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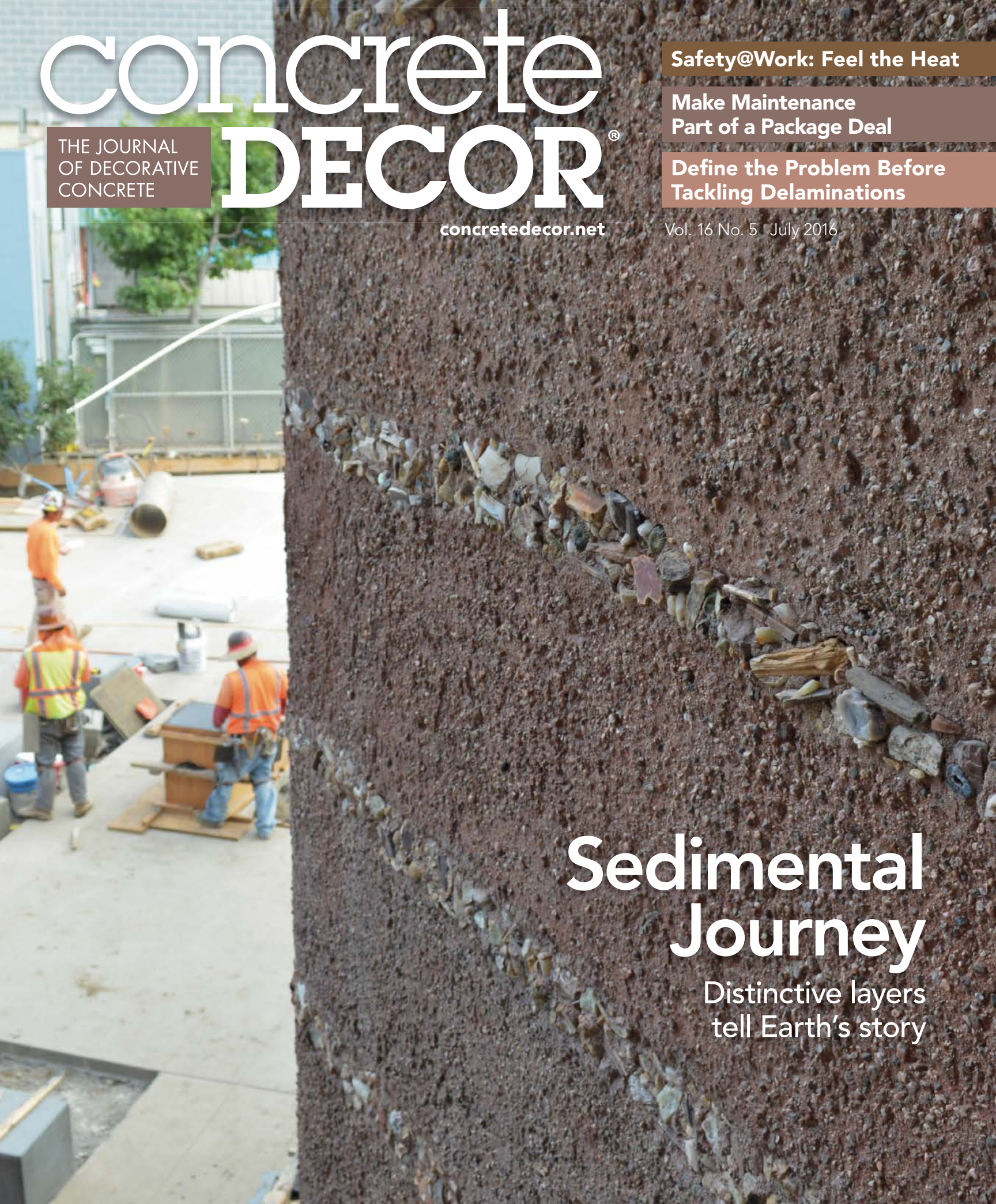
**Make Maintenance
Part of a Package Deal**

**Define the Problem Before
Tackling Delaminations**

Vol. 16 No. 5 July 2016

Sedimental Journey

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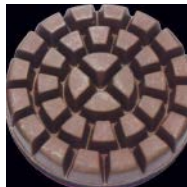
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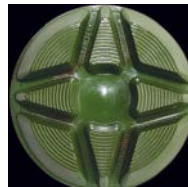
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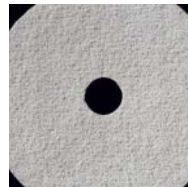
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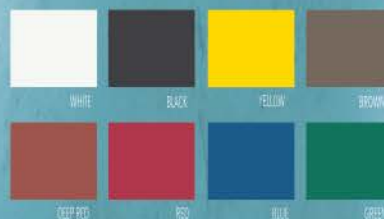
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From the Publisher's Desk

Dear Readers,

Recently, I attended a DeWalt Tool Co. media conference and was quite impressed with its new products, as were 100+ other trade magazines covering the construction trades and DIY markets. As I sized up the crowd, I was dismayed so few of these journalists appeared to have had made a living working with their hands at some point of their lives.

That aside, I look past a product's frills and seek practical benefits that add value to a contractor's workday. The tools made excellent sense. They were compact, lightweight, durable, powerful, interconnecting and technically advanced. They emphasized a "cordless" job site where Bluetooth technology was helping to improve worksite productivity, efficiency and safety. I could feel these strengths in hands-on demonstrations.

Reflecting on our industry, as well as my incredible staff at *Concrete Decor*, I see a similar kind of enthusiasm in our industry and emphasis toward quality. That's exactly the kind of stuff that keeps our industry growing. Maybe it has something to do with how American pride is finding its way back into companies that are building their products on U.S. soil.

At the media conference, I noticed most of the DeWalt team consisted of vibrant and energetic young men and women who were excited about their jobs. Their enthusiasm spilled over into an obvious degree of pride in their products. Their taking ownership and responsibility in the tools wasn't only refreshing but inspiring.

On the event's last night, DeWalt hosted a waterfront reception and crab dinner at the Baltimore Museum of Industry, where I enjoyed an uninterrupted after-hours tour. In the theater, I watched a 1950s-period interview with the Black & Decker Tool Co.'s CEO who discussed this 150+ year-old company's success.

While Mr. Black shared many words of wisdom, the statement that hit home had to do with the importance the company placed on its employees. Not only did it hold its employees in high regard, it placed ongoing emphasis on training and the value of employees' input regarding the products they made.

When I consider the statement "a company is only as strong as its weakest link," I wonder what our industry can do to improve its relationships with employees. I encourage you to field this type of question with your peers Sept. 25-29 at the 2016 Concrete Decor Show in San Diego. Maybe we can talk DeWalt into hanging out with us in San Diego as well.

Enjoy this edition of *Concrete Decor*. I'll see you in San Diego.

Sincerely,



Bent Mikkelsen
Publisher



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On the cover: Student participants in the Crossroads School project submitted designs showing how fossils and other artifacts should be arranged in the exterior's decorative layers. For more, see page 32.

