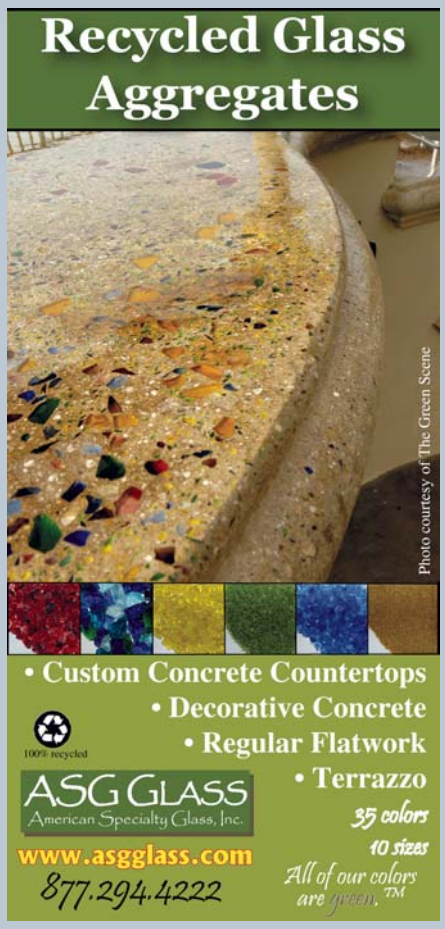
As for achieving desired patterns from these patterns, Sonders says your imagination is the limit. He suggests using tape for creating patterns on the concrete, as you can create whatever pattern you like and aren't held hostage to a stamp pattern. This also allows you to make adjustments before finishing. Creating taped patterns or using stencils works well for creating company logos and other recognizable patterns in concrete finishes.

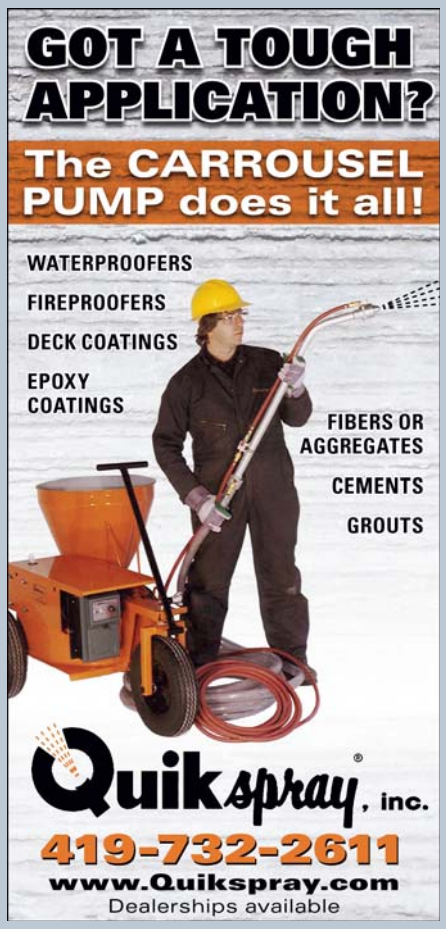
Sonders says using water and chemical stains on top of these patterns creates the visual effect of depth, and the overall effect can rival the appearance of real stone, tile and slate.

He also says any type of trowel can be used to create the textured effects necessary for a stone or tile appearance. Carving tools can greatly vary and can even be self-made. Miller suggests Magic Trowels (similar to really fine and responsive squeegees), notched trowels and putty knives for sculptural purposes. Small margin trowels with a handle can be used to clean out joints and carve material horizontally and vertically. He says materials can also be applied by pouring or using squeeze bottles and subsequently troweled or not, for fine line-work and illustration.

Because the material can set very quickly on trowels, having plenty of wash buckets on hand is useful. Sonders suggests that as a general rule, the temperature of the slab and ambient temperature should be above 40 F.

Concrete Additives





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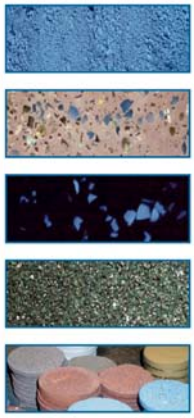

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Photo courtesy of The Concretist

The toilet-stall walls of this bathroom project were created with multiple passes of integrally colored Sgraffino trowelable overlay over crackle medium (to produce craze cracking), all on top of wooden doors. They were sanded with soft diamond pads to produce a layered distressed finish. The sink is the same overlay applied through a ketchup squeeze bottle over a bamboo bowl and sanded with soft diamond pads for a cleanable finish.

"Cooler water is recommended for blending the materials on hot days," he says. "Setting up shade areas can take the heat off a liquid waiting to be blended."

And running the hose until cool water returns is also a good practice. Ice can be used in certain mixes on very hot days, and lightly misting the slab for the initial bond coat is also effective.

He also suggests that in cool weather, dry and liquid accelerators be added to the topping mix that will not affect coloring or the final product but will allow the contractor to get more projects completed before real cold weather sets in. Additionally, moisture during certain steps can kill a project. Sonders suggests good old-fashioned common sense for knowing when to push the weather.

Miller concurs that weather will likely affect any project, and while some materials and applications are more sensitive than others, each job is different and requires thoughtfulness, consideration, skill and a certain degree of luck.

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Photo by Mike Cook, Concrete Approaches Inc.

Cement, Aggregate *and* Reinforcement in Concrete Countertops

by Amy Johnson

When the use of a structural material — concrete — is scaled down from monumental slab to kitchen counter, what changes? Some things are the same, some things are smaller, and some things are just plain different. After all, very few customers want a miniature driveway poured on top of their kitchen cabinets. Differences in cement loading, aggregates and reinforcing mechanisms all set countertop mixes and installations apart from those used for traditional flatwork.

Cement and aggregates

"Cement is the core of mix design for any application, balancing workability, strength and cost," says Jeffrey Girard, P.E., president of The Concrete Countertop Institute in Raleigh, N.C. "Cement is the glue, the strength, but also the Achilles heel of concrete. Too much cement relative to aggregate tends to create excess paste. It is creamier, more workable, it behaves more like clay, but cement paste is what shrinks, causing cracking and curling. So cement

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Photos by Doug Congdon-Martin

Above: Counteretop artisan Buddy Rhodes fits Ladur wire reinforcement carefully into the second layer of mix in a pressed technique project. He has also added polypropylene fibers to this second, wetter layer.
Right: Buddy Rhodes Concrete Products craftsman Joshua Cruz adds the first of two layers of mesh to the sink. He will butter with more wet mix to secure it.

loading is the delicate balancing act that all engineers who design concrete mixes have to perform."

The amount of cement required is affected by the surface area of the aggregates in a mix. Aggregates in countertops are by necessity smaller, with the largest typically 3/8 inch to 5/8 inch. Mike Heidebrink, president of Cheng Concrete, explains: "Each individual aggregate has a specific surface area. The smaller the aggregate, the greater the total combined surface area. The amount of cement you add to the aggregate is really (based on) a calculation of surface area. The function of cement is to coat the surface of all the aggregates."

Chris Franzen, training consultant for SureCrete Design Products, adds: "The smaller the particle, the more surface area there is per volume. That means more water is needed to wet the surface area. So aggregate size is a big part of the concrete recipe, even though it does not react chemically."

If there is excessive water, the cement not only cures, but must dry out as well, says Steve Schatz, CEO of Buddy Rhodes Concrete Products LLC. "This contributes to shrinking, curling and cracking. All three are bad for counters. Use less water if you can."

Some mix designs incorporate water reducers to counter the negative impact of excess water. For example, the Cheng Pro-Formula Mix for concrete countertops includes a plasticizer that Heidebrink says "makes it behave wetter than it really is." The SureCrete product is another example of a mix that incorporates a modifier to protect against excess water.

Reinforcing countertops

Concrete has very high compressive strength, but tensile strength — the ability to bend and flex without cracking or breaking — is another story. A concrete bridge deck must be reinforced appropriately to prevent it from cracking down the middle. On the scale of a countertop, where a thin slab may be supported only at the edges or cantilevered with no support, the same is true.

Countertop reinforcement is an evolving issue, with different mechanisms still being studied and proposed. Shrinkage cracks are also undesirable in countertops, but tensile strength is a bigger issue, and reinforcement allows the concrete to flex without cracking.

Currently the most active line of inquiry involves fiber reinforcement. Different types of fibers perform different functions in concrete. Perhaps most familiar are fibers that are used to control shrinkage in flatwork while it is fresh. Typical fibers used for this purpose include nylon, polypropylene and cellulose. "With countertops, drying shrinkage is best controlled by cement paste content, aggregate gradation and good curing practices, not by fibers," notes Jeffrey Girard.

Nippon Electric Glass America

Mike Cook, technical sales representative for Nippon Electric Glass America, says installation of this farm sink "was a breeze" — it only weighs 120 pounds.

Inc., based in Grand Prairie, Texas, supplies glass fibers for various concrete applications, including glass-fiber reinforced concrete (GFRC). "We manufacture a wide variety of fiber lengths and sizes, each designed for a specific purpose," says technical sales representative Mike Cook. "There is one designed specifically to control shrinkage cracks. Others are used for reinforcement." The use of these fibers is made possible by the development of alkali-resistant glass. "You can't put traditional E-glass in Portland cement — the alkalis will attack the glass," Cook explains.

Some designers and engineers remain unconvinced that glass fibers can replace mechanical reinforcing such as rebar or, scaled down for countertops, ladder wire or wire mesh. "Glass fibers and others used in countertops are stiff — stronger than steel," Girard says. "They act like rebar, but they are discontinuous. They don't replace reinforcing, but they do redistribute stresses in the concrete. As long as these stresses aren't high enough to break the fibers or free them from the concrete, they continue to function. But reinforced concrete will always be stronger because it takes all the load and it is continuous."

Mike Cook, a former countertop contractor whose assignment with Nippon Electric Glass is to consult with concrete contractors working with GFRC, has a different point of view. "I started out using rebar as structural reinforcement, and was very limited as to what I could do because of seams, length limitations, extra labor and materials around thin areas like sink corner knock-outs," he says. "With GFRC, glass fiber is a replacement for rebar. We are able to accomplish projects you never could with rebar. You can go much thinner with GFRC. If you want the massive look, you can make a shell or encapsulate a foam core to keep it light. Or you can have longer spans and thinner slabs."

According to MNL-128, a "Recommended Practice" from the Precast/Prestressed Concrete Institute (PCI), the fibers add flexural, tensile and impact strength. Cook claims that regular concrete achieves flexural strength of 400 psi, whereas GFRC reaches 2,000 to 3,500 psi in 28 days. "The time of greatest stress for a concrete countertop is during delivery and installation," Cook says. "This is where the high flexural strength really pays off and opens up the possibilities."

Jim Ralston of Urban Concrete Design, based in Mesa, Ariz., believes GFRC is where the countertop industry is headed. "I've been working with GFRC since 1986," he says. "GFRC

outperforms 'wetcast' in most all aspects of production, from setup to install." He is so confident of this performance that he gives customers a lifetime structural warranty on his products.

Those who choose not to rely on fibers employ mechanical reinforcement to obtain optimal tensile strength. "Fiber can replace rebar if the fiber is heavy enough, like that in GFRC," Heidebrink explains. "The disadvantage comes if you are polishing. You don't want to see the fiber. So that's where ladder wire or welded wire mesh come in handy. They are inexpensive and readily available."

"At Buddy Rhodes, our typical counter thickness is only an inch and a half," says Steve Schatz. "If we tried to reinforce with standard steel (rebar), the rigidity would not allow the mix to expand and contract as it cures, and the rebar would actually cause stress fractures in the thinner slab. We use Ladur wire in flat pieces and expanded diamond wire mesh in curved applications."

Heidebrink and Girard share the opinion that where you place the reinforcement is more important than the reinforcing material itself. "You want the reinforcing to be in the bottom third of the countertop," Heidebrink says. "If you support a slab on sawhorses at the ends, you would see it bend down in the middle. This means the top half is in compression, but the bottom half is in tension — pulling apart. Concrete doesn't have good tensile strength, but steel does, so put steel where it can help."

Girard could not agree more. "Reinforcement should never, ever, ever go down the middle. The underside of a counter is being stretched the most in pure tension — that's where the reinforcement needs to go. There is no tension in the middle of the slab, so reinforcement placed there does nothing."

Small but scientific

It is obvious that huge concrete projects like dams, highways or bridges require extensive engineering. But even on the smaller scale of countertops, understanding science and engineering is important. That is why so much research continues on mix design and reinforcement. Girard sums it up this way: "Concrete countertops are very high-value products. Customers care only whether they perform. The more people want in terms of design — fewer seams, longer spans — the more you need to understand what you are doing."

The best way to do that is to rely on the experts. Contractors serious about this business should find a mix, a supplier or a consultant they can trust, take advantage of training opportunities and experiment with materials and techniques until they can deliver the best outcomes for customers.

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Cracks were cast into this table. Mike Cook of Nippon Electric Glass started getting requests for precracked countertops after he put it on display.

Installing Rock Panels

Rock panels are a popular feature in many homes and businesses across the country. With so many companies specializing in this niche, it is natural that there are a variety of methods for installing the panels. *Concrete Decor* asked three companies — Rock and Water Creations Inc., Synthetic Rock Solutions and Rico Rock LLC — how they told their customers to install faux rock panels. As expected, we received three different methods as responses.

Rock and Water Creations Inc.

Photos courtesy of Rock and Water Creations Inc.

Step 1: The concrete structure is already built and ready for the application of GFRC. Plumbing and electrical work is also done ahead of time.

Step 2: Attach the rock panels to the substructure using stainless steel all-thread. Tighten the nuts on the front and back of the all-thread to secure the panel.

Step 3: Use screws to fasten diamond mesh onto the rock panels, making sure to cover the cracks between panels. Then pour a cement backfill behind the panels. The mesh will help keep the backfill from coming through the gaps when wet. Once the cement begins to set, remove the diamond mesh and carve the cement down approximately 1/2 inch.

Step 4: After the backfill cement has been carved back, fill the cracks with an embossing cement. Use a latex stamp pad that is the same texture as the rock cliff and apply release agent to create the look of one continuous rock.

Step 5: After the panels have been embossed, the structural work is complete. The next step is to waterproof and color the rock panels.

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* Interior and Exterior
* Non-Acid, Non-Acrylic
* Easy to Maintain
* Penetrating and Lasting
* Environmentally Friendly
* Color Control and Variety

Synthetic Rock Solutions

Photos courtesy of Synthetic Rock Solutions

Step 1: Put the panels in place at the job location.

Step 2: Secure the panels together with wire.

Step 3: By hand, apply the fiber mixture onto the seams of the panels.

Step 4: Grind off any high or uneven areas.

Step 5: Apply texture mixture with a brush, then vacuum-pull the mixture with the brush. This will give it the same texture as the panel and make it look seamless.

Step 6: Stain the panels to achieve the perfect look for your project.

Step 7: Apply thermal plastic sealer to create a more uniform stain color and to keep water from permeating into the rock.

Rico Rock LLC

Step 1: Have a structural engineer specify the rebar design for a cave roof. Large cave roofs may require steel beams.

Step 2: Weld or tie the faux rock panels to a rebar frame. Install black tubing as a sleeve for future lighting or sound effects.

Step 3: To join the panels together, use plastic ties or wire ties to attach metal lath to the panels.

Step 4: For cave ceilings where there is minimal clearance, flat faux rock panels are the best option. Because flat panels do not have as much depth and texture as traditional panels, bracing is required to support the weight of the concrete poured above them.