Photo by Jeremy Bittermann

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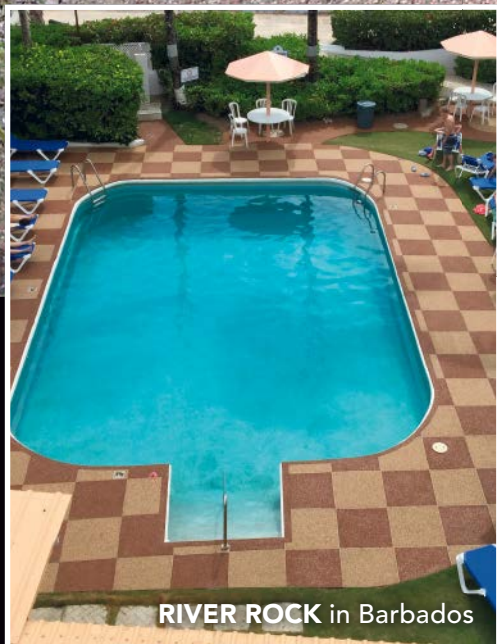
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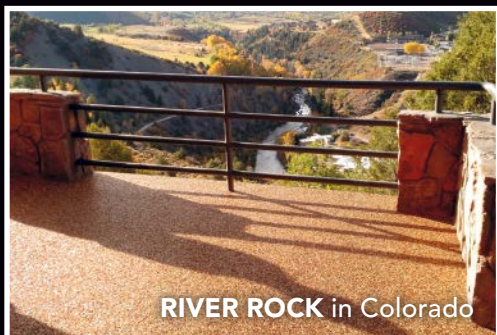
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26



30



34

business & industry

THE BROADCAST

22 Trade Shows: What's in Them for You?

by Victoria K. Sicaras

artisan in concrete

26 Ben Ashby, StoneCrete Systems

Orem, Utah
by Vanessa Salvia



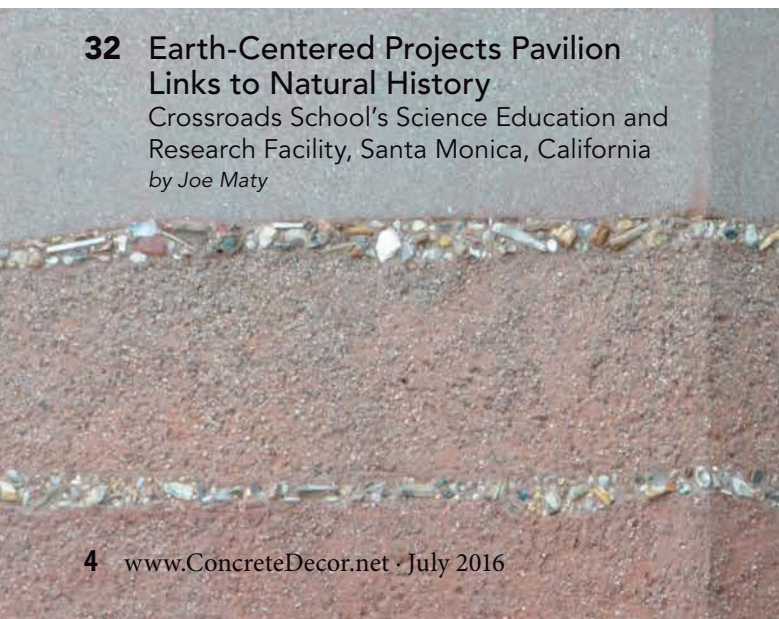
project profiles

30 A Great Outdoors: OMG Backyards features Green Scene creation

Zahabian residence, Beverly Hills, California
by Vanessa Salvia

32 Earth-Centered Projects Pavilion Links to Natural History

Crossroads School's Science Education and Research Facility, Santa Monica, California
by Joe Maty



features

34 Concrete is not Care-free

Make maintenance work for you to increase profitability
by K. Schipper

38 Go with the Flow

Vacuums for concrete work no longer an afterthought
by Debby and Keith Davis

42 CONCRETE QUESTIONS

Environmental Issues Can Impact Exterior Acid-Stain Projects

by Chris Sullivan



44 SAFETY@WORK

Feel the Heat

Make safety a priority on the job site
by Phu Nguyen, CSP

48 The Polishing Consultant

Dealing with Delaminations

Trapped air and water are usually the root of the problem
by David Stephenson

50 The Elements of Style for Contractors

It's a Wrap

Concrete artisan reflects on series focused on design elements
by Gaye Goodman

7 INDUSTRY NEWS

16 PRODUCT NEWS

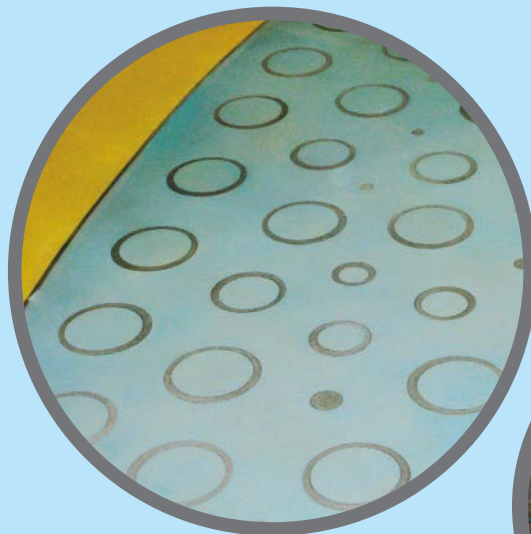
24 AD INDEX

53 MARKETPLACE

56 FINAL POUR

Ultratop PC

forms an artistic polished floor



MAPEI's *Ultratop*® PC polishable concrete topping was used in a public arts project at Girdwood Elementary School in Alaska. The art project had a practical side, as *Ultratop PC* formed a durable yet artistic floor for students to walk on. After *Mapecem*® *Quickpatch* concrete patch was used to repair a minor defect in the floor, *Planibond*® EBA bonding agent with sand broadcast was applied to the entire floor to perfectly bond the *Ultratop PC* to the substrate/floor. *Planibond AE* anchoring gel was used to anchor the aluminum strips and other artistic embeds to the *Planibond EBA* and sand surface.





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Gaye Goodman is an artist who fell in love with acid staining 20 years ago. She and her company, based in the high desert of New Mexico, work on decorative projects across the Southwest. Contact her or see training materials on staining at www.gayegoodman.com. See Gaye's column, "The Elements of Style for Contractors," on page 50.



Phu Nguyen is a certified safety professional who studied concrete technology in college, has a degree in construction management and has been involved with construction safety education for the past 10 years. His column, *Safety@Work*, covers safety issues for employers and their crew. Reach Phu at safetyatwork@concretedecor.net. Read his column on page 44. Phu will be a presenter at the 2016 Concrete Decor Show in San Diego.



Victoria K. Sicaras is an architecture/engineering/construction editorial specialist at Constructive Communication Inc., a company that specializes in marketing strategy, public relations, online social media, and communications tactics for the AEC and other technical industries. Reach her at vsicaras@constructivecommunication.com. See Victoria's article on page 22.



David Stephenson owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at david@polishedconsultants.com. See David's column, "The Polishing Consultant," on page 48. David will be a presenter at the 2016 Concrete Decor Show in San Diego.



Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. and a member of the Concrete Decor Hall of Fame. He has led seminars and product demonstrations throughout North America. Reach him at questions@concretedecor.net. See Chris' column, "Concrete Questions," on page 42. Chris will be a presenter at the 2016 Concrete Decor Show in San Diego.

Explore our archive at ConcreteDecor.net

Live Oak Construction Supply now sells Butterfield Color products

Live Oak Construction Supply is the newest, and only, Atlanta-area dealer for Butterfield Color decorative concrete products.

Butterfield Color is known for quality decorative concrete products, “from coloring, texturing, sealing, staining and stamping, each complete line of innovative products is developed with the same exacting standards, (so) no detail is overlooked.” These same standards are what Live Oak Construction Supply has strived to provide to each of its customers since 1986.

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Illinois ACI chapter opens Certification Center

The Illinois Chapter of the American Concrete Institute recently celebrated the grand opening of its Certification Center, located in the western suburbs of Chicago.

This new facility, a first of its kind for an ACI chapter, not only represents a valuable asset for the chapter's certification program, it is also a testament to the strategic thinking, foresight and planning by the chapter's board of direction.

The new center will offer ACI's Field Technician Grade I, Aggregates Testing Level I, Strength Testing Technician, Concrete Construction Special Inspector and Adhesive Anchor Installer certification programs on a regular basis. Select programs at various locations throughout the state will also be offered through this facility, and the chapter plans to partner with other associations to hold training and promotion meetings.

In a congratulatory letter to the chapter, Ron Burg, ACI executive vice president, singled out chapter director Peter Stamatopoulos for his efforts in bringing this vision to reality.

“This facility will help the chapter maintain its 25-year history of providing successful certification programs while improving delivery of critical services to the concrete construction industry,” says Burg. “It also clearly supports ACI's strategic vision of a future where everyone has the knowledge needed to use concrete effectively to meet the demands of a changing world.”

Detailed information and registration forms for the upcoming classes can be found on the website.

🌐 www.aciillinois.com

Flowcrete Americas launches BIM Content Library

Continuing its commitment to providing resources designed to support the construction industry's transition to digital building modeling, Flowcrete Americas has launched a comprehensive Building Information Modeling Content Library featuring its complete range of polymer flooring solutions and traffic deck coating systems. Available online, the new BIM content allows Flowcrete Americas' flooring systems to be easily incorporated into a 3-D building model and its associated component database.

BIM objects or systems represent a shared resource of knowledge about a facility that can be used to make decisions about a building throughout its lifecycle, from the initial drawing, design and construction to daily operations and eventual demolition. The use of BIM, which is expected to rise to 84 percent adoption this year in the U.S. according to a report by McGraw-Hill, has been widely applauded by industry professionals for helping to better manage project schedules, control costs and minimize project errors.

Flowcrete Americas' new library covers the company's complete portfolio of specialist flooring solutions, as well as its parking deck coatings.

Each BIM system offers layers of integral data to support the specification including the system's technical properties, color availability, green building properties and installation procedures. In addition, each of Flowcrete Americas' BIM systems includes embedded product information to provide an audit trail for the flooring materials throughout the life of the building, including cleaning and maintenance instructions.

Flowcrete Americas is a USGBC member that manufactures a number of flooring materials designed to meet LEED credit criteria in both the environmental quality and material and resources categories. Flowcrete Americas is also part of the AIA CES Providers Network, offering a number of registered Lunch & Learn seminars designed to provide floor specification advice in a wide range of different design and construction scenarios.

☎ (936) 539-6700

🌐 www.flowcreteamericas.com/bim

ASCC publishes three new safety bulletins for contractors

The Safety and Risk Management Council of the American Society of Concrete Contractors in St. Louis, Missouri, has published three new Safety Bulletins: “Hexavalent Chromium,” “Protecting Job Site Visitors” and “Reduce Risk Factors from Manual Handling Tasks: Bag Handling.”

Safety Bulletins are periodically published brief discussions of the most severe safety issues facing concrete contractors.

The SRMC is a specialty council of the ASCC, dedicated to making ASCC contractors the safest in the industry. The council board consists of safety and insurance professionals from all aspects of the concrete contracting industry. The group meets three times a year.

The ASCC is a nonprofit organization dedicated to enhancing the capabilities of those who build with concrete and to providing them a unified voice in the construction industry. There are about 590 member companies in the U.S. and 12 foreign countries.

☎ (866) 788-2722

🌐 www.ascconline.org

EVENT CALENDAR

Southeast Building Conference

July 27-30, Kissimmee, Florida

🌐 sebcshow.com

Interlocking Concrete Pavement Institute 2016 Summer Meeting

Aug. 23-26, Nashville, Tennessee

🌐 www.icpi.org

ISCP - 11th International Conference on Concrete Pavements (USA)

Aug. 28 – Sept. 1
San Antonio, Texas

🌐 www.concretetepavements.org

Concrete Decor Show

Sept. 25-29, San Diego, California

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Smith Paint now offers polyaspartics

Smith Paint Products has officially expanded into the realm of industrial coatings with a series of two-part aliphatic polyaspartic systems designed to have both a 30- and 45-minute pot life.

Compared to a standard polyaspartic with a 20-minute window, Smith's Polyaspartics are designed to be easier to apply. "With the extended pot life, the applicator can work the product as opposed to the product working the applicator," says Chuck Brunner Jr., co-owner of the family-owned business in Harrisburg, Pennsylvania. "I think it really widens the market and makes it an attractive option for more applicators."

The high-performance, low-VOC systems, which have been in the works for the past 2 1/2 years, are hard, abrasion- and chemical-resistant films that can be applied to concrete, wood or metal, among other substrates. They meet Source Specific Standards Rule 1113 established by AQMD in California. In addition to commercial and industrial uses where quick turn-around times and extremely durable coatings are necessary, the polyaspartics are a great option for residential garages, Brunner says, as they're resistant to hot-tire pickup.

The products are available in high gloss, low sheen and white, as well as spray and low temperature formulas. Brunner says the systems are also excellent mediums for color chips and quartz. The UV-resistant coatings have several coloring options including a palette of 15 reactive colorant packs and a Metallic and Luster series, all of which can be used for interior and exterior applications.

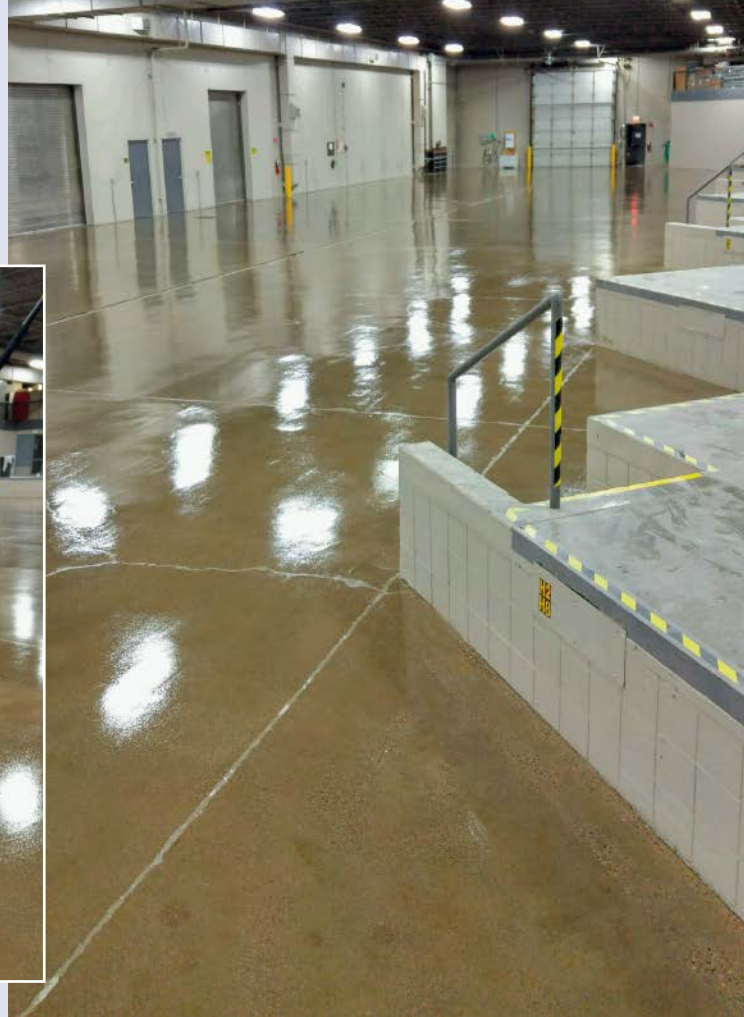
When discussing the attributes of the polyaspartic systems, Brunner says, "The 45-minute pot-life product is comparable in physical characteristics to the faster-cure formula but the turn-around time starts to slow down. You can get on the slower cure in four hours, which is OK in some instances. You can get on the faster-cure product in one to two hours."

In addition to formulating the new coatings, chemists on staff have contributed to an automated process to produce Smith's Polyaspartics. "Exposure to moisture will have an effect on polyaspartics," Brunner says. "The results are more dependable with an automated process."