Photos courtesy of Rico Rock LLC

Photos courtesy of AK4 Concrete Solutions

MarbleCrete
from MarbleCrete Mix Inc.

by Kellie K. Speed

Imagine an overlay product that contains beautiful flecks of marble and at the same time can be easily matched to any color and is low-maintenance. That's exactly what the folks at MarbleCrete Mix Inc. had in mind when they produced their signature product nearly two years ago.

MarbleCrete is a thin-set polishable overlay and hybrid cementitous product, says MarbleCrete chief executive Paul Brunius. "It can be applied horizontally or blown onto a wall vertically. It can also be applied polished or with a surface retardant by one of our certified installers."

The product's signature is the real marble added to the mix, but on top of that, full pigmentation allows the company to virtually match any color. "The colors we use go off the Benjamin Moore chart," Brunius says. "MarbleCrete is an extremely durable product with a high magnesium content, is acid-resistant and achieves a high level of polish."

MarbleCrete is composed of crushed marble sand and aggregates, and it is sold in bags. The mix is designed for application to a cementitous base coat in a variety of textures, and it can be used in mosaic patterns or as surfacing. The product can exceed 10,000 psi of compressive strength, has achieved a "bridge strength" designation and can be used for a variety of applications.

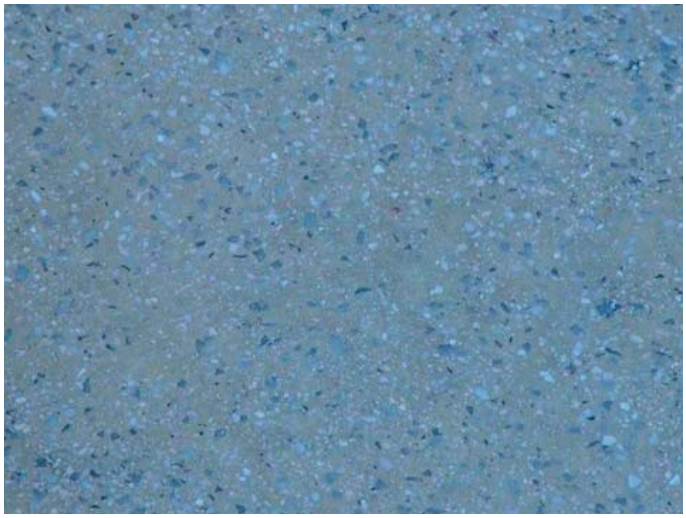
When ground and polished, the result is a smooth and glossy finish. Sandblasting can be performed after the product has initially cured. The application should be densified or sealed to prevent staining and discoloration.

MarbleCrete has found a home in commercial and residential projects, casinos, hospitals and airports, Brunius says. "We have been developing the

product for the last 30 years but as far as applications go, we have been doing this for the past two years. We originally produced the product in the architectural precast field but it has developed more into the overlay market."

Besides the marble, another unique feature of MarbleCrete is its ability to be applied indoors or out, Brunius says. "The substrate is prepared for the application. Any crack remediation is taken care of. Then we have an adhesive method application. The overlay is applied and the product is then allowed to cure. Without an exotic aggregate, it takes 48 to 72 hours to cure and with an exotic aggregate, it takes 72 to 96 hours to cure before grinding and final polishing."

MarbleCrete has been installed in numerous locations nationwide. A small-scale project at the Mike O'Callaghan Federal Hospital at Nellis Air Force Base Hospital in Nevada involved a vertical application put down 1/2-inch thick with hawk and trowel in a single application, after which it was acid-washed to lightly expose the material. One of MarbleCrete's largest installations to date will be in Las Vegas, where 125,000 square feet of material will be applied in the valet parking and exterior walkway areas of a hotel-casino complex. The company has also worked on a number of projects in southern and northern California that range from 13,000 square feet to 26,000 square feet.



MarbleCrete gets its name from the flecks of real marble in the mix.

Brunius' team also recently completed an installation in the Las Vegas area with Las Vegas-based ArCon Flooring Inc. The installation included divider strips poured 3/8-inch thick. The MarbleCrete Champagne Marble mix design was used and pigment, clear glass and mirror-coated glass were then added.

"We have been working with MarbleCrete for over a year primarily because there are a multitude of things you can do with it," says Teresa Fernandez, ArCon's director of business development. "We really like how versatile the product is. You can go from a minimal design to an intricate aggregate design."

ArCon has installed interior and exterior flooring for resorts, casinos and malls. "We do a lot of creative things and we like to be innovative so using this product was a great fit for us," Fernandez says. "We are looking into using the product for a variety of other applications. Its ability to be used both on the interior and exterior will be extremely beneficial for us."

Most customers have enjoyed the minimal maintenance required once the product is installed, Brunius says. "MarbleCrete does not require the user to continuously seal, strip and wax the product. It's just a matter of cleaning the product once it is installed."

MarbleCrete is made with green products that have high LEED ratings, Brunius says.

Testing and Measuring Tools

DeFelsko Corp. — PosiTector 200

The PosiTector 200, a concrete-thickness measuring tool from DeFelsko Corp., is ruggedly simple and affordable, and it is available in two different models.

The standard model measures total thickness. The advanced model will measure up to three individual layer thicknesses in a multilayer system, and it also features a graphic readout for detailed analysis of the coating system.

In addition, the PosiTector 200 is available in two different probe configurations for measuring a wide variety of coating thickness applications.

(800) 448-3835
www.defelsko.com

Delmhorst — TotalCheck

The Delmhorst TotalCheck features pin and pinless moisture measurement and a thermo-hygrometer attachment. It can help determine if concrete floors have adequately dried before installing a floor covering.

Advanced features of the TotalCheck include corrections for 69 wood species, a calibrated drywall scale, and a reference scale for nonwood building materials. Stored readings can be downloaded to a spreadsheet, providing clear, complete documentation of every job. Rugged construction will help the tool provide years of reliable use, and the pins are designed to withstand heavy use without snapping or bending.

TotalCheck is a versatile meter with a universal connector that accepts any Delmhorst electrode, including the 26-ES slide hammer electrode.

(973) 334-2557
www.delmhorst.com

Extech Instruments Corp. — Pocket Moisture Meter

The Pocket Moisture Meter from Extech Instruments Corp. measures moisture in a variety of building materials, including concrete, mortar and sheetrock.

It features a two-in-one digital LCD readout and analog bar graph, replaceable threaded measurement electrode pins, and a built-in battery check and measurement verification test. Weighing just 3.5 ounces and measuring 5.1 inches, it is easy to carry around a job site.

(781) 890-7440
www.extech.com

matcrete The Ultimate In Concrete Design www.matcrete.com

Leica Geosystems — Leica Roteo 35

The new, versatile Leica Roteo 35 rotating laser instrument from Leica Geosystems offers simple-to-operate and lightweight automated self-leveling functionality for a wide range of interior leveling or alignment jobs.

The instrument includes an integrated motorized mount with intuitive remote operation capabilities that quickly adjusts the laser height to millimeter accuracy.

The Leica Roteo is a fully automatic horizontal or vertical laser with a 90-degree plumb beam and a self-leveling range of plus or minus 9 degrees. It offers manual functionality for varying slope requirements on inclined planes.

www.leicaus.com

Taylor Tools – No. 625 Calcium Chloride Moisture and Alkali Test Kit

The No. 625 Calcium Chloride Moisture and Alkali Test Kit from Taylor Tools is a reliable method to measure the volume of water vapor emitted from a concrete slab surface over a period of time.

The test consists of a small container containing anhydrous calcium chloride, which is weighed before and after exposure to the concrete slab. The difference in weight is then used to calculate the amount of moisture, in pounds, emitted over 1,000 square feet in a 24-hour period. When conducted properly, the CaCl test is a sensitive and accurate means for preventing floor covering failures due to moisture vapor emission.

The American Society of Testing Materials has established a test protocol (ASTM-F1869-04) for proper administration of the test.

(303) 371-7667

www.taylortools.com

Vaprecision Inc. — Anhydrous Calcium Chloride Moisture Vapor Test Kits

The Anhydrous Calcium Chloride Moisture Vapor Test Kit from Vaprecision Inc. determines the volume of water vapor radiating from a concrete slab surface over time.

The kit indicates the amount of moisture emitted from 1,000 square feet of slab in a 24-hour time period. Contractors can compare results to the manufacturer's specifications for floor covering or coating tolerances.

The calcium chloride desiccant container has a label that easily allows for the recording of all pertinent facts related to the test. Calcium chloride tests are packaged in three-packs, 12-packs and 100-pack cartons. All packs contain pH test kits.

(800) 449-6194

www.vaportest.com

Wagner Electronics — Rapid RH

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

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

www.rapidrh.com

www.wwwagner.com

Product News

Gore Design offers new sink molds

Gore Design Co. has released its new line of Sink Moulds, which help concrete artisans create award-caliber designs in only a fraction of the cost and time needed to build sink molds from scratch.

The sleek, affordable molds are composed of a high-strength impact-resistant plastic that reportedly outperforms rubber and fiberglass molds, and it can be recycled at the end of its life cycle.

The molds can be purchased online, and as soon as this fall, through concrete distributors.

www.concreteapothecary.com

www.goredesignco.com

Anvil Paints & Coatings introduces primer

Anvil Paints & Coatings has introduced Anvil 1750 High Performance Water Borne Grip-Tite Bonding Primer, a specially formulated bonding primer that penetrates into concrete and forms a surface that improves the adhesion, workability and durability of the topcoat.

The primer can be used on interior and exterior surfaces, painted and unpainted concrete, masonry, stucco, and CMU block and porous brick surfaces, whether vertical or horizontal.

www.anvilpaints.com

ProSpec introduces crack isolation systems

ProSpec, Bonsal American's brand of professionally specified construction products, has introduced Flex-Guard and Speed-Flex, environmentally friendly crack isolation systems designed to isolate horizontal substrate movement.

These low-profile systems install quickly and easily with no priming required. To install, remove the paper backing and let the system adhere to concrete, gypsum, oriented strand board, exterior-grade plywood or tile. Flex-Guard and Speed-Flex are rated for Extra Heavy Service to work in both commercial and residential applications.

Both Flex-Guard and Speed-Flex are made of nonhazardous materials and use a solvent-free adhesive, which contributes to LEED project points. Flex-Guard bridges substrate cracks of up to 3/8 inch in interior or exterior applications and cracks of 1/4 inch with partial coverage. Speed-Flex bridges 3/8-inch cracks in interior applications only, plus 1/8-inch cracks with partial coverage.

(800) 738-1621

www.prospec.com

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www.buddyrhodes.com (877) 706-5303

Polishing packages from Kut-Rite

Kut-Rite Mfg. has developed grinder and polisher kits, an easy way for newer contractors to purchase surface preparation tools.

Grinder and polisher kits include every model of grinder and polisher offered by Kut-Rite. Currently the four kit levels are: Prep Economy, Prep Premium, Polish Economy and Polish Premium. Kut-Rite grinder and polisher kits come with all the necessary tools to compete the job, including grinder, vacuum, hoses, fittings, removal tools and more.

(877) 786-5067
www.kutritemfg.com

An environmentally friendly microtopping

Crossfield Products Corp. has developed Miracote MicroTop DP, a microtopping that is "greener" than a conventional topping.

Rather than using a conventional liquid polymer, MicroTop DP is based on a unique terpolymer (three separate monomers that are polymerized and reacted together). MicroTop DP is available in two aggregate blends — regular and smooth. The material also uses calcium carbonate aggregates in lieu of silica. As a product that uses dry polymer, MicroTop DP is packaged in a 55-pound bag, and water is added on the job site to activate the polymers.

Besides being environmentally friendly, Miracote MicroTop DP has excellent working properties. It bonds tenaciously to properly prepared concrete and accepts acid and water-based stains. It also can be pigmented using liquid pigment packs.

(310) 886-9100
www.miracote.com

Self-leveling lasers from DeWalt

DeWalt has launched its new family of self-leveling rotary lasers for interior and exterior use (DW074 and DW079) and exterior-only use (DW078).

The DW078 and DW079 are designed with an automatic horizontal self-leveling system that provides accuracy at plus or minus 1/8 inch per 100 feet, while the DW074 is accurate at plus or minus 1/4 inch per 100 feet.

The new rotary lasers are among the

brightest in their class. The DW079 has a 5-milliwatt beam, which makes it the brightest Class IIIa beam in the market, and is visible indoors up to 100 feet. The DW074 is equipped with a 2-milliwatt beam, which is the brightest beam available at this price point. The laser is visible indoors at up to 100 feet and outdoors at up to 1,000 feet.

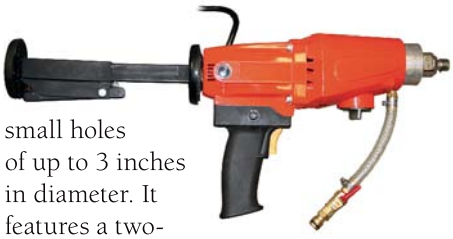
The DW078 and DW079 are equipped with an enclosed battery door that resists dust and water and allows users to easily remove batteries. Additionally, the DW078 and DW079 have a rubber over-molding that provides additional protection to critical laser areas when dropped.

www.dewalt.com

Diamond Products adds six

Diamond Products has added six new products to its Core Bore and Core Cut product lines.

Included in the lineup is the CB500-HH hand-held core drill motor, a heavy-duty drill that is ideal for drilling



small holes of up to 3 inches in diameter. It features a two-speed gearbox and comes with a molded carrying case, water connection for wet drilling, shoulder brace for increased stability and 5/8-inch-11 threaded spindle.

Other products include the CC1113H-XL-14 concrete saw, Core Cut Star Blue-grade segmented high-speed blades, Core Bore plated hole saw bits and the Core Cut CG1 and CG2 Mini-Groover walk-behind machines.

(800) 321-5336

www.diamondproducts.com

Polyurea prevents erosion

Chemline Inc. has announced the development of Chemthane 6050, a spray-applied, zero-VOC polyurea coating for steel or concrete walls, floors and tanks.

The Chemthane 6050 coating is a specially formulated polyurea that

produces a seamless membrane and is ideal for containing leaks and spills of wastewater, fuels and many chemicals in primary and secondary containment areas. With 200-percent elongation, Chemthane 6050 will bridge minor cracks in a concrete or masonry surface.

www.chemline.net

An alternative to stains and dyes

The Cyrl-A-Stain concrete coloring system from Dur-A-Flex Inc. is a topical system that claims to provide the affordable and decorative beauty of stained or dyed concrete without the limitations and maintenance costs of traditional stains.

Cryl-A-Stain is high-wear and low-

maintenance. The system consists of two to three coats that yield a thickness of 25 to 45 mils, and it does not require waxing and stripping to protect it. Cryl-A-Stain fully cures in one hour, so the system can be installed in less time than it takes to install a traditional stained concrete floor. It is available in seven standard colors, but the colors can be layered to create endless color patterns and designs.

www.dur-a-flex.com

ProSpec's lightweight mortar

ProSpec, Bonsal American's brand of professionally specified products, has introduced PermaFlex Lite 525, a lightweight thin-set mortar for tile and natural stone installations.

The morter's lightweight technology allows a 25-pound bag of mix to offer the same coverage as a 50-pound bag of traditional mortar. It also incorporates post-consumer recycled glass microspheres, rather than sand, to help divert waste from landfills. The reduced

weight per bag means easier lifting for the installer. These design features give the product an opportunity to contribute to the accumulation of LEED project points.

The new lightweight technology also boasts superior workability that makes it easier to mix and trowel. It is ideal for interior or exterior installation on walls, floors or ceilings. PermaFlex Lite 525 sets most types of ceramic tile or stone, including glass, porcelain and quarry tiles, pavers and marble. Its nonsag formula also makes it ideal for installing heavy ceramic tile without slippage.