Smith Polyaspartics have been successfully field tested through various applications for the last 12 to 18 months

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Photos courtesy of Smith Paint Products

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Husqvarna Group acquires Diamond Tool Supply

Husqvarna Group's Construction Division has acquired Michigan-based Diamond Tool Supply Inc., a leading producer of polishing and grinding diamond tools for concrete, stone and terrazzo, effective May 3.

"The acquisition of Diamond Tool Supply reinforces our position as a market leader of complete solutions for the construction grinding and polishing industry," says Henric Andersson, president of Husqvarna Construction Products.

The acquisition will add sales of around \$5.8 million, mainly in the U.S., to Husqvarna Group's Construction Division, based on the full year 2015 accounts. Diamond Tool and Supply has around 70 employees.

"The acquisition of DTS brings a strong customer base that we will continue to support and expand, as well as manufacturing operations in Bulgaria. These are both clear assets to our diamond tool business," says Andersson.

Husqvarna Construction Products is a market leader in equipment and diamond tools for the construction and stone industries.

(913) 928-1442

www.husqvarnacp.com

ASCC introduces new safety award

The Safety and Risk Management Council of the American Society of Concrete Contractors in St. Louis, Missouri, has a new safety award, the ASCC Member Owner Safety Award. Its purpose is to annually recognize one owner/executive of a contractor member company that displays a clear focus and passion for safety and provides the leadership that creates a best-in-class safety culture.

The new award is in keeping with the ASCC strategic plan's No. 1 goal: Increase the number of contractor member-owners who truly demonstrate a personal commitment to safety.

"Strong safety cultures thrive in an organization where leaders take an active role," says Scott Greenhaus, SRMC council director. "Contractor member-owners that understand this know that building a true safety culture begins and ends with them: the priorities they set, the choices they make and their expectations of others. It requires effort and commitment from the top, but employees will tell you that it makes a difference."

To enter, the company must be an ASCC member in good standing. The nominee should be a CEO, owner, president or high-level vice president. A completed application plus two letters of recommendation from outside the company are required to enter.

The ASCC also recognizes contractors with "Zero Lost-Time Incidents" for a given year, improvement over the preceding year, recognition (members with an incident rate below the industry average) and members with the lowest incident rate in six man-hour categories. The W. Burr Bennett Award for Safety Excellence recognizes top safety programs in General Contractor and Specialty Contractor categories. Fleet Safety Awards honor members with outstanding fleet safety records.

The SRMC is a specialty council dedicated to making ASCC contractors the safest in the industry. The ASCC is a nonprofit organization dedicated to enhancing the capabilities of those who build with concrete and to providing them a unified voice in the construction industry.

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Prosoco rolls out new fluid-applied flashing membrane

A new roller-grade version of Prosoco's popular R-Guard FastFlash fluid-applied flashing membrane is now available. The new product features all the same performance characteristics as the original, gun-grade version of FastFlash, but with properties that are ideal for roller-grade applications.

This advance in the R-Guard line of fluid-applied technology is designed to accommodate customers who prefer roller-grade applications of fluid-applied air and water barriers. Users will notice an improved, streamlined production of waterproofing applications, which in turn can bring down labor costs.

"This product innovation is designed specifically as a response to our customers," says Dave Pennington, manager of Prosoco's building envelope group. "At the same time, we knew it had to live up to the standard of a product with an independently proven performance history of 11-plus years."

Roller-grade FastFlash will be available in 2-gallon pails, while the standard gun-grade FastFlash will continue to be sold in sausages and cartridges. No changes have been made to the original, gun-grade formula.

☎ (800) 255-4255

🌐 www.prosoco.com

CI members skate for scholarship

The fourth Richard D. Stehly Memorial Hockey Game was recently held as American Concrete Institute members and staff skated to honor the late former ACI president and raise funds for his memorial scholarship. The scholarship is offered through the ACI Foundation, a nonprofit subsidiary of ACI.

Stehly had been a member of ACI since 1980 and was elected president in 2010. He believed that attracting and educating ACI's youngest members was crucial for both the future of the concrete industry and ACI. To that end, he bequeathed a portion of his estate to fund future ACI scholarships and fellowships.

Dr. Larry Sutter, an ACI member and professor at Michigan Technological University, was the chief organizer for this year's game. It was a close contest with the Green team edging out Gold by a score of 6-5. Each team featured 10 skaters and a goalie. The next game is slated to be held at ACI's 2017 spring convention in Detroit.

The Richard D. Stehly Scholarship is awarded through the ACI Foundation to an outstanding student enrolled in an undergrad degree program studying concrete with an emphasis on structural design, materials or construction.

🌐 www.acifoundation.org

Kansai Paint to distribute VersaFlex products in the Middle East

VersaFlex Inc. has named Kansai Paint as a distributor in Pakistan and the Middle East area. Effective immediately, Kansai Paint ME will have access to VersaFlex's complete line of high-performance pure polyurea protective coatings, linings, joint fillers and repair materials.

The companies' agreement will enable them to offer high-performance polyurea protective coatings to a wide variety of applications across diverse industrial sectors including, but not limited to, infrastructure projects, oil and gas installations, water and power, and manufacturing and maintenance facilities.

Kansai Paint ME, which covers more than 20 countries in the Middle East and North Africa region, is a leading player with four operational manufacturing facilities and two more under construction. It operates in eight countries, marketing a very wide range of architectural, industrial and automotive paint and coatings. In Pakistan, it has more than 300 dealers across 87 cities.

VersaFlex Inc. formulates, manufactures and supplies pure polyurea coatings, linings, joint fillers and repair materials for a wide variety of industrial, commercial and maintenance environments.

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🌐 www.versaflex.com

ACI installs 2016-17 officers and board

The American Concrete Institute has installed its 2016-2017 president, vice president and four board members during its annual convention.

The 2016-17 officers are Michael J. Schneider, senior vice president and chief people officer at Baker Concrete Construction Inc., president; David A. Lange, professor of civil and environmental engineering and Narbey Khachaturian Faculty Scholar at the University of Illinois at Urbana-Champaign, vice president; and Khaled Walid Awad, senior vice president.

The four members elected to serve on the ACI board of direction are Frances T. Griffith, associate director of the Center for Training Transportation Professionals, Department of Civil Engineering, at the University of Arkansas in Fayetteville; R. Doug Hooton, professor and NSERC/Cement Association of Canada senior industrial research chair in concrete durability and

Increte founder Michael L. Lowe Sr. passes

Michael L. Lowe Sr., 72, who founded Increte Systems, passed peacefully in his sleep April 20.

After graduating from high school in Illinois, he was employed by Riverbank Acoustical Laboratories and later worked for Economic Laboratories in Oklahoma City, and Jacksonville, and Fort Lauderdale, Florida, before purchasing Inco Chemical Co. and moving to the Tampa Bay area.

Lowe was a true entrepreneur, turning Inco Chemical into Increte Systems, one of the world's largest decorative concrete manufacturers. He helped revolutionize the decorative concrete industry, developing four patents and a broad product line. During his time at the helm, Increte was sold and used in major construction projects in more than 80 countries. In 2008, he sold the company to RPM International, a publicly traded holding company.

Affectionately known as "Bop Bop," Lowe was a father of four and grandfather of eight. When not discussing business, he enjoyed talking about sports and cars. He was an avid car enthusiast and collector and enjoyed playing golf.

A funeral service was held April 25. Memorial donations may be made in his name to St. Jude Children's Research Hospital or Make-A-Wish Central Florida.



sustainability in the Department of Civil Engineering at the University of Toronto in Ontario, Canada; Neven Krstulovic-Opara, engineering associate with ExxonMobil in Spring, Texas; and Antonio Nanni, the inaugural senior scholar, professor and chair of the Department of Civil, Architectural and Environmental Engineering at the University of Miami in Coral Gables and professore ordinario, Dipartimento di Strutture per l'Ingegneria e l'Architettura, Università di Napoli – Federico II in Naples, Italy.