(800) 738-1621

www.prospec.com

Award-winning Pulse-Bac improved

The Pulse-Bac 1300 dust vacuum from CDCLarue Industries Inc., which was recognized as a Most Innovative Product at World of Concrete twice, has undergone improvements.

It is now available with a Tangential Bypass motor, capable of generating over 185 CFM with 89 inches of lift. Pulling only 12.1 amps on a standard 120-volt outlet, the Pulse-Bac 1300 is ideal for collecting dust and debris generated by surface preparation equipment such as hand tools and small-to-medium-size floor grinders. Capable of picking up all types of dry debris, the 1300 comes equipped with Pulse-Bac Technology, making it the only dust vacuum that automatically flushes the filters clear of debris while you work.

(866) 954-9700

www.cdclarue.com

Green wax from Kemiko

Kemiko Concrete Products Inc. has added a new wax, Stone Tone Wax II, to its list of LEED-compliant products.

Epmar Corp., manufacturer of Kemiko concrete stains and topcoats, developed Stone Tone Wax II, which is waterborne and applied the same way as the previous Stone Tone Wax. Stone Tone Wax II contains no solvent odor, but it is easy to use, nonyellowing and long-lasting.

www.kemiko.com

Chem Link offers new sealant color, data guide

Chem Link Inc. has released a new Stone color of its NovaLink SL (Self-Leveling Construction Sealant). The new color is designed to match aged concrete. Applicators may now choose between Stone and Gray.

The company is able to provide custom colors when given sufficient lead time and minimum order quantities.

Chem Link has also updated the look of its data guide for NovaLink SL. Updated graphics and additional technical information will give users of this high-performance, solvent-free concrete sealant more useful information that includes detailed regulatory compliance and performance standards and green standards alignment information, such as VOC content.

(800) 826-1681

www.chemlinkinc.com

A biodegradable plastic drop cloth from Trimaco

The EcoDrop Biodegradable Plastic Drop Cloth from Trimaco LLC is made of a unique plastic that, when discarded in soil in the presence of microorganisms, moisture and oxygen, will biodegrade, decomposing into simple materials found in nature.

The first of its kind in the industry, the EcoDrop Biodegradable Plastic Drop Cloth offers the same dependable performance as conventional plastic drop cloths, making it well suited for projects that require quality protection from spills and drips. The leakproof, 2-mil, heavyweight product comes in a popular 9-foot-by-12-foot size and stands up to interior or exterior conditions, while its unique green tint helps make splatters visible.

(800) 325-7356

www.trimaco.com

Media News

On the Web

W.R. Meadows Inc. launches green building web pages

W.R. Meadows has launched a green building section on its Web site to help building professionals develop environmentally sustainable construction projects with W.R. Meadows products.

This section incorporates information on LEED, W.R. Meadows' environmentally friendly products, green project profiles and links to green news. The LEED Information page describes how the use of W.R. Meadows products can contribute to achieving LEED credits.

www.wrmeadows.com

SureCrete.TV now online

SureCrete Design Products has unveiled SureCrete.TV, a new online tool to see new products and techniques in video format.

Currently there are eight different videos available on the Web site, with themes ranging from "Water-Based Eco-Stain Application" to "Bending Cement into a Wood Table."

www.surecrete.tv

Introducing the latest addition to the WerkMaster family—the New...

SUPER COLOSSOS

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- 4000 RPM
- 4 FEET WIDE
- 8 SQUARE FEET

Werk Industries introduces the revolutionary **WerkMaster**™ Concrete Grinding, Concrete Edging, Concrete Polishing and Concrete Buffing Systems. Four machines in one, **WerkMaster's** patent pending **Octi-Disc**™ **Technology** grinds, edges, polishes and buffs concrete surfaces to within **1/8" of a wall** and under cabinets.

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Our **WerkMaster's** are fast, tough and agile, voraciously tearing into concrete, thin set, spalled or rained out concrete, VCT glue, VAT glue, rubber back carpet residue, mastic, epoxy, paint and virtually any surface you can throw at them – while all the time delivering superior results and Rates of Removal that most competitors only dream of achieving! Tradesmen are constantly amazed and delighted with the ease of use and total customer satisfaction.
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Association News

American Concrete Institute

Discover "The Spirit of Concrete" at fall convention

The American Concrete Institute will host the ACI Convention Nov. 2-6 in St. Louis, Mo.

This fall's convention, with the theme "The Spirit of Concrete," will provide attendees with many opportunities to view exhibits, attend meetings and sessions, network with concrete professionals from all over the world, and participate in competitions.

The Convention will feature technical tours of the Holcim cement plant, a dinner in honor of Luke Snell, an Oktoberfest-inspired Concrete Mixer, and a reinvented Contractors' Day. In addition, ACI will sponsor a book drive during the convention to support literacy in St. Louis schools. All attendees are invited to bring any new or gently used children's books for grade levels K-12 to the convention.

In conjunction with the convention, the ACI Board Advisory Committee on Sustainable Development is sponsoring a sustainable development workshop on concrete, green building and ISO standards on Saturday, Nov. 1.

(248) 848-3795

www.aciconvention.org

Five new publications released

The American Concrete Institute announces the availability of five new publications to educate and inform industry professionals on concrete-related information and technology.

The new publications are: Guide for Concrete Construction Quality Systems in Conformance with ISO 9001 (121R-08), Guide for Conducting a Visual Inspection of Concrete in Service (201.1R-08), Guide for the Design and Construction of Externally Bonded FRP Systems for Strengthening Concrete Structures (440.2R-08), Specification for Construction with Fiber-Reinforced Polymer Reinforcing Bars (440.5-08), and Specification for Carbon and Glass Fiber-Reinforced Polymer (FRP) Bar Materials for Concrete Reinforcement (440.6-08).

The publications are also available in PDF format.

(248) 848-3800

www.concrete.org

Legacy Society provides donor opportunities

The ACI Foundation, a subsidiary of the American Concrete Institute, has announced the launch of the Concrete Legacy Society, which provides ACI members and concrete industry supporters the opportunity to name ACI and its foundation in a number of planned giving programs.

Through the Concrete Legacy Society, donors will be able to make planned gifts to ACI, the ACI Foundation, or specific programs of their choosing. Gifts to either ACI or the ACI Foundation will be applied to areas in the greatest need and where the greatest impact will be realized. Donors can also request that gifts be made specifically to Student Fellowships and Scholarships, the Innovative Concrete Education program, the Concrete Research Council, the Strategic Development Council, or other programs of the donors' choosing.

Introducing the latest addition to our family... 'SUPER COLOSSOS'
Only at: www.werkmaster.com

On its new Web site, the ACI Foundation offers a number of donation tools that provide prospective donors with resources to make informed charitable donations.

www.ACIFoundation.org

ACI announces fall seminars

The American Concrete Institute will offer four educational seminars this fall to help concrete professionals remain up to date on concrete construction and technology.

The four seminars are Changes in 318-08 Building Code, Seismic Design of Liquid-Containing Concrete Structures, Troubleshooting Concrete Construction and Construction of Concrete Slabs on Ground.

In addition to having the most up-to-date information at each seminar, attendees receive 0.75 Continuing Education Units (CEUs), or 7.5 Professional Development Hours (PDHs), free ACI publications usually worth over $100, a continental breakfast, lunch, and refreshment breaks.

ACI has provided the industry with educational seminars since 1969, and each year continues to conduct more than 100 seminars throughout the United States.

(248) 848-3815

www.concreteseminars.com

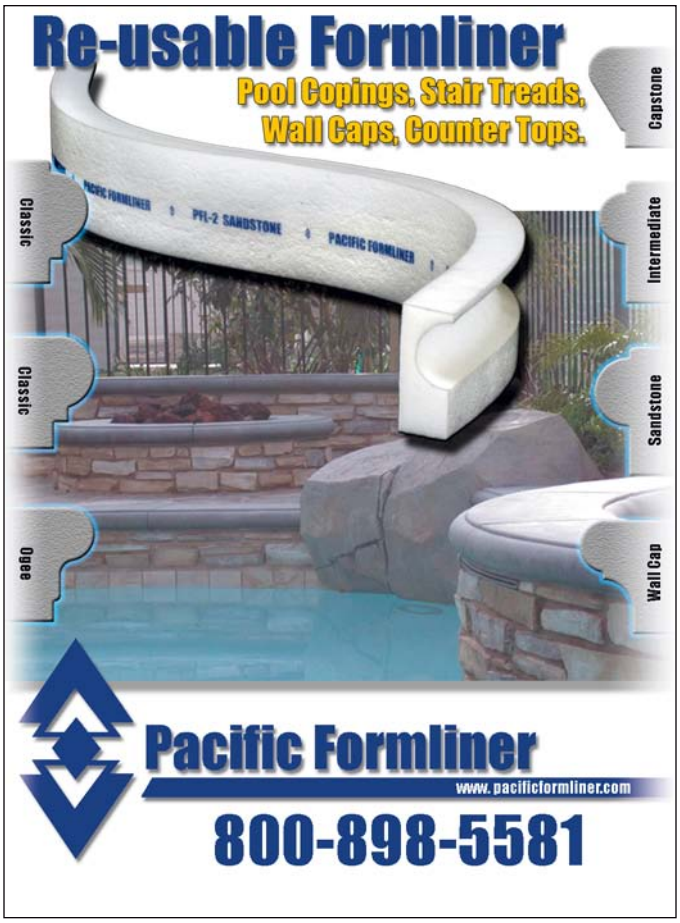
Concrete Sawing and Drilling Association

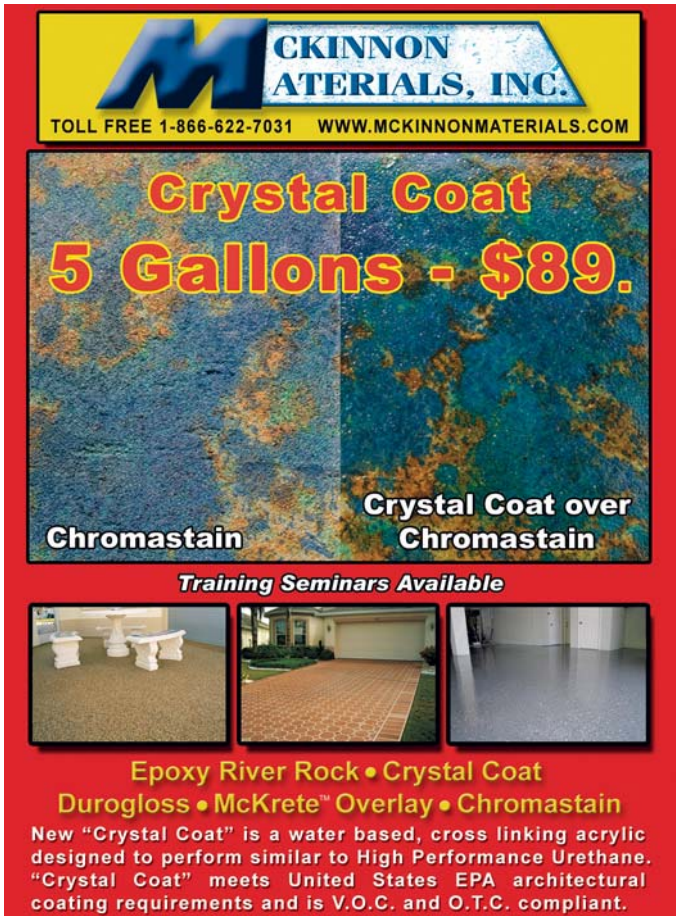
2009 convention slated for Cancun

The Concrete Sawing and Drilling Association has announced that its 37th annual convention will be held March 3-8 in Cancun, Mexico.

The CSDA 2009 Convention will open with a presentation on "Leadership in the Changing World" by keynote speaker Robert Stevenson. Stevenson has owned and sold companies internationally, held positions from salesman to CFO and managed a worldwide sales force.

Technical and business sessions led





by seasoned contractors and well-established manufacturers will cover everything from dry diamond-cutting reinforced concrete at a nuclear power plant to managing large international jobs and wire sawing. Round-table sessions will be held on subjects such as billing practices and risk management.

Afternoons have been left free so that attendees will have plenty of time to enjoy the beautiful coast of Cancun. Convention participants can plan their own outings or choose from tours coordinated by CSDA that include deep-sea fishing, snorkeling, exploring the Mayan ruins of Tulum or riding the Selvatica zip line across jungle treetops.

(727) 577-5004

www.csda.org

Portland Cement Association

Cement consumption forecast downgraded

Although the United States economy is not technically in a recession, an increasing unemployment rate, higher inflation, and negative consumer sentiment will combine to have lingering negative effects on cement consumption and the construction industry, according to the latest Portland Cement Association forecast of cement, concrete, and construction.

The PCA forecast predicts a 12 percent decline in cement consumption in 2008, followed by another 6 percent drop in 2009.

Real construction activity is expected to decline 9 percent in 2008, and another 7 percent in 2009, stated PCA chief economist Edward Sullivan in a press release. The combination of high home inventories, weak economy-wide demand conditions, and poor state budget conditions is expected to hit all sectors of construction — residential, nonresidential, and public.

Although PCA had expected a downturn in nonresidential construction to occur in the third quarter of 2008, this sector is working on a backlog of projects already under contract and should be steady until closer to the end of the year.

PCA predicts a recovery to begin in 2010, but a more modest one than previously forecasted. Total cement consumption in 2010 is expected to increase 2.7 percent from 2009 levels.

www.cement.org

Nominations closed for Sustainable Leadership Awards

Nominations are now closed for the 2007-2008 Portland Cement Association Sustainable Leadership Awards, established by the organization as part of its ongoing commitment to sustainability.

PCA looked to its members and members of the construction industry at large to nominate public officials who have demonstrated through policy or projects a passion for three tiers of sustainability — economic responsibility, environmental responsibility and social responsibility. The Leadership in Sustainability Policy Award will honor public officials who advance policies that promote the concept of

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Eagle Solutions - 800.633.0519

Eagle Solutions

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Never offered before to concrete polishing contractors, Eagle Solutions is now providing the "*Blue Ribbon Service Plan*" on purchases of the new SP30 and SP13. This service plan will provide contractors with access to a national group of service technicians that are devoted to maintaining these smooth running machines. Stop sending your equipment halfway across the country for repairs. Depend on Eagle Solutions for *Better Results, Period!*

FREE

Concrete Polishing Training - learn from guest speakers about densifiers, hardeners and dyes, work hands-on with equipment, learn when to polish wet or dry, how to succeed in your business, and much more. We are always adding new locations. Find a class near you by visiting www.eaglefloorsolutions.com or call today 800.633.0519 for more information.

6 Months Same as Cash

Learn more by contacting:
Eagle Solutions - 800.633.0519 or 770.773.3875
www.EagleFloorSolutions.com
email: customerservice@eaglefloorsolutions.com

In today's changing economy,

THERE'S ONE CONSTANT...

World of Concrete—providing you with the newest ideas and resources to help you capitalize on the growing popularity of decorative concrete. World of Concrete is the largest annual international commercial construction event for concrete and masonry professionals.

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hanley wood

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Las Vegas Convention Center | Las Vegas, Nevada

FOCUS ON INNOVATION. All the **industry's top suppliers** participate, showcasing the most innovative products, tools and equipment to help you take advantage of this fast-growing industry.

FOCUS ON INSPIRATION. Watch leading artisans demonstrate the most popular decorative concrete applications and techniques in the **7th annual Artistry in Decorative Concrete**.

FOCUS ON KNOWLEDGE. Learn innovative strategies, exchange ideas with your peers and discover new ways to profit from decorative concrete in the industry's top educational program. **Both 90-minute and 3-hour sessions available** for all aspects of your business.

For more information, call (toll free) 866-962-7469 | Email: contactus@worldofconcrete.com | To exhibit: exhibit@worldofconcrete.com

REGISTER ONLINE AT: www.worldofconcrete.com and SAVE on Seminar and Exhibits-Only fees.

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sustainable development by advocating for and promoting the use of concrete and cement-based products in their communities. Additionally, three award categories honor specific projects in the areas of Homes and Residential Building, Non-Residential Building, and Infrastructure.

The winners of the contest will be announced in *Concrete Decor.*

www.cement.org

Strategic Development Council

Registration open for fall SDC meeting

The concrete industry's Strategic Development Council has announced its upcoming meeting this fall to discuss several issues and initiatives facing the concrete industry. Registration for the meeting is now open.

The SDC gathering will take place Oct. 8-10 at Innisbrook Resort & Golf Club in Palm Harbor, Fla. The first half of the meeting will be devoted to a strategic planning session to discuss SDC direction and governance issues. The remaining time will be reserved for SDC Session No. 24, beginning at noon on Thursday, Oct. 9 and adjourning at noon on Friday, Oct. 10. Critical industry technologies, including a final report on SCC Formwork Pressure research, updates on Building Information Modeling, and sustainability, will be the focus of the meeting.

www.concreteSDC.org

Tilt-Up Concrete Association

Regional certification events announced

The Tilt-Up Concrete Association has announced several regional certification seminar and exam sessions.

TCA will offer the certification seminar as a final preparation tool for those seeking tilt-up certification. This training seminar covers safety, plan reading, site preparation, scheduling, foundations, slabs on grade, layout, forming, placement, erection, structural systems and concrete properties.

The joint TCA/American Concrete Institute certification program, developed through ACI's C-650 Committee, was created to provide measurable quality assurance in the wake of the rapid growth the construction method had experienced. There have been more than 1,000 certifications issued since the program's inception.

www.tilt-up.org

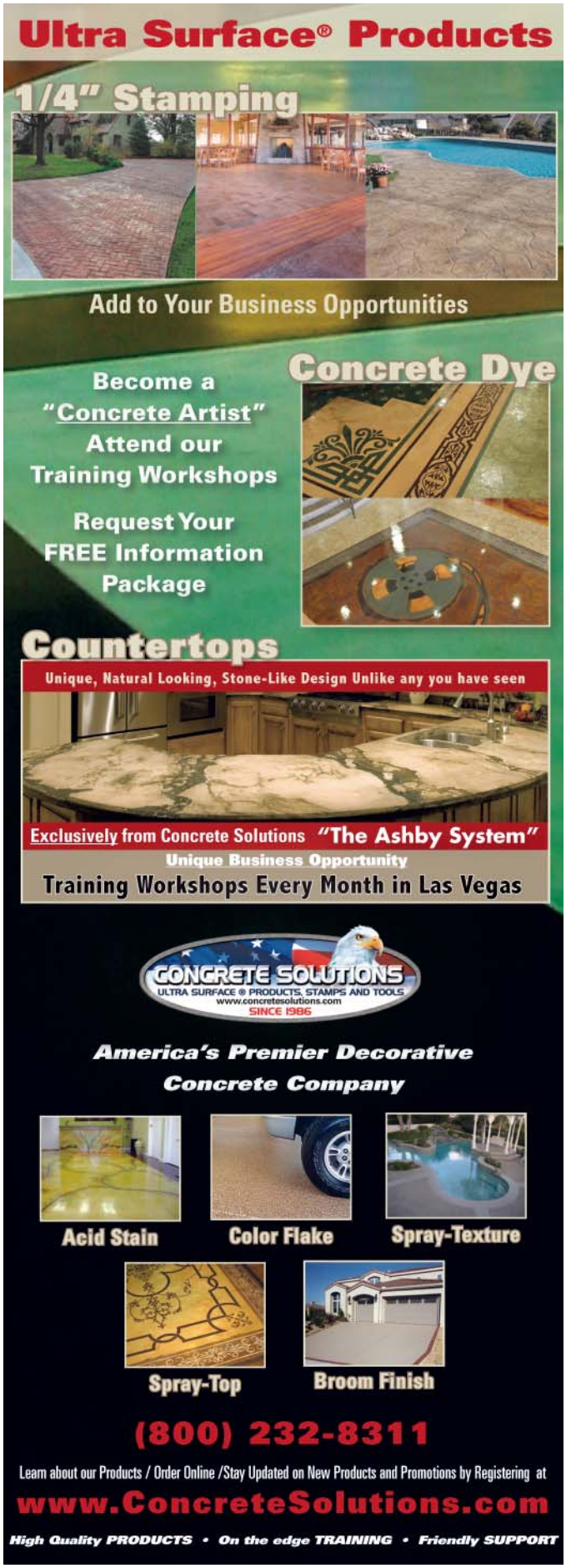
Membership services director named

The Tilt-Up Concrete Association, a nonprofit international organization that serves to expand and improve the use of site-cast tilt-up construction as a preferred method, has added Craig Keast as member services director.

In his role, Keast will be responsible for assisting TCA membership growth initiatives as well as providing a variety of services to aid existing members.

(319) 895-6911

www.tilt-up.org



Call for Entries

First Place, Interior

2009 Restoration Contest

Show us your best work!

Enter your project into *Concrete Decor's* 2008 Concrete Restoration Contest, where we will highlight the top decorative concrete restoration jobs of 2008.

This is your opportunity to show off your best work to the entire industry. In addition to some great prizes, our top finalists will be considered for *Concrete Decor's* distinguished "Artisan in Concrete" spotlight. There is no cost to enter.

Finalists will be showcased in *Concrete Decor's* December/January issue. Thousands of copies of this issue will be distributed at the World of Concrete trade show in Las Vegas on February 3–6, 2009.

To enter, please send ALL of the following:

- Company name and contact information.
- Date and location of your project.
- A brief explanation of the project, including challenges you encountered, and a list of the tools and materials you used.
- Photos of the project. You must send before and after photos in order to be eligible.

* Photos must be in high-resolution format. We accept photos of at least 300 dpi in JPEG or TIFF formats. To send larger files, please contact Emily at the number below for information on how to upload photos to our FTP site.

You can enter as many projects as you like, but each entry must include all the information listed above or it will be ineligible.

First Place, Exterior

Categories: Concrete Restoration (Indoors)
Concrete Restoration (Outdoors)

Deadline: All entries must be submitted by **October 30, 2008**

Where to send: **editor@protradepub.com**

Questions? E-mail: **emily@protradepub.com**
Call: **(877) 935-8906**

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Concrete Decor
The Journal of Decorative Concrete

SECOND ANNUAL

Concrete Decor
The Journal of Decorative Concrete

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

The Decorative Concrete Training Guide includes an A to Z Company Index that provides easy access to information about the industry's top training centers. Also, a Training Index identifies the wide range of training services available and the companies that offer these specialized training opportunities.

Whether you are a beginner or advanced, the Training Guide helps you find classes that fit your specific needs. It can direct you to training services offered in Spanish, online Webinars, books, DVDs, and even on-site training for your staff.

While this print Guide tells you who offers training, *Concrete Décor's* online Training & Events Calendar at www.ConcreteDecor.net tells you when and where classes are being held. Online calendar information is updated on a daily basis.

Keep this handy reference near you at all times. New business opportunities appear on the horizon every day. The Decorative Concrete Training Guide and the online Training & Events Calendar will help you get ready for whatever lies ahead.

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

2008/09 Decorative Concrete TRAINING GUIDE

A

All in Concrete
1475 Harvard Dr
Kankakee, IL 60901

p: 888.350.0130 f: 815.932.0529
www.allinconcrete.com

AIC workshops are based on proven application methods, with over 15 years of hand on experience in the Decorative Concrete Resurfacing industry. Our exclusive Ashby Concrete Countertop Workshops feature unique "Old World" stone-like countertops. AIC proudly offers Concrete Solutions, EcoProcote, Versatile Building Products, and WerkMaster products and equipment.

See our ad on Page 61 • Reader Service 03

AmeriPolish / Dye-N-Seal
120 Commercial Ave
Lowell, AR 72745

p: 800.592.9320 f: 479.725.0031
www.ameripolish.com

ADCSC offers the most complete dye system for polished and decorative concrete. We do not stop at the dye, but continually strive to remain on the cutting edge of development to provide you with the complementary products to not only enhance and protect your work, but to also assist you in growing your business. AmeriPolish®, Dye-N-Seal® and Patriot Sprayers provide complete systems that allow installers to rely on one source for decorative and polished concrete dye products.

See our ad on Page 12 • Reader Service 04

B

Buddy Rhodes Concrete Products
691 Tennessee St
San Francisco, CA 94107

p: 415.431.8070 f: 415.551.1575
www.buddyrhodes.com

Buddy Rhodes Artisan Concrete is a multifaceted company dedicated to supporting fine finished precast concrete through supplying materials, training, support and production to artisans and designers. We seek to inspire and educate emerging artisans in developing their skills, to assist designers in realizing their creations, and to manufacture and distribute the finest concrete products on the market. Our services are structured around the understanding that concrete is a beautiful natural material with limitless flexibility of form and function, and that truly exquisite concrete surfaces can be created by hand with the right materials, training and appreciation of the possibilities.

See our ad on Page 33 • Reader Service 11

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

p: 630.906.1980 f: 630.906.1982
www.butterfieldcolor.com

Butterfield Color manufactures a complete line of decorative concrete products. Drawing on our extensive experience with installing decorative concrete, we provide an in-depth review of Butterfield Color products and tools used to color, stamp and pattern concrete. Continuing-education presentations are also available for architects and other design professionals.

See our ad on Page 107 • Reader Service 12

C

Chem-Coat Industries Inc.
1926 Copper St
Garland, TX 75047

p: 972.485.8648 f: 972.485.0339
www.chem-coat.com

See our ad on Page 57 • Reader Service 13

Cheng Concrete
2808 San Pablo Ave
Berkeley, CA 94702

p: 510.849.3272 f: 510.849.3274
www.chengconcrete.com

CHENG Concrete is the premier online channel for the most complete concrete countertop product line and information. CHENG Concrete Training Academy offers comprehensive hands-on concrete countertop training focused on design and technical processes. Available programs include a One-Day Essentials Workshop, Three-Day Professional Concrete Countertop Training, Five-Day Advanced Countertop Design Training, GFRC Countertop & Sink Training, and Fireplaces, Islands & Walls Training. The leaders in concrete countertop training, CHENG Concrete has trained nearly 2,400 professionals and DIYers to date.

See our ad on Page 39 • Reader Service 14

Concrete Coatings Inc.
1105 N 1600 W
Layton, UT 84041

p: 801.544.8771 / 800.443.2871
f: 801.544.5896
www.concretecoatingsinc.com

See our ad on Page 93 • Reader Service 17

Concrete Countertop Institute
3529 Neil St
Raleigh, NC 27607

p: 888.386.7711 f: 919.882.9700
www.concretecountertopinstitute.com

The Concrete Countertop Institute helps concrete countertop professionals succeed. Services include:

* Concrete Connections (www.concretecountertops.net), an online community of concrete countertop professionals that informs and inspires.

* The annual Concrete Countertop Industry Conference.

* Intensive engineering-based, hands-on CCI training that teaches not just how, but why.

See our ad on Page 79 • Reader Service 18

Concrete Mosaics
141 Railroad St, Ste 107
Canton, GA 30114

p: 770.704.0923 f: 770.704.0924

Concrete Solutions Inc.
3904 Riley St
San Diego, CA 92110

p: 800.232.8311 f: 619.297.3333
www.concretesolutions.com

Concrete Solutions manufactures products for the restoration and beautification of existing concrete and other surfaces. Monthly training classes in Las Vegas teach our proven high-performance systems. Learn about surface preparation, crack repair, resurfacing, dyes, acid staining, 1/4" stamping, color flakes, spray-top cement and our unique concrete countertop system.

See our ad on Page 65 • Reader Service 22

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

p: 570.489.6025 f: 570.383.6711
www.concrete-texturing.com

Concrete Texturing Tool & Supply is located at the Concrete Kingdom. We specialize in decorative concrete tool supplies and training. Providing prompt nationwide service.

See our ad on Page 16 • Reader Service 23

Crown Polymers
11111 Kiley Dr
Huntley, IL 60142

p: 888.732.1270 f: 847.659.0310
www.crownpolymers.com

The Crown Polymers Overlay College: A Hands-On Training Experience
In two days of intensive classroom sessions and hands-on demonstrations led by the industry's leading experts, you will learn about the nature of concrete, polymers, prefills, base coats, topcoats and what it takes to successfully install and market industrial and decorative polymer floors overlays.

See our ad on Page 3 • Reader Service 24

D

Decorative Concrete Institute
251 Villa Rosa Rd
Temple, GA 30179

p: 770.562.1441 f: 770.562.1471
www.decorativeconcreteinstitute.com

The Decorative Concrete Institute provides consulting, education, installation and training across the United States and internationally. DCI consults regarding applications and installation, providing technical expertise. It offers different levels of workshops and training, from beginner to advanced, and provides on-the-job training as well as classroom knowledge.

See our ad on Page 108 • Reader Service 27

Decorative Concrete Supply Inc.
1300 I-35 E #120
Carrollton, TX 75006

p: 972.242.8881 f: 972.242.6781
www.decorativecs.com

Decorative Concrete Supply is a family-owned and operated top distributor of decorative products. We offer fully stocked warehouses in Houston, Dallas, and the Austin/San Antonio area. We also train contractors in the areas of stamping, staining, and concrete countertops. Technical expertise and customer service are our specialties.

Decorative Construction Supply
3920 US Hwy 80 East
Mesquite, TX 75149

p: 972.289.1700 f: 972.289.1701
www.decorativeconstructionsupply.com
Attend DECORATIVE CONSTRUCTION SUPPLY's training for brilliant color options, amazing techniques, expanded market share and deeper profit margins. By training architects, land developers and designers, we create demand for accomplished and well-trained contractors.

We offer weekly demonstrations, regular classes and advanced focus seminars. Sign up today before the competition takes your seat.

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E

Eagle Solutions
PO Box 350
Adairsville, GA 30103

p: 770.773.3875 f: 770.773.9903
www.eaglefloorsolutions.com

Eagle Solutions, manufacturer of cordless propane-powered concrete polishing equipment, presents seminars on concrete polishing, surface preparation, joint filling, densifiers and dye application. These two-day classes are free and conducted monthly at locations throughout the country. View www.eaglefloorsolutions.com for the current schedule and locations near you.

See our ad on Page 63 • Reader Service 30

Elite Crete Systems Inc.
1061 Transport Dr
Valparaiso, IN 46383

p: 219.465.7671 f: 219.531.0898
www.elitecrete.com

Elite Crete Systems is a manufacturer of products for decorative concrete, architectural concrete finishes, stained concrete surfaces, various coloring systems, custom seamless interior flooring and protective coatings. Monthly basic and advanced training seminars at more than 30 locations worldwide.

Elite Crete of British Columbia
901-1318 Homer St
Vancouver, BC V6B 6A7
Canada

p: 778.836.9513 f: 866.275.1543
www.elitecreteofbc.com

Are you looking for British Columbia-based training and technical support? Elite Crete of British Columbia provides you with superior hands-on entry-level and advanced training seminars for decorative concrete finishes, custom seamless flooring and specialty coatings. Call or visit our Web site today to register and find out more.

EnviroGLAS
5048 Tennyson Pkwy
Plano, TX 75024

p: 972.473.3725 f: 214.556.1093
www.enviroglasproducts.com

EnviroGLAS converts recycled glass and porcelain into elegant, sustainable hard surfaces and landscaping materials while proving durable, low maintenance, lasting 40-plus years and contributing to 8 or more LEED credits.