☎ (248) 848-3148

🌐 www.concrete.org

CIM program announces new board

The National Steering Committee for the Concrete Industry Management program — a business-intensive program that awards students with a four-year bachelor of science degree in concrete industry management — recently announced its new board members, effective July 1.

The slate of new NSC officers are Wally Johnson, vice president of marketing and sales, U.S. Concrete Inc., chairman; Alan Nedza, director of sales, Admixture Systems North America, BASF Corp., vice chairman; Nicole R. Maher, chief operating officer, National Ready Mixed Concrete Association, secretary/treasurer; and Mike Schneider, vice president of operations, Baker Concrete Construction Inc., immediate past chairman.

The NSC board of directors are Randal M. Beard, principal and managing director, Walter P. Moore; Matthew Childs, president, American Concrete Pipe Association; Dr. Rex Cottle, senior vice president of development, Trinity Industries Inc.; Steve Cox, vice president of customer success, Command Alkon; Julie Garbini, executive director, RMC Research & Education Foundation; Brian Gallagher, director of marketing, O'Neal Inc.; Beverly Garnant, executive director, American Society of Concrete Contractors; Jamie Gentoso, vice president of Target Market Concrete, Sika USA; Douglas Guerrero, chairman, CIM Patrons of California State University, Chico; Eugene Martineau, executive director, CIM National Steering Committee; Michael Philipps, vice president of market development, Cemex Inc.; James Toscas, president and CEO, Portland Cement Association; and Rick Yelton, editor-at-large, World of Concrete, Informa.

🌐 www.concretedegree.com

GBRI offers exam prep package to help you gain LEED credentials

The new and all-inclusive LEED v4 Exam Preparation Package from education leaders Green Building Research Institute is an innovative way for green building professionals, architects and engineers to earn their LEED credential, signifying their in-depth knowledge of the LEED rating system, building codes and standards.

The GBRI approach to LEED education allows green building professionals to earn their USGBC LEED credential quickly and easily. Using the live online, in-person and online on-demand learning modules, professionals can achieve their LEED credential in as little as four weeks.

“Having worked in the field ourselves for decades, we get it. It's no easy task to make time for exam preparation. Professionals today need the online, on-demand and in-person flexibility that our courses offer,” says Kayla Gerstenberg, director of education.

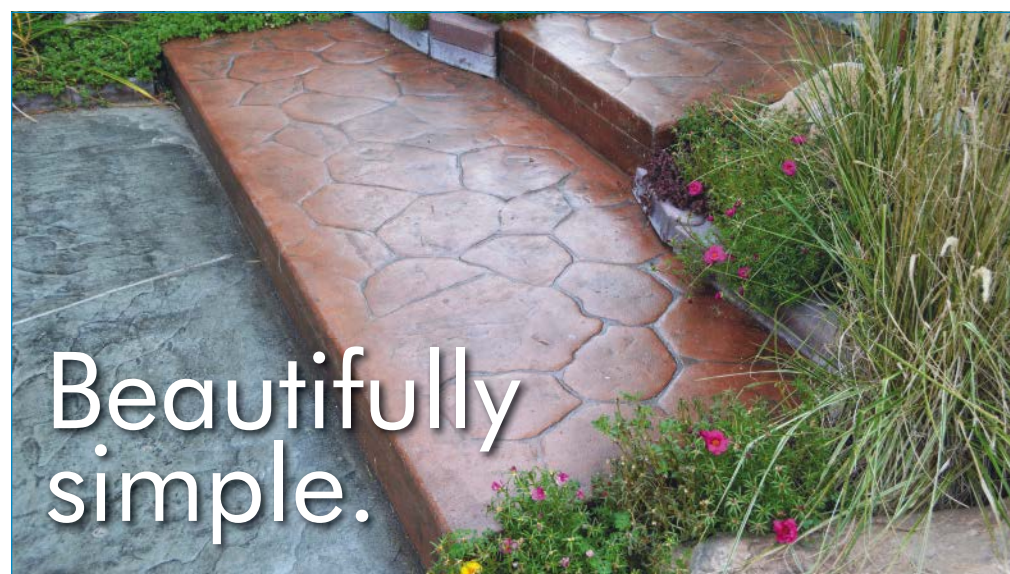
There is no prerequisite necessary to take the LEED exam. The all-inclusive LEED v4 Exam Preparation Package includes

everything professionals need to study for and pass the exam successfully. The package includes a study guide, online learning modules, and comprehensive practice exams with more than 500 test questions (and explanations for each question).

Offered online, online on-demand and in-person, the course caters to many different learning styles and time schedules. Materials such as MP3 audio files, flash cards designed for studying on-the-go and memory charts are made available to aid the learning process. As GBRI boasts a large network of highly qualified instructors, courses are offered at locations throughout the United States and the world.

Professionals can select from numerous specialties within the LEED credential: LEED Green Associate (GA), LEED AP Building Design + Construction (BD + C) and LEED AP Operations + Maintenance (O+M). Priced competitively, courses start at \$199, and once signed up, students gain instant access so they can begin working toward their LEED credential immediately.

🌐 www.gbrionline.org



Simple to use with a beautiful finish, decorative concrete sealers from Nox-Crete offer high-gloss, non-yellowing finishes that protect and seal exterior stamped concrete surfaces.

- Choose the high-solids **Sparkl-Seal** for a deep-gloss finish that outlasts other sealers.
- Choose the lower solids **Natraseal** for easier application with less chance of applying too much sealer.

Natraseal LVOC and Sparkl-Seal LVOC are VOC-Compliant in the U.S. and Canada.

Before you begin... For easy, clean removal of worn sealers, even in the tightest places, choose Nox-Crete's **Deco-Peel** stripper.

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NC-16-0463

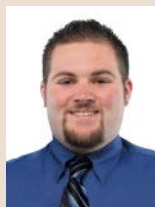
TRANSITIONS

Flowcrete Group Ltd. has appointed **Craig Brookes**, previously the Flowcrete Group vice president and international managing director, to spearhead global operations as its new president. The company, which is one of the global leaders in polymer flooring technology, promoted him after the former president, **Mark Greaves**, stepped up as president of The Euclid Group, the construction chemicals group within the multinational company, RPM International Inc.

Bill Allen has been appointed sales manager of Blastcrete Equipment Co., a manufacturer of mixing and pumping equipment for the refractory and shotcrete industries. Allen is responsible for helping customers around the world automate their processes with Blastcrete equipment. Previously, he worked as a sales manager for BASF.



The All Family of Companies has named three new managers. **Jude Stankov**, a 21-year All employee, has been appointed general manager of the company's Mobile, Alabama, location. **Joshua Bacci** has been appointed general manager of the Alt Sales Corp., All's boom truck division that handles sales and service for the company's large fleet of boom truck cranes and related equipment. **Kristi Hesselbart** has been appointed operations manager of the company's Central Rent-A-Crane branch in Elkhart, Indiana.



Husqvarna announced several promotions and new hires. **Thomas Skeen** joined Husqvarna Construction Products as North and South Carolina district sales manager for distribution sales. **Carlos Gomez**, previously the district



sales manager for Northwestern Mexico, was promoted to regional manager of Mexico. **Jim Wilson**, who has been a part of Husqvarna Group for about 20 years, accepted the position of Southeast regional sales manager for distribution sales. **Monte Cripe** joined Husqvarna Construction Products as a New England region district sales manager for contractor direct sales. **B.J. Jager**, formerly the New England region district sales manager for distribution sales, was promoted to national account manager for distribution sales. **Joe Taylor**, previously the North and South Carolina product manager and the district manager for distribution sales, was named director of marketing for the Americas. **Mario Figueroa** joined Husqvarna Construction Products as a district manager for North Mexico and **Jose Antonio Velazquez** as the district sales manager of South Mexico. **Sean Sheehan**, formerly the New Jersey and Philadelphia areas' district manager for markets, was promoted to the Northeast regional sales manager for distribution sales. **Johnny Fowler** joined as Georgia and South Carolina district sales manager for contractor direct sales. **Jonathan Webster** joined as Southern Louisiana district sales manager for distribution sales. **Mike Silver** was hired as North and Central Florida district sales manager for distribution sales. **Jamie Krueger** has rejoined Husqvarna in his previous role as product manager for the surface preparation, tile and masonry equipment lines. Krueger previously held this position from 2012-2015.