Excellent Coatings/Tufflex
10880 Poplar Ave
Fontana, CA 92237

p: 909.357.7200 f: 909.357.7215
www.excellentcoatings.com

F

Franmar Chemical
PO Box 5565
Bloomington, IL 61702

p: 309.828.2900
www.franmar.com

See our ad on Page 11 • Reader Service 36

G

GoldenLook International
3401 House Anderson Rd
Euless, TX 76040

p: 817.540.3000 f: 817.545.5600
www.goldenlook.com

Established in 1986. A manufacturer and distributor of premium-quality 100% solids epoxy resins, polyurethanes, polyaspartic/polyureas, aggregates, Estes quartz, HoverTrowel, and Gilson mixers. Custom formulations for decorative concrete include: GL Epoxy Stone, Color Rok, ChemStain, Diamond Shield, Clear Coat, SunFlex, Garage Floor Magic, Colored Quartz, Seamless Epoxy Floor Systems, stamped overlay and spray textures.

See our ad on Page 110 • Reader Service 39

H

Hardware Wholesale LLC
22411 Foss Rd NE
Poulsbo, WA 98370

p: 360.779.8814 f: 360.779.8890
www.hardwarewholesale.net

Hardware Wholesale LLC is the Northwest leader in decorative concrete training and supplies. We are offering a wide range of decorative concrete classes ranging from basic stamp to concrete countertops. Hardware Wholesale can help you maximize your creativity and ingenuity, which leads to greater success and profitability in your business.

I

Increte Systems Inc.
1611 Gunn Hwy
Odessa, FL

p: 813.886.8811 f: 813.886.0188
www.increte.com

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

International Polished Concrete Institute
PO Box 1174
Norris, TN 37828

p: 866.421.9550 f: 865.494.8757
www.IPCIonline.org

IPCI offers technique-driven training and certification designed to give potential and existing polishers an understanding of the grinding and polishing process, hands-on experience with the application method, troubleshooting skills to overcome challenges, and tips and tricks for success. Now offering continuing education courses! Call to register: (866) 421-9550

K

Kemiko Concrete Stains, with Decorative Concrete Institute
PO Box 1109
Leonard, TX 75452

p: 800.875.4596 / 903.587.3708
f: 903.587.9038
www.kemiko.com

Kemiko: The Path to Beautiful Decorative Concrete. Since 1930, Kemiko Concrete Stains and companion topcoats have been pioneers in the decorative concrete industry. Kemiko and the Decorative Concrete Institute provide hands-on training as well as technical expertise. Kemiko's product line is LEED-compliant. We are dedicated to the betterment of our industry.

See our ad on Page 107 • Reader Service 45

Kretus Group
9279 Cabot Dr, Ste A1
San Diego, CA 92126

p: 858.586.0864 f: 858.586.0948
www.kretusgroup.com

At Kretus Group, we specialize in architectural and decorative concrete finishes. The group was founded by experienced industry professionals to respond to the needs of decorative contractors who lacked the support and competitive pricing structure to fully excel in this fragmented and ever-changing industry. Let the Kretus Group buying power and experience go to work for you.

L

L.M. Scofield Company
4155 Scofield Rd
Douglasville, GA 30134

p: 800.800.9900 f: 770.920.6060
www.scofield.com

The Scofield Institute provides hands-on training, workshops and demonstrations for construction industry professionals nationwide using Scofield Systems. Programs are conducted by ACI-certified, experienced contractors and include design, installation and problem-solving clinics for decorative concrete applications, including colored, stamped and stained concrete, cementitious toppings, sealers and densifiers.

See our ad on Page 5 • Reader Service 50

M

Miracote, a division of Crossfield Products Corp
3000 E Harcourt St
Rancho Dominguez, CA 90221

p: 310.886.9100 f: 310.886.9119
www.miracote.com

Training on the move for contractors on the run. Learn the hows and whys of Miracote's latest decorative products and techniques in its hands-on interactive school.

State-of-the-art training for the 21st century: microtoppings, stampable overlayments, stains, topcoats and sealers, repair mortars and underlayments, membranes, moisture vapor mitigation systems, waterproofing systems. Register today at www.miracote.com.

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N

Newlook International
1525 Gladiola St, #8
Salt Lake City, UT 84104

p: 801.886.9495 f: 801.886.9497
www.getnewlook.com

NewLook is the ORIGINAL water-based, non-acid, nonacrylic staining system that offers truly opaque and vibrant translucent colors that are breathable and maintainable. NewLook training ranges from dealer demos, advanced faux classes, how-to videos and webinars to complete startup packages with everything you need to run a profitable NewLook-based business. Find training Info at www.getnewlook.com.

See our ad on Page 47 • Reader Service 56

P

Polytek Development Corp.
55 Hilton St
Easton, PA 18042

p: 800.858.5990 f: 610.559.8626
www.polytek.com

Polytek's liquid polyurethane and silicone rubbers are used to create molds, forms and stamps that can be reused over and over again to reproduce or texture any concrete object or surface. Several two-day training seminars are given each year which cover general how-to instruction and specific molding and casting techniques.

See our ad on Page 21 • Reader Service 61

Pure Texture
517 Medley St
Greensboro, NC 27406

p: 888.PTEXTURE f: 336.574.0802
www.puretexture.com

"Pure Texture" — A premier decorative concrete training and supply center serving U.S. & international contractors. With its innovative training techniques, Pure Texture is committed to developing and assisting those who have the vision of how this new technology can change the way that people approach their remodeling or new construction.

R

Renew-Crete Systems
2020 Murrell Rd
Rockledge, FL 32955

p: 888.287.8962 f: 321.636.7343
www.renewcrete.com

The Renew-Crete Systems were developed with the applicator in mind, thereby creating a user-friendly decorative concrete system. Our one-component bag mixes are the choice for professionals and beginners alike. We manufacturer decorative concrete products for stamped overlay, stamped concrete, resurfacing products, concrete stains, spray textures and countertops.

RubberDek
6869 Stapoint Ct, Ste 115
Winter Park, FL 32792

p: 866.531.9779 f: 407.677.7978
www.rubberdek.net

RubberDek stays slip-resistant even when wet. Apply it over concrete, wood, pavers, brick, tile, stone, asphalt, chipboard, aluminum and steel. Handicap-accessible and cleans effortlessly with soap and water. Has a beautiful selection of designer colors for all of your decorative needs. Water drains through Rubberdek.

See our ad on Page 85 • Reader Service 58

S

Specialty Concrete Products
1327 Lake Dogwood Dr
West Columbia, SC 29170

p: 800.533.4702 f: 803.955.0011
www.scpusa.com

Specialty Concrete Products Inc. is the leading full-line manufacturer of stamped concrete products, acid stains, concrete countertop products, concrete sealer and concrete resurfacing materials. Our products increase the strength, value and beauty of new or existing concrete surfaces. Get real "hands-on" training without the high-pressure sales at SCP's monthly Demonar training classes held at our factory in Columbia, S.C.

See our ad on Page 15 • Reader Service 74

Stardek
928 Sligh Ave
Seffner, FL 33584

p: 800.282.1599 f: 813.655.8830
www.stardek.com

Color-Crown, manufacturer of STARDEK products, has been the leader in decorative concrete coatings since 1972. With a complete line of residential and commercial products from stamps to stencils, STARDEK is truly your one-stop show for all your coating needs.

See our ad on Page 45 • Reader Service 76

Super Stone Inc.
1251 Burlington St
Opa-Locka, FL 33054

p: 305.681.3561 f: 305.681.5106
www.superstone.com

Since 1961, Super Stone Inc. has been manufacturing a complete line of decorative concrete products designed specifically for industry professionals.

Offering hands-on training led by seasoned craftsmen, Super Stone seminars are designed to teach techniques and expand knowledge and profits. Super Stone delivers super interiors and exteriors.

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

p: 619.401.8282 f: 619.401.8288
www.superkrete.com

Become a certified applicator of Super-Krete Products and become part of a network of high-class installers and receive free job leads. The original "Krete," Super-Krete products have been enhancing, protecting and restoring concrete installations worldwide for more than 25 years. Super-Krete offers attractive, long-lasting colors and textures that can transform an average home or property into the neighborhood gem. Repair damaged concrete without damaging budgets by choosing Super-Krete products, and register to attend a Super-Krete Concrete Coatings Training Course.

SureCrete Design
15246 Citrus Country Dr
Dade City, FL 33523

p: 800.544.8488 f: 352.567.5545
www.surecretedesign.com

SureCrete Design is a decorative and specialty concrete manufacturer that creates products that deliver realistic solutions by simplifying technique, lowering material costs and reducing job-site overhead.

See our ad on Page 17 • Reader Service 78

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

p: 888.872.7759 f: 480.421.6322
www.surfacegeltek.com

Surfacing Technology
14455 Boston St
Brighton, CO 80602

p: 888.654.7866 f: 888.354.2097
www.surfacingtechnology.com

See our ad on Page 105 • Reader Service 80

V

Versatile Building Products Inc.
20420 S Susana Rd
Carson, CA 90810

p: 800.535.3325 f: 310.632.6516
www.garagecoatings.com

From the smallest residential to large commercial, industrial and major infrastructure projects, Vexcon Chemicals has been an industry leader in the development and manufacturing of premium products for the construction industry for more then 30 years.

See our ad on Page 1 • Reader Service 38

Vexcon Chemicals
7240 State Rd
Philadelphia, PA 19135

p: 888.VEXCON1 f: 215.332.9997
www.vexcon.com

From the smallest residential to large commercial, industrial and major infrastructure projects, Vexcon Chemicals has been an industry leader in the development and manufacturing of premium products for the construction industry for more then 30 years.

VIC International Corp
231 E Emory Rd
Powell, TN 37849

p: 800.396.0324 f: 877.781.7737
www.concretemedic.com

Since 1993, VIC International has been at the forefront of the concrete polishing industry. As the leading innovator of equipment and tooling, VIC has taught countless contractors its concrete polishing and coatings removal processes, which have been incorporated in numerous construction sites around the globe.

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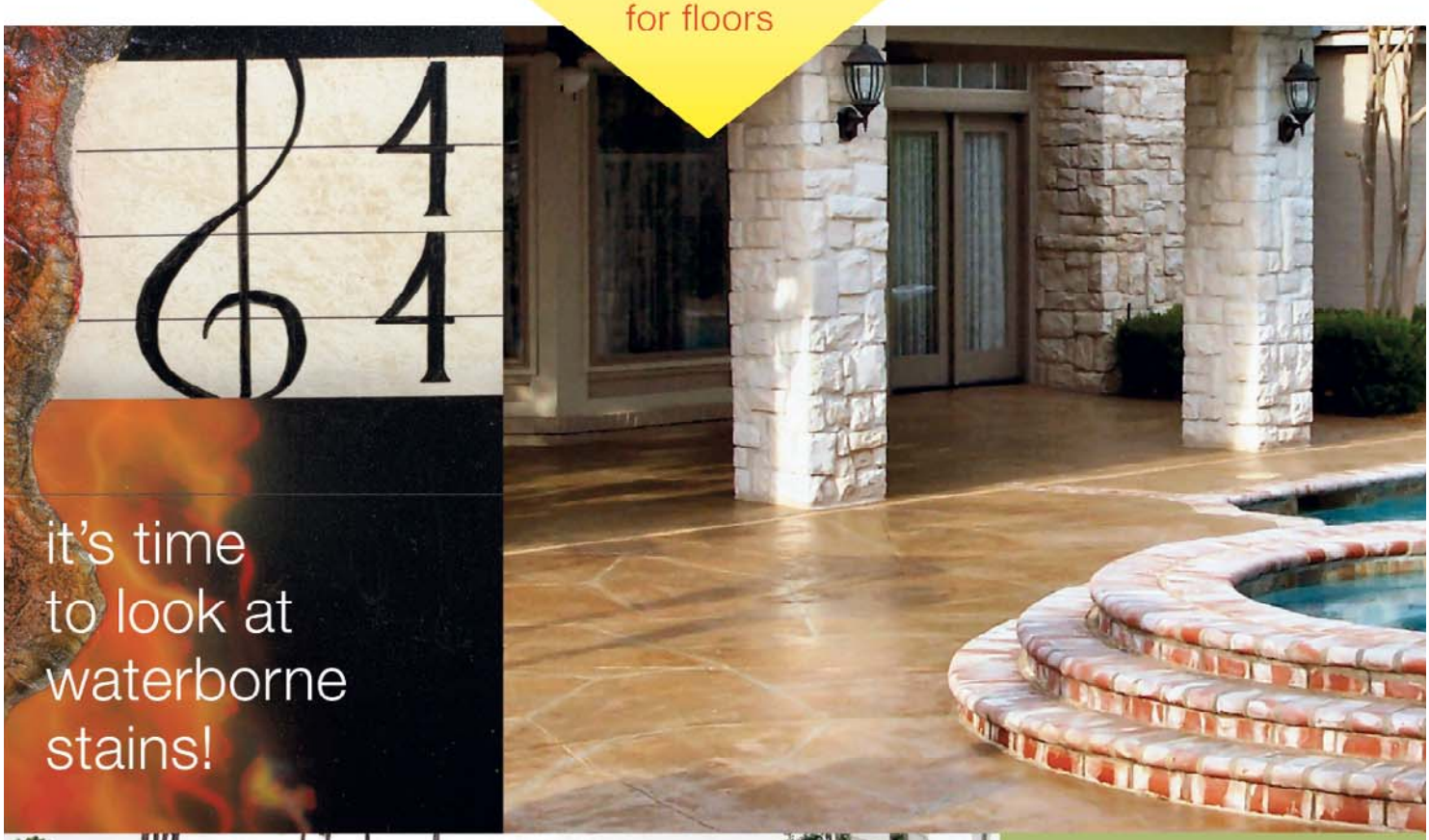
for floors



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to look at
waterborne
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Advanced Acrylic
Stain Technology

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Visit the online Training Calendar at www.ConcreteDecor.net

Association Events

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
ASSOCIATION EVENTS										
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		✔
Stardek	✔	✔	✔		✔	✔	✔	✔		

Business Operations/Development

EMPLOYEE MANAGEMENT/TRAINING										
Elite Crete Systems Inc.		✔				✔				
GoldenLook International	✔	✔	✔	✔		✔		✔		✔
Renew-Crete Systems	✓	✓		✓		✓		✓		✓
Stardek	✔	✔	✔	✔						
ESTIMATING										
Concrete Texturing Tool & Supply	✔	✔								
Elite Crete Systems Inc.		✔				✔				
GoldenLook International	✔	✔	✔	✔						
Increte Systems Inc.	✓	✓		✓						✓
Renew-Crete Systems	✓	✓				✓				
Stardek	✔	✔	✔							
Super-Krete International						✔		✔		
Surface Gel Tek		✔		✔				✔		
JOB SITE SAFETY										
Elite Crete Systems Inc.		✔				✔				
GoldenLook International	✔	✔	✔	✔						
Renew-Crete Systems	✓									
MARKETING/PROMOTIONS										
Concrete Countertop Institute							✔			
Concrete Texturing Tool & Supply		✔								
Elite Crete Systems Inc.		✔				✔				
GoldenLook International	✔	✔	✔							
Increte Systems Inc.	✓	✓	✓	✓						✓
Renew-Crete Systems	✓	✓								
Stardek	✔	✔	✔							
PROJECT MANAGEMENT										
Elite Crete Systems Inc.		✔				✔				
GoldenLook International	✔	✔	✔							

Visit the online Training Calendar at www.ConcreteDecor.net

Business Operations/ Development (Cont.)

PROJECT MANAGEMENT (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Increte Systems Inc.	✓	✓		✓						✓
Renew-Crete Systems	✓	✓								
Stardek	✔	✔	✔							

Cementitious Overlays (Horizontal)

MICROTOPPINGS	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
All in Concrete	✔	✔	✔				✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔			✔				✔
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔			✔	✔
Newlook International	✔	✔	✔	✔						✔
Renew-Crete Systems	✓	✓		✓		✓				
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔					✔		
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔	✔	✔						
Surface Gel Tek		✔		✔		✔				

SELF-LEVELERS	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
All in Concrete	✔	✔					✔			✔
Concrete Mosaics	✔	✔	✔	✔						
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
GoldenLook International	✔	✔	✔			✔				✔
Increte Systems Inc.	✓	✓								✓
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔

SPRAY/KNOCKDOWN	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
All in Concrete	✔	✔	✔				✔			✔
Butterfield Color Inc.	✔	✔	✔	✔		✔				✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						

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Cementitious Overlays (Horizontal) (Cont.)

	Seminars				Online		Media			
SPRAY/KNOCKDOWN (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔			✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓								✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp		✔	✔	✔		✔		✔		✔
Newlook International	✔	✔	✔	✔						✔
Renew-Crete Systems	✓	✓	✓	✓		✓		✓		✓
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔					✔		✔
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔	✔	✔						

STAMPED/TEXTURED										
All in Concrete	✔	✔	✔				✔	✔		✔
Butterfield Color Inc.	✔	✔	✔	✔		✔				✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔				✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔			✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓								✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp		✔	✔	✔		✔		✔		✔
Newlook International	✔	✔	✔	✔						✔
Renew-Crete Systems	✓	✓	✓	✓		✓		✓		✓
RubberDek	✔	✔	✔	✔		✔		✔		
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔

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Cementitious Overlays (Horizontal) (Cont.)

	Seminars				Online		Media			
STAMPED/TEXTURED (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Super Stone Inc.	✔	✔	✔					✔		✔
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔	✔	✔						
TROWEL-APPLIED										
All in Concrete	✔	✔								✔
Butterfield Color Inc.	✔	✔	✔	✔		✔				✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔			✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓								✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp		✔	✔	✔		✔				✔
Newlook International	✔	✔	✔	✔						✔
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔					✔		✔
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔	✔	✔						
Surface Gel Tek		✔		✔		✔				

Cementitious Overlays (Vertical)

STAMPABLE/CARVABLE TOPPING										
Butterfield Color Inc.	✔	✔	✔	✔		✔				✔
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔				✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓								✓

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Cementitious Overlays (Vertical) (Cont.)

STAMPABLE/CARVABLE TOPPING (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔		✔						

THIN-SET TOPPING										
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔				✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Increte Systems Inc.										✓
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
SureCrete Design	✔	✔		✔						

Concrete Accessories

FIREPLACES/FURNITURE/TILES										
All in Concrete	✔	✔								
Buddy Rhodes Concrete Products	✔	✔	✔	✔		✔	✔	✔		✔
Cheng Concrete	✔	✔	✔				✔			
Newlook International	✔	✔	✔	✔						✔
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		

SCULPTURES/COLUMNS										
Cheng Concrete	✔	✔	✔							
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Specialty Concrete Products	✔	✔		✔						

WATER FEATURES/FOUNTAINS										
Cheng Concrete	✔	✔	✔							
Concrete Coatings Inc.			✔							
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Stardek	✔	✔	✔							
Super-Krete International				✔		✔				✔

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falling apart

whose countertop is

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Concrete Coatings

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
COLORED QUARTZ										
All in Concrete	✔	✔								
Concrete Coatings Inc.	✔	✔	✔							
Crown Polymers	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Increte Systems Inc.	✓									
Kretus Group	✓	✓	✓							
Miracote, a division of Crossfield Products Corp			✔			✔				
Stardek	✔	✔	✔	✔						
Super-Krete International	✔	✔	✔	✔		✔				✔
COVING										
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Crown Polymers	✔	✔	✔							
Excellent Coatings/Tuff-Lex	✔									
GoldenLook International	✔	✔	✔	✔		✔				✔
Increte Systems Inc.	✓	✓								✓
EPOXY										
All in Concrete	✔	✔	✔	✔						
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Solutions Inc.	✔					✔	✔			
Concrete Texturing Tool & Supply	✔	✔								
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔					✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Kemiko Concrete Stains, with Decorative Concrete Institute	✔	✔	✔							
Kretus Group	✓	✓	✓							
Miracote, a division of Crossfield Products Corp			✔			✔				
Stardek	✔	✔	✔							
Super Stone Inc.	✔	✔	✔							

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Concrete Coatings (Cont.)

	Seminars				Online		Media			
EPOXY (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
SureCrete Design	✔	✔								
Versatile Building Products Inc.	✔	✔	✔			✔		✔		
Vexcon Chemicals	✔	✔	✔	✔			✔	✔		
EPOXY AGGREGATES										
All in Concrete	✔	✔	✔	✔			✔	✔		✔
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔							
GoldenLook International	✔	✔	✔	✔		✔				✔
Miracote, a division of Crossfield Products Corp						✔				
Stardek	✔	✔	✔							
METALLICS										
All in Concrete	✔	✔								
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔					✔		
Kretus Group	✓	✓	✓							
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔				
Stardek	✔	✔	✔							
POLYASPARTICS										
Concrete Mosaics	✔	✔	✔	✔						
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔		✔				✔
Miracote, a division of Crossfield Products Corp			✔			✔				
POLYMER OVERLAYS (VERTICAL)										
Crown Polymers	✔	✔	✔							
POLYMERS										
All in Concrete	✔	✔	✔	✔						
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Solutions Inc.	✔					✔	✔			
Concrete Texturing Tool & Supply	✔	✔								
Crown Polymers	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				

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Concrete Coatings (Cont.)

	Seminars				Online		Media			
POLYMERS (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔		✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Miracote, a division of Crossfield Products Corp			✔			✔				
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔							
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				✔
SureCrete Design	✔	✔								
POLYUREA										
All in Concrete	✔	✔	✔	✔			✔	✔		✔
Crown Polymers	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
Increte Systems Inc.	✓									✓
Stardek	✔	✔	✔							
SureCrete Design	✔	✔								
Versatile Building Products Inc.	✔	✔	✔			✔		✔		
POLYURETHANE										
All in Concrete	✔	✔	✔	✔						
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔					✔	✔			
Crown Polymers	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Kretus Group	✓	✓	✓							
Miracote, a division of Crossfield Products Corp			✔			✔				
Stardek	✔	✔	✔							
SureCrete Design	✔	✔								
RECYCLED GLASS/PORCELAIN										
EnviroGLAS						✓			✓	

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Concrete Coatings (Cont.)

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
RUBBERIZED SURFACES										
All in Concrete	✔	✔	✔	✔						✔
Decorative Concrete Institute	✔	✔	✔					✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
RubberDek	✔	✔	✔	✔		✔	✔	✔		
Stardek	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔						

SEALERS/PIGMENTED SEALERS										
All in Concrete	✔	✔	✔	✔						
AmeriPolish /Dye-N-Seal	✔	✔	✔			✔				✔
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Countertop Institute			✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔					✔	✔			
Concrete Texturing Tool & Supply	✔	✔	✔							
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔					✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓	✓							✓
Kemiko Concrete Stains, with Decorative Concrete Institute	✔	✔	✔							
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp		✔	✔			✔				
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔							
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				✔
SureCrete Design	✔	✔	✔							
Vexcon Chemicals	✔	✔	✔	✔			✔	✔		

Visit the online Training Calendar at www.ConcreteDecor.net

Concrete Coatings (Cont.)

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
SELF-LEVELING SYSTEMS										
Crown Polymers	✔	✔	✔							
VINYL FLAKE SYSTEMS										
All in Concrete	✔	✔	✔	✔			✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Solutions Inc.	✔					✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔								
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔					✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Increte Systems Inc.	✓	✓								✓
Kretus Group	✓	✓	✓							
Miracote, a division of Crossfield Products Corp			✔			✔				
Stardek	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔		✔		
Versatile Building Products Inc.	✔	✔	✔			✔		✔		

Concrete Coloring

	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
COLOR RESTORATION										
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Solutions Inc.	✔	✔	✔			✔	✔			
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓		✓		
Increte Systems Inc.	✓			✓						✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp				✔		✔				
Newlook International	✔	✔	✔	✔	✔					✔
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔		✔		✔

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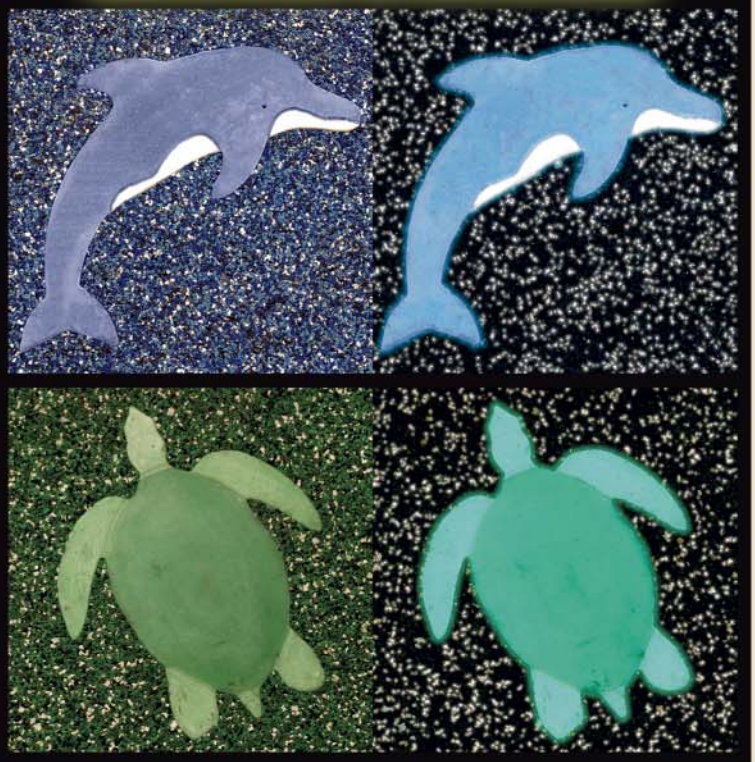

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Concrete Coloring (Cont.)

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
COLOR THEORY										
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Decorative Concrete Institute	✔	✔	✔				✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Increte Systems Inc.	✓			✓						✓
Newlook International	✔	✔	✔							✔
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
FAUX FINISHES										
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓		✓		
Increte Systems Inc.	✓			✓						✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp				✔		✔				
Newlook International	✔	✔	✔	✔	✔	✔		✔		✔
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
INTEGRAL COLORING										
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Cheng Concrete	✔	✔	✔				✔	✔		
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔	✔	✔			✔	✔			
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔				✔			
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓		✓		
Increte Systems Inc.	✓	✓		✓						✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Renew-Crete Systems	✓	✓						✓		✓
Specialty Concrete Products	✔	✔		✔						

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Concrete Coloring (Cont.)

INTEGRAL COLORING (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔					✔		
Super-Krete International	✔	✔	✔	✔		✔		✔		✔

POWDER HARDENERS & RELEASES										
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Concrete Mosaics	✔	✔	✔	✔						
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔				✔			
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓		✓		
Increte Systems Inc.	✓	✓	✓	✓						✓
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Renew-Crete Systems	✓	✓		✓		✓		✓		✓
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔					✔		
SureCrete Design	✔	✔								

Concrete Countertops

CAST-IN-PLACE										
Buddy Rhodes Concrete Products	✔			✔		✔	✔	✔		✔
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Texturing Tool & Supply	✔	✔	✔				✔	✔		
Decorative Concrete Institute	✔	✔	✔	✔						
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔	✔	✔		
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓	✓	✓		
Renew-Crete Systems	✓	✓		✓		✓				
Specialty Concrete Products	✔	✔		✔						
SureCrete Design	✔	✔	✔	✔						

GFRC										
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Cheng Concrete	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔	✔	✔		
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		

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Concrete Countertops (Cont.)

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
PRECAST										
All in Concrete	✔	✔	✔	✔			✔	✔		
Buddy Rhodes Concrete Products	✔	✔	✔	✔		✔	✔	✔		✔
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Cheng Concrete	✔	✔	✔				✔	✔		
Concrete Countertop Institute	✔	✔	✔	✔		✔	✔			
Concrete Solutions Inc.	✔	✔	✔			✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔				✔	✔		
Decorative Concrete Institute	✔	✔	✔	✔						
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓	✓	✓		
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Specialty Concrete Products	✔	✔		✔						
SureCrete Design	✔	✔	✔	✔						
RECYCLED GLASS/PORCELAIN										
EnviroGLAS						✓			✓	
RESURFACING OVERLAYS										
Buddy Rhodes Concrete Products			✔	✔		✔				✔
Chem-Coat Industries Inc.	✔	✔	✔	✔	✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔						
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Hardware Wholesale LLC	✓	✓	✓	✓		✓	✓	✓		
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔		✔		
Pure Texture	✓		✓							
Specialty Concrete Products	✔	✔		✔						
Super-Krete International	✔	✔	✔	✔		✔				✔

Concrete Curbing

EXTRUDING METHODS										
RubberDek	✔	✔	✔			✔				

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Concrete Engraving

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
ETCHING										
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Decorative Concrete Institute	✔	✔	✔				✔	✔		
Specialty Concrete Products	✔	✔		✔						
Surface Gel Tek			✔	✔		✔		✔		
SANDBLASTING										
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔				✔	✔		
SCORING										
All in Concrete	✔	✔	✔							✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔				✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Specialty Concrete Products	✔	✔		✔						
Super Stone Inc.	✔	✔	✔							
Super-Krete International				✔		✔				✔

Concrete Fundamentals (Slab-On-Grade)

	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
CONTROL JOINTS										
Concrete Texturing Tool & Supply	✔	✔	✔							
Increte Systems Inc.	✓									✓
Renew-Crete Systems	✓	✓		✓		✓				
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				✔
FINISHING TECHNIQUES										
Concrete Mosaics	✔	✔	✔	✔						
Concrete Texturing Tool & Supply	✔	✔	✔							
Increte Systems Inc.	✓									✓
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				✔

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Concrete Fundamentals (Slab-On-Grade) (Cont.)

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
MIXTURES/ADDITIVES										
Concrete Mosaics	✔	✔	✔	✔						
Concrete Texturing Tool & Supply	✔	✔	✔							
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				✔
REINFORCEMENTS										
Concrete Texturing Tool & Supply	✔	✔	✔							
Increte Systems Inc.	✓									✓
Super Stone Inc.	✔	✔	✔							
SUB GRADE PREPARATION										
Concrete Texturing Tool & Supply	✔	✔	✔							
Increte Systems Inc.	✓									✓
Super Stone Inc.	✔	✔	✔							

Concrete Lighting

FIBER OPTICS										
Concrete Texturing Tool & Supply	✔									
PHOTO LUMINESCENT MATERIALS										
All in Concrete	✔	✔								✔

Concrete Polishing

COLORING POLISHED CONCRETE										
AmeriPolish/Dye-N-Seal	✔	✔	✔			✔		✔		✔
DENSIFIERS										
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
DRY GRINDING										
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Cheng Concrete	✔	✔	✔				✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔				✔		
Eagle Solutions	✔									
International Polished Concrete Institute	✓	✓	✓			✓				

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Concrete Polishing (Cont.)