Todd Rose has been named ready mix and decorative concrete sales manager Mid-South at Solomon Colors/Brickform. Prior to joining the company in 2015 as a trainer, he served as CEO of Deco-Crete India from October 2014 to October 2015. Currently, he is also co-owner of Todd Rose Decorative Concrete.

Peter J. Shields has been appointed Northeast business development manager for Dur-A-Flex Inc., a leading manufacturer of commercial, industrial and institutional resinous floor systems. Previously, he spent 14 years as the Northeast regional sales manager for Valspar Corp.



MCR Safety has appointed three new people to its leadership team. **Paul Harris**, an MCR Safety veteran of sales management, sourcing and product development, was tapped to serve as vice president of product strategy and innovation. **Matt Sisco** joins MCR Safety from Greenlee Textron to serve as vice president of sales. **Matt Reid** is now serving as a U.S. sales director, with 20+ years of industry experience in product development, sales and marketing.



Mike Levin will serve as executive director of International Concrete Repair Institute, working with the board of directors to meet its mission goals while leading and managing the ICRI staff and resources. Levin is also now a member of Ewald Consulting, providing management, government relations and public/media relations support to state, national and international associations, serving organizations in all stages of existence from start-up to mature. Reach him at mikel@ewald.com.



Jill Falconer has been named MBW Inc.'s Western regional sales manager covering Washington, Oregon, California, Idaho, Nevada, Arizona, Montana, Wyoming, Utah, New Mexico, Colorado, Alaska and Hawaii. She can be reached at (262) 483-6091 or jfalconer@mbw.com.



ACMA vice president elected ACI Fellow

John Busel, vice president of the American Composites Manufacturers Association's Composites Growth Initiatives, has been elected as a Fellow of the American Concrete Institute.

Busel earned this designation through his extensive work with ACI, which includes leading ACI Committee 440 on fiber-reinforced polymers from 2003-2009, as well as serving as the committee's secretary from 1998-2003. He also served as the chairman for ACI Committee 440-L from 2001-2003. For the past four years, he has served as the co-chairman of ACI Committee 440-J. In these roles, he has helped develop a number of industry-changing guides, standards, specifications and codes for fiber-reinforced polymer composites with ACI.

Charlie McClaskey, a long-time member of ACI Committee 440, says Busel's consistent professional oversight in the development of ACI guides, codes and standards has been a great service to ACI and its member companies. "John joined the industry because internally, we felt there was a huge opportunity for the use of FRP in civil infrastructure," says McClaskey.

"However, there is no such thing as 'trust me' in this business. You have to prove that the materials are safe. John's leadership in ACI Committee 440's work has significantly added to that proof."

At ACMA, Busel leads the Composites Growth Initiatives, which works to create standards and specifications that encourage the use of composites in place of traditional materials. CGI committees also produce leads for ACMA members and form strategic alliances with industry leaders. These efforts help open new markets and expand existing markets for the composites industry.

www.concrete.org

www.acmanet.org

National Maintenance Products is now Real World Epoxies

National Maintenance Products has been renamed Real World Epoxies.

Since the turn of the century, National Maintenance Products has worked to make a wide range of solventless, two-pack epoxies known for consistent, high performance in the field. During that time, the company has also worked hard to educate the industry on the real world of

coatings and help everyone achieve better results with their epoxy projects.

The change is more than just a name change. Real World Epoxies has also taken this opportunity to unify the national and international brands, and simplify pricing, ordering, packaging, distribution, and technical and sales support as well give its products a fresh new look.

[\(262\) 441-8226](tel:(262)441-8226)

www.realworldepoxies.com

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Concreate concrete plank flooring provides the performance of decorative concrete without the cost or complications of pouring a slab.

Sustainable, low-VOC Concreate floors are built on a proprietary, non-portland cement substrate that consumes 50 percent less manufacturing energy than portland cement and produces far less CO₂. They are reinforced with recycled fibers and sealed with natural, plant-based oil. Both planks and adhesive are Greenleaf certified for low VOCs.

A new product category, Concreate is a prefinished concrete tongue-and-groove plank floor just ½-inch high. Durable, noncombustible and Class A fire-rated, it is finished in stain-resistant, slip-resistant burnished concrete, available in three colors: Natural Gray, Dark Gray and Mineral White.

Low-maintenance Concreate floors just need daily removal of loose dirt and debris, weekly cleaning with a mild cleanser and monthly mopping with natural oil sealer. No stripping, waxing or harsh chemicals are used.

☎ (855) 265-2116

🌐 www.concreate.net



Dust-collecting machine said to be superior

Xingyi, known to many contractors as the maker of the HTG-777-4 and IVC-F65 machines, now introduces a superior dust-collecting machine, the Separator. Weighing only 41.88 pounds (19 kg), it has a pipe diameter of 2 inches (50 mm), with a volume of 15.75 inches (400 mm), 19.67 inches (500 mm) or 36.22 inches (920 mm) and a volumetric dust load of 13.2 gallons (50 liters).

You can connect 33- to 49-foot-long (10 to 15 meters) dust hoses among these three machines, which can be separated into various lengths.

The Separator has strong suction, while the F65 will help collect the other dusts. Together, the machines are perfect partners to control the dust, and return users to a clean and healthy operating environment.

☎ 0086-15960775970 (China)

🌐 www.xingyistone.cn



DataMaster now available for Android devices

Wagner Meters just released the DataMaster app for Android users, complementing the previously released iOS version. Contractors, flooring installers and others who use relative humidity (RH) testing, either the Rapid RH 4.0 EX (single use) or Rapid RH 5.0 (reusable), can download the DataMaster app to help record and report the moisture condition of concrete floor slabs.

Already recognized by industry leaders for innovation in the digital reporting of RH data, the original DataMaster was awarded Most Innovative Product, Industry Choice, at World of Concrete 2013 when first introduced three years ago.

Wagner Meters transformed the DataMaster from wireless hardware to an Android application that provides an intuitive and easy-to-use interface for any Android-running device. The all-new app collects even more data than the earlier award-winning DataMaster and it does this with a smooth, clean interface. Now you'll enjoy wireless, seamless flow of digital data from any Wagner Meters' Rapid RH sensor straight to your mobile device.

Combine the app with the new Rapid RH Bluetooth Smart Reader from Wagner Meters — a handy device that transfers data to any Bluetooth low-energy mobile device, including most any newer smartphones — and you've got everything you need for wireless, digital reporting of all your RH data.

"We've designed the app's user interface based on the best mobile design principles, so it will immediately feel familiar to you," says Jason Spangler, flooring division manager for Wagner Meters.

The DataMaster app design makes full ASTM F2170 compliance easy — an important consideration for successfully installing finished floors over concrete. The app comes as a convenient, economical package that offers even more features than the original DataMaster:

- Manually and/or automatically acquires all data necessary to comply with the ASTM F2170 standard.
- The new sensor map function links all recorded data to a mapped display of all the sensors at your job site's locations. You can also integrate sensor location images with their raw data.
- Maintains and ensures ASTM-critical data integrity by making reporting function "read only."
- Simply creates and formats concise and detailed graphic reports.
- Easily exports data to the dedicated F2170reports.com website for graphing and trending.
- Prints reports directly from your smartphone to any wireless-enabled printer.
- Emails reports directly from the app to your clients.