	Seminars				Online		Media			
DRY GRINDING (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Kretus Group	✓	✓								
VIC International Corp	✔	✔	✔							
WET GRINDING										
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Cheng Concrete	✔	✔	✔				✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔							
Eagle Solutions	✔									
International Polished Concrete Institute	✓	✓	✓							
Vexcon Chemicals		✔	✔	✔			✔	✔		

Concrete Rock Features

GFRC PANELS										
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
STONE VENEER										
Newlook International	✔	✔	✔	✔						✔
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Super-Krete International	✔	✔	✔	✔		✔				
SYNTHETIC ROCK SYSTEMS										
Pure Texture	✓		✓							

Concrete Stains

ACRYLIC STAINS										
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔	✔	✔							
Concrete Texturing Tool & Supply	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔		✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓	✓							✓

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Concrete Stains (Cont.)

ACRYLIC STAINS (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Kretus Group	✓	✓	✓							
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔				
Newlook International	✔	✔	✔	✔	✔	✔		✔		✔
Renew-Crete Systems	✓	✓		✓		✓				
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔		✔		✔
Surface Gel Tek			✔	✔		✔		✔		
Vexcon Chemicals	✔	✔	✔	✔			✔	✔		

DYE STAINS	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
All in Concrete	✔	✔	✔	✔			✔			✔
AmeriPolish/Dye-N-Seal	✔	✔	✔			✔		✔		✔
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Solutions Inc.	✔	✔	✔							
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔		✔				✔
Increte Systems Inc.	✓	✓	✓							✓
Kretus Group	✓	✓	✓							
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Surface Gel Tek			✔	✔		✔		✔		

REACTIVE STAINS (ACID-ETCHING)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
All in Concrete	✔	✔	✔	✔						✔
Butterfield Color Inc.	✔	✔	✔	✔		✔		✔	✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔	✔	✔							

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Concrete Stains (Cont.)

REACTIVE STAINS (ACID-ETCHING) (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Concrete Texturing Tool & Supply	✔	✔	✔	✔			✔			
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔		✔				✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓				
Increte Systems Inc.	✓	✓	✓							✓
Kemiko Concrete Stains, with Decorative Concrete Institute	✔	✔	✔							
Kretus Group	✓	✓	✓							
L.M. Scofield Company	✔	✔	✔	✔		✔		✔	✔	✔
Miracote, a division of Crossfield Products Corp			✔	✔		✔				
Pure Texture	✓		✓							
Renew-Crete Systems	✓	✓		✓		✓		✓		✓
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
SureCrete Design	✔	✔	✔	✔						
Surface Gel Tek			✔	✔		✔		✔		

SOY STAINS										
All in Concrete	✔	✔	✔	✔			✔	✔		✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔

Concrete Stamping/Texturing

BORDERS										
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔	✔	✔			✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔	✔			✔			
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔		✔		
GoldenLook International	✔	✔	✔	✔						✔
Hardware Wholesale LLC	✓	✓	✓	✓						
Increte Systems Inc.	✓	✓		✓				✓	✓	✓
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Renew-Crete Systems	✓	✓				✓				
Specialty Concrete Products	✔	✔		✔						

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Concrete Stamping/ Texturing (Cont.)

	Seminars				Online		Media			
BORDERS (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
SureCrete Design	✔	✔	✔	✔						

SEAMLESS TEXTURING										
Decorative Concrete Institute	✔	✔	✔	✔			✔			

STAMPS/TEXTURE MATS										
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Concrete Solutions Inc.	✔	✔	✔			✔	✔	✔		
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔		✔		
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔						✔
Hardware Wholesale LLC	✓	✓	✓	✓		✓	✓	✓		
L.M. Scofield Company	✔	✔	✔	✔		✔			✔	✔
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Renew-Crete Systems	✓	✓				✓				
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
SureCrete Design	✔	✔	✔	✔						

TEXTURE ROLLERS										
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔

Concrete Stenciling

EXISTING SURFACES										
All in Concrete	✔	✔	✔							✔
AmeriPolish/Dye-N-Seal	✔	✔	✔			✔		✔		✔
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔

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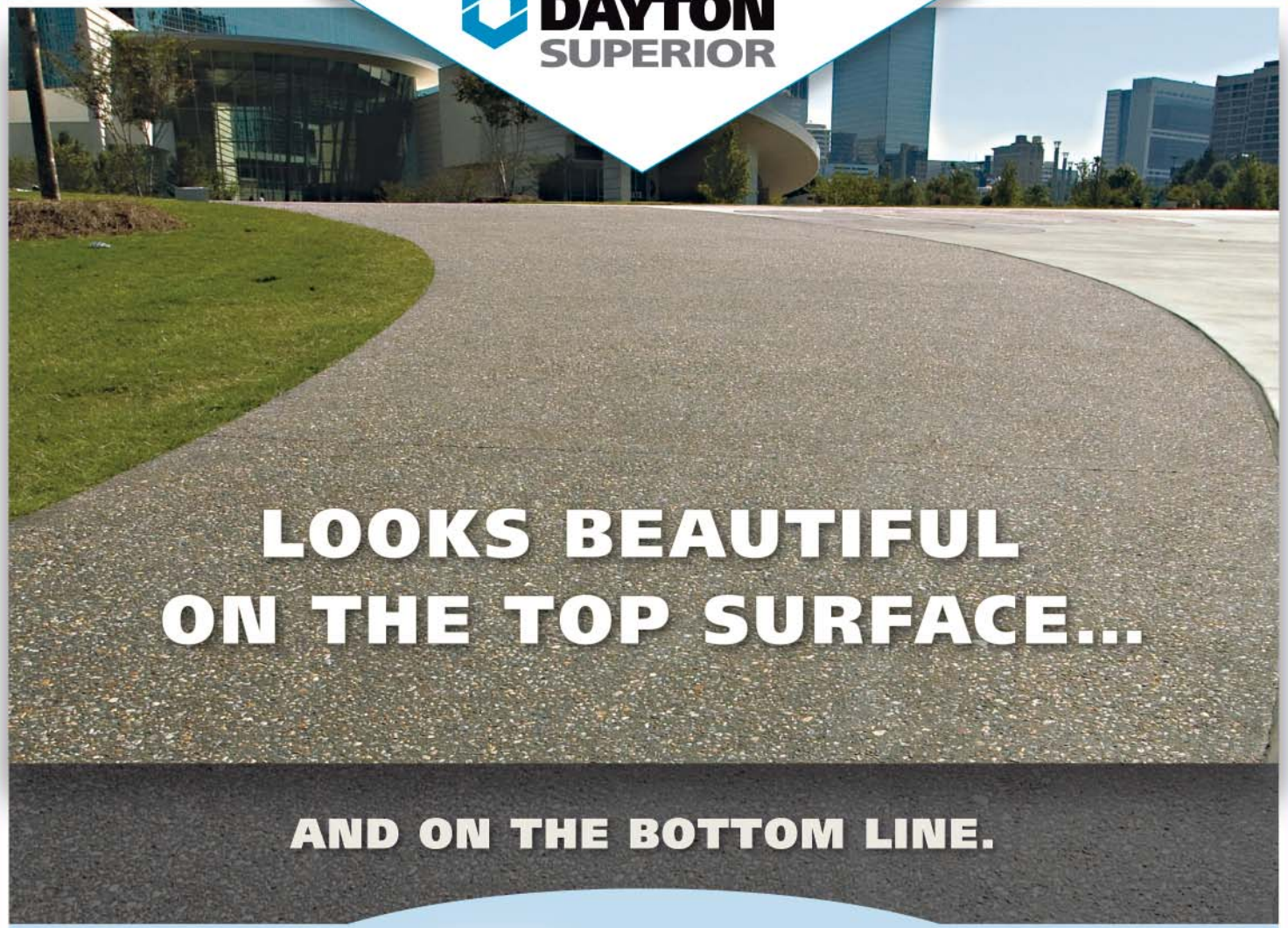

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Concrete Stenciling (Cont.)

EXISTING SURFACES (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Concrete Coatings Inc.	✔	✔	✔							
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔					✔		
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
GoldenLook International	✔	✔	✔	✔						✔
Increte Systems Inc.	✓			✓						
Renew-Crete Systems	✓	✓				✓				
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Surface Gel Tek			✔	✔		✔		✔		

NEW SURFACES										
AmeriPolish/Dye-N-Seal	✔	✔	✔			✔		✔		✔
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Concrete Coatings Inc.	✔	✔	✔							
Concrete Texturing Tool & Supply	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔							
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Increte Systems Inc.	✓			✓						
Renew-Crete Systems	✓	✓				✓				
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super-Krete International	✔	✔	✔	✔		✔				
Surface Gel Tek			✔	✔		✔		✔		

Concrete Surface Preparation/Repair

BUILDING FOUNDATIONS										
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔

CLEANING/MAINTENANCE										
All in Concrete	✔	✔					✔			✔
Chem-Coat Industries Inc.	✔	✔	✔							
Concrete Mosaics	✔	✔	✔	✔						
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		

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Concrete Surface Preparation/Repair (Cont.)

CLEANING/MAINTENANCE (Cont.)	Seminars: Beginner	Seminars: Intermediate	Seminars: Advanced	Job Site Training/ Consulting	Online: Webinars	Online: Technical Support	Media: Books	Media: DVD/CD	AIA Credit	Offered in Spanish
Franmar Chemical						✔				✔
GoldenLook International	✔	✔	✔	✔						✔
Kemiko Concrete Stains, with Decorative Concrete Institute	✔	✔	✔							
Kretus Group	✓	✓	✓							
Newlook International	✔	✔	✔	✔						✔
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔				
SureCrete Design	✔	✔								
Surface Gel Tek			✔	✔		✔		✔		
VIC International Corp	✔	✔	✔							

COATING REMOVAL										
Franmar Chemical						✔				✔

CRACK REPAIR										
All in Concrete	✔	✔	✔	✔						✔
Concrete Coatings Inc.	✔	✔	✔							
Crown Polymers	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
GoldenLook International	✔	✔	✔	✔						✔
Kretus Group	✓	✓	✓							
Renew-Crete Systems	✓	✓				✓		✓		✓
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Super-Krete International	✔	✔	✔	✔		✔		✔		
SureCrete Design	✔	✔								

DIAMOND GRINDING										
All in Concrete	✔	✔	✔	✔						✔
Chem-Coat Industries Inc.	✔	✔	✔							
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Eagle Solutions	✔									
International Polished Concrete Institute	✓	✓	✓			✓				
Kretus Group	✓	✓	✓							

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Concrete Surface Preparation/Repair (Cont.)

	Seminars				Online		Media			
DIAMOND GRINDING (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
JOINT REPAIR										
All in Concrete	✔	✔	✔	✔						✔
Concrete Coatings Inc.	✔	✔	✔							
Crown Polymers	✔	✔	✔							
Kretus Group	✓	✓	✓							
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super-Krete International						✔				
PATCHING/EPOXY POLYMER CONCRETE										
Crown Polymers	✔	✔	✔							
SHOTBLASTING/SCARIFYING										
Decorative Concrete Institute	✔	✔	✔	✔			✔	✔		
Kretus Group	✓	✓	✓							
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super Stone Inc.	✔	✔	✔							
Super-Krete International						✔				
VIC International Corp	✔	✔	✔							

Concrete Walls/Forms

FORMS/FORM LINERS										
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Increte Systems Inc.	✓	✓	✓	✓						✓
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
STEPS/STAIRS										
Butterfield Color Inc.	✔	✔	✔	✔		✔			✔	✔
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super-Krete International	✔	✔	✔	✔		✔				
STONE VENEERS										
Elite Crete Systems Inc.	✔	✔	✔	✔		✔	✔	✔		
Newlook International	✔	✔	✔	✔						✔

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	Seminars				Online		Media			
STONE VENEERS (Cont.)	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
Polytek Development Corp.	✓	✓	✓	✓		✓		✓		
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super-Krete International	✔	✔	✔			✔				

TILT-UP CONSTRUCTION										
Super-Krete International	✔	✔								

Pool Decks/Coping

POOL DECKS/COPING										
Decorative Concrete Supply Inc.	✔	✔	✔	✔		✔				
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔						✔
Increte Systems Inc.	✓	✓		✓						✓
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔		✔		
Specialty Concrete Products	✔	✔		✔						
Super-Krete International	✔	✔	✔	✔		✔		✔		

Radiant Heating

ELECTRIC										
Crown Polymers	✔	✔	✔							

HYDRONIC										
Concrete Texturing Tool & Supply	✔	✔	✔	✔						

OIL										
Crown Polymers	✔	✔	✔							

Terrazzo

CEMENTITIOUS TERRAZZO										
Miracote, a division of Crossfield Products Corp						✔				
Super-Krete International	✔	✔	✔	✔		✔				

EPOXY TERRAZZO										
Crown Polymers	✔	✔	✔							
Miracote, a division of Crossfield Products Corp						✔				

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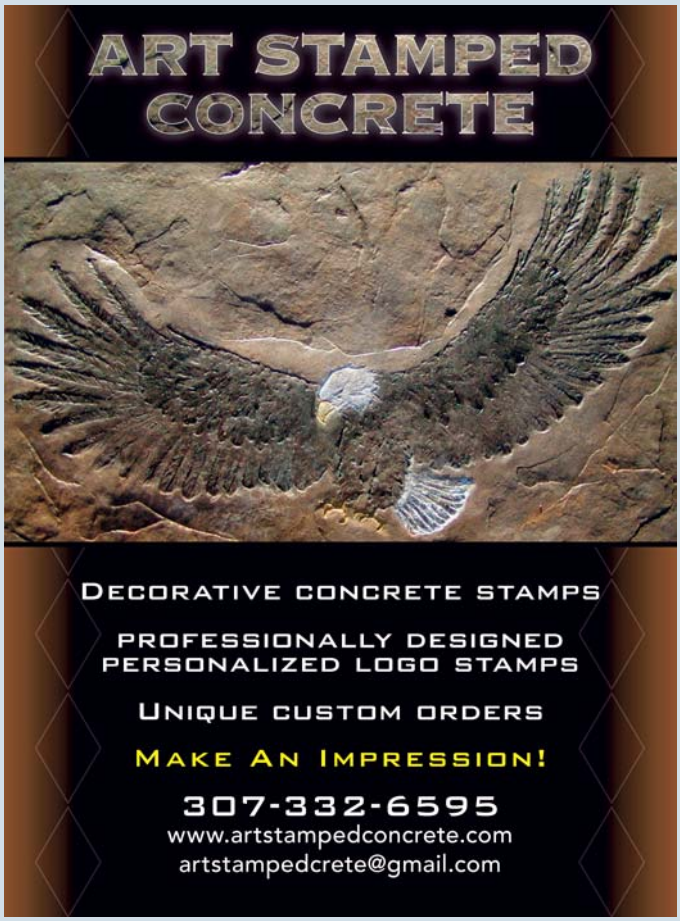
Waterproofing Systems

	Seminars				Online		Media			
	Beginner	Intermediate	Advanced	Job Site Training/ Consulting	Webinars	Technical Support	Books	DVD/CD	AIA Credit	Offered in Spanish
WATERPROOFING SYSTEMS										
All in Concrete	✔	✔					✔			✔
Chem-Coat Industries Inc.	✔	✔	✔		✔	✔	✔	✔		✔
Excellent Coatings/Tuff-Lex	✔	✔	✔	✔						
GoldenLook International	✔	✔	✔	✔		✔				✔
Miracote, a division of Crossfield Products Corp	✔	✔	✔	✔		✔				✔
Specialty Concrete Products	✔	✔		✔						
Stardek	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Super-Krete International	✔	✔	✔	✔		✔				

Concrete Quarters



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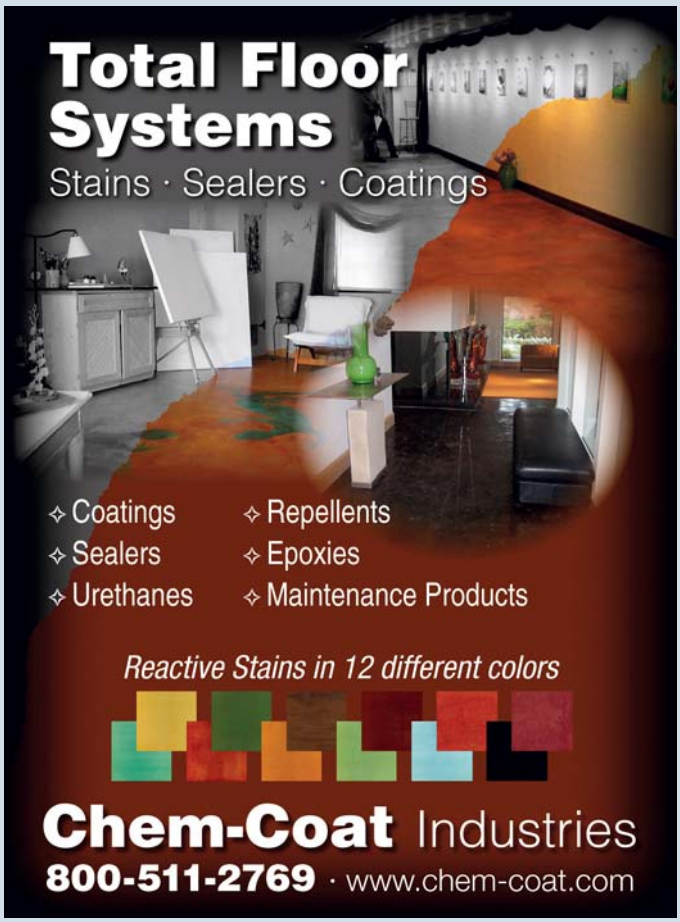

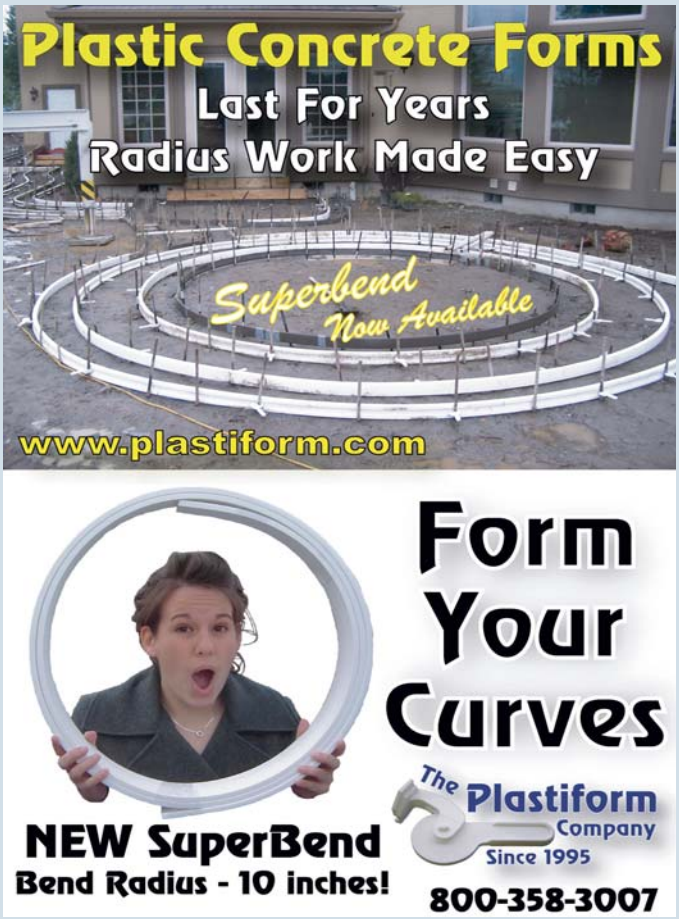
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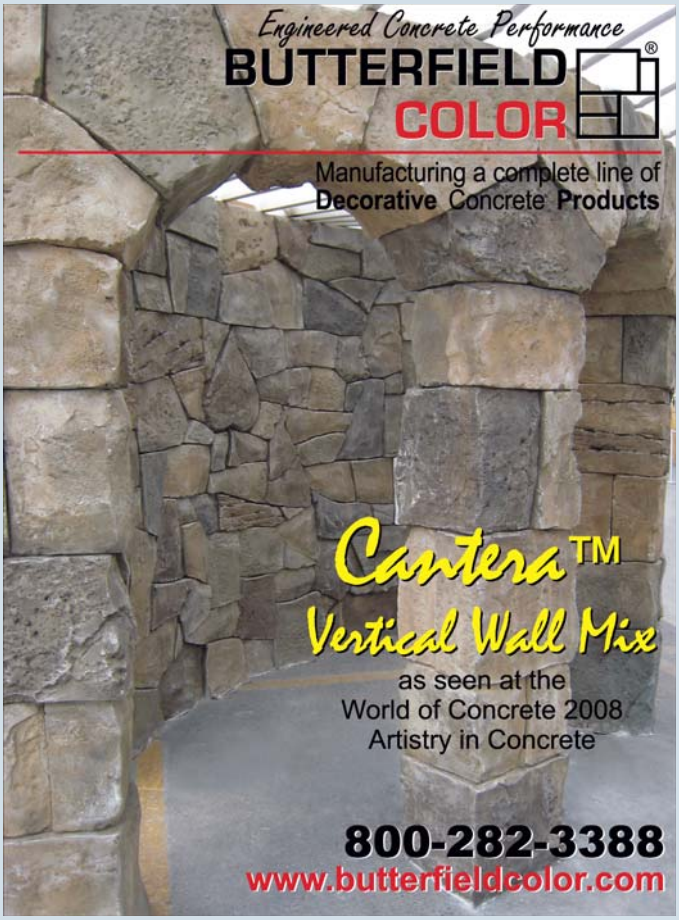
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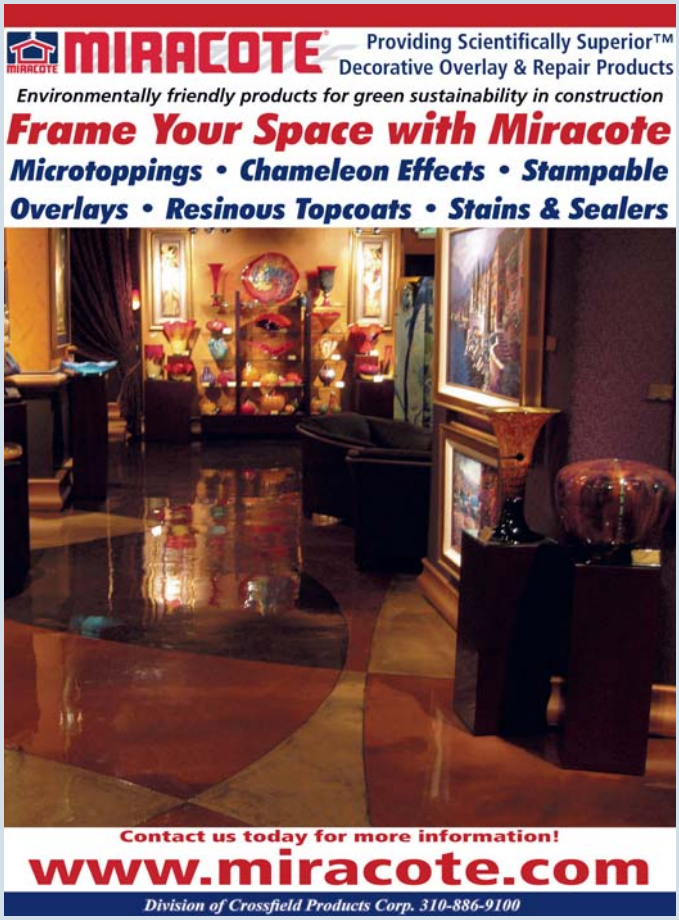
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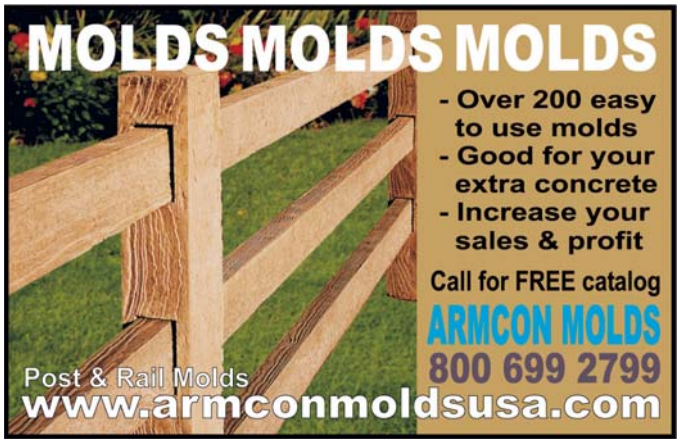

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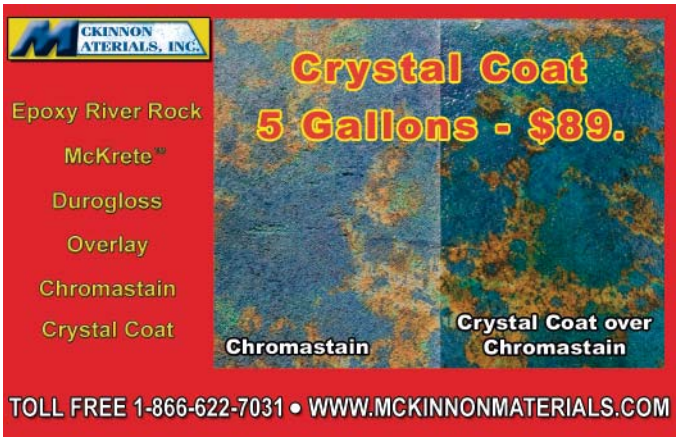
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Above the Floods

Although aesthetics are certainly a key component in any decorative concrete project, that doesn't mean function should take a back seat. When a Joplin, Mo., homeowner was experiencing drainage and erosion problems, Jim Snodgrass installed a series of walls and stairways that not only controlled water flow, but was visually pleasing to the rest of the high-end subdivision.

"The poor elevation made this the worst water control project I've had to adjust," says Snodgrass, who shut down his installation business, Ozark Decorative Paving, in 2005 to focus on Decorative Concrete Impressions LLC, a manufacturing and distribution company he founded in 2001.

The home is located at the bottom of a ridge, and actually sits beneath street level. After a rainfall, rainwater from the entire subdivision would run down the driveway and through the yard.

In addition to fixing the drainage issues, Snodgrass also had to work around the existing driveway.

"Access (to the site) was a problem because of the steep grade," he says. "Just getting the trucks in and out was a challenge."

To correct the water flow problems, Snodgrass had to add nine feet of elevation. A staircase was placed between two 9-inch thick walls that were 3 feet in height and allowed for landscaping on an upper tier. Additional walls were installed to retain soil around trees and other landscaping. On the ground, Snodgrass installed nearly 1,000 square feet of flatwork, including a drainage system for additional water control, plus an overflow path to channel anything the drains couldn't handle.

Created using materials found in the Decorative Concrete Impressions catalog, the patterns and colors were inspired by the gray ashlar stone in the home's two-story front entryway, as well as by the prominent red brick. The work was accomplished using the Ashlar Tile stencil with Dove Gray color hardener. The borders feature Brick Red color hardener and a Brick Header stencil. "Stencils allow you to create differently colored borders in one pour, so we tied into the home's design and color without extra forming," Snodgrass says.

The vertical surfaces were achieved using the same stencils and an overlayment material. Once the basic walls were poured and the forms removed, the facing was coated in one layer of overlay, and while the base coat was still tacky, the stencil was applied. Then a topcoat was troweled onto the surface and textured using a flat texture mat.

Despite the challenges, the hard work paid off. The homeowner never reported any additional drainage problems.

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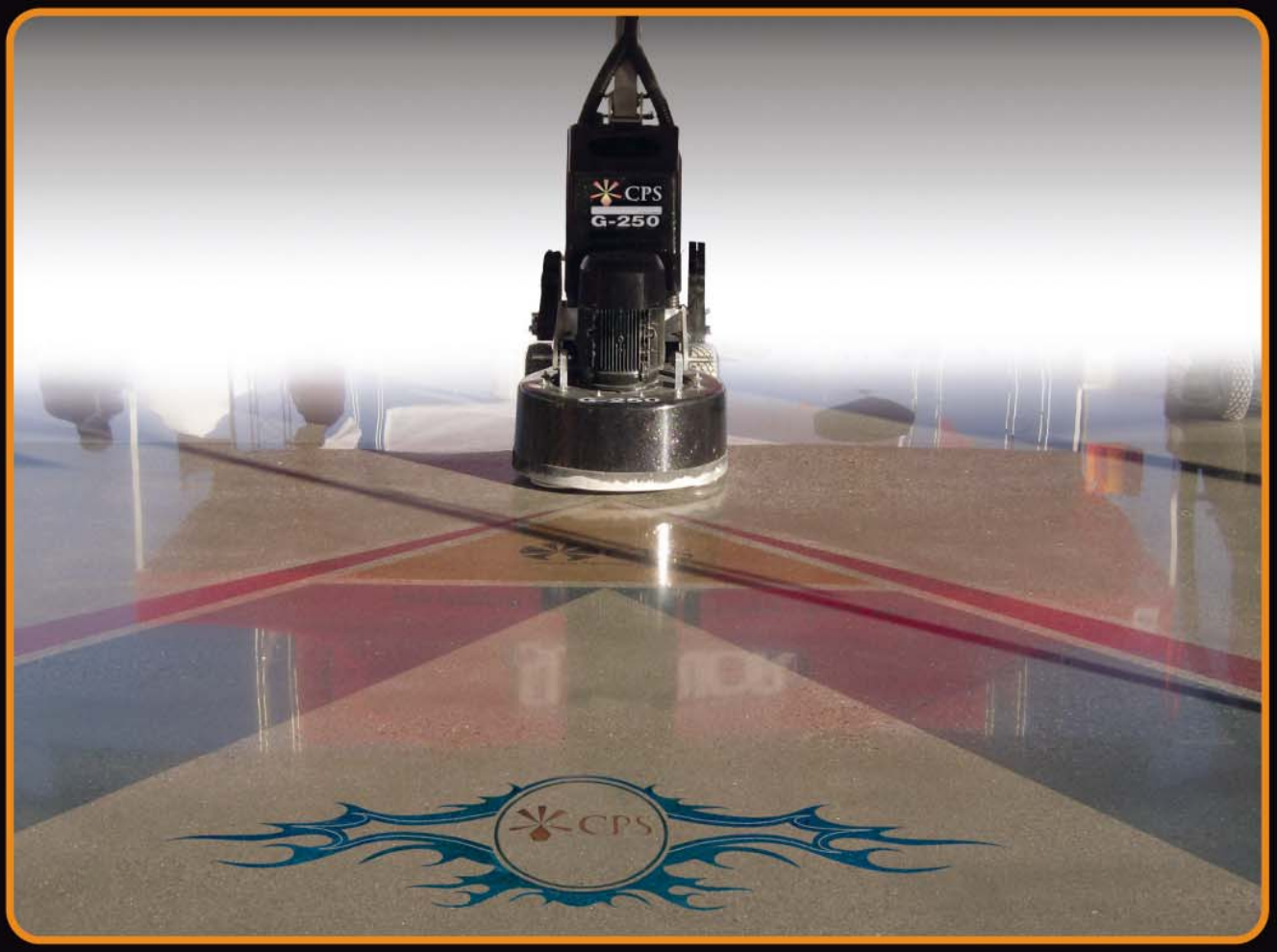

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