The purchase price of the DataMaster app plus the new Rapid RH Bluetooth Smart Reader is only half the cost of the original DataMaster. The DataMaster app is available for \$100 from Google Play and the iTunes store. The new Rapid RH Bluetooth Smart Reader can be purchased on the Wagner Meters' website for \$189.

🌐 www.wagnermeters.com

New texture sprayers ideal for interior and exterior jobs

Graco Inc., a leading manufacturer of fluid-handling equipment, has released an updated RTX Texture Sprayer product line, ideal for interior and exterior finishing of textured materials, including EIFS, drywall mud and decorative finishing.

"The new RTX systems improve productivity in finishing

applications, and make it easier for contractors to get their finishing jobs done well and quickly and move on to their next job,” says Robert Gundersen, worldwide product marketing manager at Graco. “With a range of sizes and output rates available, the RTX Texture Sprayer product line suits nearly any interior or exterior texture spraying application.”

The RTX Texture Sprayer line features Graco RotoFlex and RotoFlex II pumps, with an exclusive flow-through design that provides smooth material flow for uniform coverage and a consistent spray pattern. The units also feature Graco’s FlexChange pump system, which allows customers to replace the RotoFlex pumps with a spare in seconds, with no tools required.

www.graco.com

Dust collector produces up to 6,000 cfm air flow

Marco has enhanced its line of dust collectors with the addition of the Dustmaster 6,000 CFM Electric Dust Collector. It creates an engineered air flow up to 6,000 cubic feet per minute, providing ventilation and collecting airborne dust and debris from an enclosed work site. By removing airborne dust and debris, workers have better visibility to the work surface, increasing production rates.

This dust collector features a reverse incline blade fan that is matched with a 15-horsepower Baldor electric motor. The two-piece design provides improved transport and gives flexibility on placement on small work sites.

For decades, Marco has been providing the surface preparation and protective coatings industries with innovative and reliable products and service. In addition to its broad product lines, Marco’s service team is available to travel to your location to perform in-field repairs and/or train your staff.

Blast and paint equipment can be evaluated and serviced either on-site or at one of Marco’s service centers nationwide.

[\(800\) 252-7848](tel:8002527848)

www.marco.us

Texture mat patterns come standard, floppy

Bon Tool, a company founded in 1958 that offers a wide variety of decorative concrete texture mats to give driveways, patios, pool decks or walkways the look of high-end stone or brick at a lower cost, has added some new patterns. These patterns include the Monterey Basketweave, Romana Stone, Colorado Sandstone, Palladian and Santa Fe. Made from flexible polyurethane, BonWay Texture Mats are available as standard and floppy mats. Floppy mats are thinner for flexibility in tight places.

Bon Tool also offers Texturing Kits which include the texture mats, tamper, detail chisel and two pails of True Color Release. The kits come in six different patterns, which can be viewed online in the Bon Tool 2016 Master Catalog. Call to request a free catalog.

[\(724\) 443-7080](tel:7244437080)

www.bontool.com



800GP Concrete Form Release

BLUE BEAR is excited to announce 800GP, the latest concrete form release to our 800 series line of releases. Developed specifically for **wood** and general construction needs, 800GP excels at leaving a quality finish with little dusting on many varieties of wood (HDO, MDO, LDO, waxed forms, raw plywood, etc).

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Compact power pack saves set-up time

The PP 490 power pack is all an operator needs to run Husqvarna high-frequency equipment. It is designed to power almost all of the Husqvarna Prime high-frequency product range as well as the Husqvarna WS 482 HF wall saw, including when the wall saw is used with the CS 10 wire saw. Operators can accomplish more work with fewer pieces of equipment.

“With the PP 490, operators have the advantage of a modular system that makes it possible to use several machines with one single power source. This way operators have the flexibility to make cuts with a wall saw and also use a power cutter or chainsaw for overcutting all with one power pack. It saves valuable set-up time and the time it would normally take to switch between different machines,” says Johan Ekstrom, product manager of wall and wire saws.

The PP 490 is operated by a wireless remote control that has a clear display that shows current performance of the saw in use. Operators can use the power pack to run the high-frequency WS 482 HF wall saw, CS 10 wire saw as well as the Prime K 6500 power cutter, K 6500 ring power cutter, K 6500 chain saw and DM 650 drill motor.

☎ (913) 928-1000

🌐 www.husqvarnacp.com



Dust-free saw good for hard-to-reach places

Gorilla Concrete Tools now offers a 9-inch Dustless Multi Saw that's 95 percent dust-free and made in the USA.

The tool boasts heavy-duty construction and a handle that swivels to rotate 90 degrees, allowing users to operate the saw from any direction, providing the ability to use the tool in hard-to-reach spots.

Casters can be locked in a straight position for new or existing joint clean out. Unlock the casters and users are now able to chase cracks or make contour cuts. The blade tilts to 15 degrees and is great for bevel cuts or cleaning out joints completely against a wall.

☎ (440) 236-5112

🌐 www.gorillaconcretetools.com



RTEX pneumatic breaker offers greater efficiency

Atlas Copco's new RTEX pneumatic breaker offers rental centers and contractors a cost-effective and powerful solution for a variety of demolition projects. The RTEX requires just 37 cfm to operate, about 50 percent less air energy than conventional breakers in the same weight class. This gives contractors the option to run multiple breakers off of a compact air compressor, resulting in greater efficiency and a high return on investment.

“Contractors will notice the RTEX difference after one use.

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Rapid Curing · Custom Color Matching · Zero VOC's



Call (800) 454-5530 or Visit www.hitechpolyurea.com



Since the RTEX air consumption is essentially cut in half, contractors are able to run two 60-pound RTEX breakers off a 90-cfm compressor," says Gus Armbruster, Atlas Copco handheld construction tools product manager. "This not only saves on rental or ownership costs on a small compressor, but also on fuel consumption without sacrificing breaking power."

The RTEX has the breaking capacity of a 66-pound breaker or greater, but weighs only 55 pounds. Its Sofstart two-step trigger lets the operator start the breaker slowly for full control over the chisel's starting position and placement.

The RTEX operates with a constant pressure control that features improved energy transfer from the breaker to the new RHEX power chisel. The RHEX chisel generates a powerful breaking force and features a concave tip profile to significantly reduce jamming and promote operator productivity. The constant pressure chamber sits at the top of the breaker and serves as an advanced pneumatic suspension, which minimizes vibrations.

Since the constant pressure chamber sits at the top of the breaker there's no need for ergonomic handles — vibration values are comparable to a conventional breaker with flexible and vibration-reducing handles. This enhances operator comfort and allows the operator to work as much as eight times longer than with conventional breakers.

The breaker's minimal vibrations also minimize stress on its internal components, which means fewer spare parts replacements



and less maintenance.

The RTEX features a long piston design that delivers double the interaction time — 100 milliseconds — of the tool with the surface than conventional pistons. This results in higher impact energy per blow and faster results than what can be achieved with conventional breakers in the 60-pound weight class.

In a conventional breaker, air discharges each time the acting piston moves up or down. In the RTEX breaker, the air discharges only once — on the piston's return stroke, in which the constant pressure from the chamber pushes the piston down. Minimum valuable air is consumed, contributing to the high efficiency of the stroke mechanism.

(800) 732-6762

www.atlascopco.us

AC brushless hammer line protects against vibration

Hitachi Power Tools unveiled a new line of AC brushless SDS max rotary hammers featuring Hitachi's aluminum housing body construction that delivers impressive internal and external durability. Some hammers in this new line also incorporate user vibration protection technology to minimize vibration transfer to the user.

This new line from Hitachi delivers products that are long-lasting due to reformative construction of the tool body and motor and also reduce the risk of developing a vibration-related injury due to prolonged exposure.

www.hitachipowertools.com

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New epoxy topcoat resists yellowing

Coatings for Industry's new high-performance topcoat for floors resists yellowing over the long term, solving a problem that has long plagued conventional epoxy coatings.



Ideal for settings subject to damaging sunlight, the new Wearcoat 481HP was formulated from inception to be both anti-yellowing and fade-resistant. This new epoxy is designed as an upgrade from CFI's long-proven Wearcoat 440 for applications where floors are exposed to the sun or high-intensity lighting.

While epoxies will eventually yellow, it will take twice the exposure for the 481HP to change noticeably. Developed as the go-to option for indoor/outdoor applications, the epoxy coating has been tested extensively and has demonstrated it performs well in areas exposed to UV rays. It also has improved wear resistance by 30 percent over conventional epoxy flooring.

"The 481HP has been in development for some time, and we're excited to make it available," says Kevin Klotz, president of CFI. "Anti-fade, anti-yellow has been one of the holy grails in epoxies. Both accelerated exposure testing in our lab and field results leave us confident this will be a game changer."

CFI offers several systems so contractors can meet a variety of customer needs. The new fade-resistant Wearcoat 481HP topcoat is especially effective in providing a seamless floor with good

resistance to an array of hazards, even those encountered in aircraft hangars, or emergency and medical facilities. Additionally, this system is ideal for application at facilities that are in-service because it has zero VOCs and extremely low odor. All of the decorative options including flakes, quartz and metallics available for Wearcoat 440 are also available for the new Wearcoat 481HP.

www.cficoatings.com

SpecChem releases multipurpose adhesive, mortar

SpecChem recently added two new products to its offerings. SpecPrep SB is a three-component, multipurpose, cement/epoxy bonding adhesive and anti-corrosion rebar coating. SpecShot Plus is a fiber-reinforced shotcrete mortar for use in a variety of vertical and overhead repair applications.

SpecPrep SB provides a structural bond for fresh concrete or repair mortars to existing concrete. It also provides an anti-corrosion, protective coating for steel rebar in concrete restoration. It will resist penetration of water and chlorides but will not form a vapor barrier after cure.

SpecShot Plus incorporates the latest in fiber technology offering superior durability, performance and ease of application in industrial, commercial and infrastructure applications. It can be applied by dry shotcrete (gunite) method or by mixing with water in a wet-mix method.

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for Every Type of Decorative Concrete.

Flooring kit designed for moisture testing

Protimeter, which has been developing instruments designed to measure relative humidity in concrete floors for more than 25 years, has released the new MMS2 flooring kit for moisture testing in concrete floors to the ASTM F2170-11 standard.

The new MMS2 flooring kit incorporates an innovative multifunction moisture meter, including functions such as ambient and in-sleeve humidity and temperature measurement, surface temperature and proximity to dew point, noninvasive moisture measurement for rapid concrete floor evaluation and pin type moisture measurement for wood floor covering and subfloors. The kit is also available without the MMS2 to accommodate customers who own and use this instrument.

The new patent-pending humidity sleeve is fully adjustable without the need for cutting the sleeve and fits flush to the surface of the concrete to minimize any potential damage and interruption to the test. The sleeve can be adjusted to make measurements in 4- to 6-inch-thick (100 to 150 mm) concrete floors.

Protimeter has also released the new reusable Mini Hygrostick humidity sensor that's placed in the sleeve and is completely protected during the measurement process by the flush-fitting cap and sleeve.

Chris Ranwell, global product manager, says, "This new Protimeter system with reusable probe is simple to use and significantly less costly than the single-use humidity systems available. Protimeter's humidity sensor is the only sensor available for the ASTM F2170 test where the sensor was specifically designed for harsh and high-humidity concrete floor environments."

(814) 834-9140

www.protimeter.com

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Trade Shows: What's in Them for You?

by Victoria K. Sicaras

THE decorative concrete industry is a niche market with a lot of players competing for work. An internet search for “decorative concrete contractor” will bring up nearly 3 million entries, and “concrete artisan” generates nearly 1 million. In local phone books, however, there are typically no such entries. Instead, potential customers must look up “concrete contractors” or “concrete products” and hope to find an ad or two detailing services among the dozens of company names. Even in industry-specific buyers’ guides, you may find yourself just another face in the crowd.

Advertising plays a big part in reaching the right customers, as well as the vitally important word-of-mouth testimonials given by satisfied clients. However, nothing compares to being able to connect with people face to face. This is where trade shows come into play.

If you have a new product, technique or service to market, the right trade show can link you to the right audience to get your name out there and the leads you want. According to the Center for Exhibition Industry Research (CEIR), 99 percent of marketers said they found unique value from trade shows that they did not get from other marketing mediums. CEIR has been providing research on the North American exhibition and event industry globally since 1978.

Almost three-quarters of the 2013 Concrete Decor Show exhibitors took part in the 2014 show. Seventy-one percent of the exhibitors in 2015 were returning exhibitors from all previous years, and 47 percent of the 2015 exhibitors exhibited in the prior year, indicating that those exhibitors found enough return on investment for a repeat visit.

There are many more benefits packaged into trade shows than just lead generation. Below are nine more reasons, in no particular order, to partake in trade shows as exhibitors and attendees.

Build brand awareness. The top reason business owners and concrete contractors exhibit at trade shows is to raise the awareness of their company and brand, according to “The Value of Trade Shows,” a white paper published by Skyline and *EXPO Magazine*. Raising brand awareness



Photo from the Concrete Decor archives

is crucial for new companies and those entering new geographical or vertical markets like decorative concrete.

Demo your products and techniques to prospects. Whether you are demonstrating your services or taking part in a decorative concrete competition like the Concrete Decor Show’s Brawl in the Fall, you have an opportunity to show off your products or skills to an engaged audience that’s filled with real prospects. As a matter of fact, CEIR reports that 81 percent of trade show attendees have buying authority, which means that more than four out of five people walking the aisles are potential customers for exhibitors.

Foster relationships. A trade show, such as a local home and garden show, is an ideal venue for making a good first impression, but it’s also a convenient way to touch base with existing clients or business partners attending the show. Carve out time to visit their booths or grab lunch with a fellow exhibitor to build upon business relationships or to foster new ones.

Direct sales. If you are exhibiting at the right show, your customers and end-

users are already on site and ready to buy. Here’s your chance to sell your services or merchandise or win more jobs.

One-stop shopping. You may also want to meet face to face with your own vendors and suppliers. During breaks, you can learn about their latest and greatest offerings as well as do one-stop comparison shopping right there on the exhibit floor.

Education and training. If you’re an attendee rather than an exhibitor, trade shows enable you to meet and learn from industry experts through seminars, workshops, educational luncheons and hands-on demonstrations. Plus, attendees can typically acquire formal training through certification courses offered by industry associations.

Networking. Having so many industry members in one place means you have plenty of opportunities to meet with peers, make contacts, learn from each other, share ideas and even check out the competition. Many trade associations also take advantage of larger shows to host annual meetings or social events. Not only is networking an excellent way to brainstorm with others to

identify solutions for various challenges and problems, it also helps keep your finger on the pulse of the industry.

Learn what's trending. From new products and techniques to price lists and even contests or giveaways, trade shows are great opportunities to learn which direction your industry is headed — and where it is not. Exhibiting contractors should find time to walk the show floor to discover which booths are attracting the most attention and why. By learning what those companies are doing right, you may discover a new sales or marketing strategy that you can incorporate into your own business.

A recovering economy. If you have taken a break from spending money on trade show exhibits due to a sluggish economy, you are not alone. The nation's economic downturn of 2008 impacted many marketing and travel budgets, which reflected in trade show attendance for several years. The good news, CEIR reports, is attendance is on the rise and has been growing since 2011. Additionally, the No. 1 reason for attending (not exhibiting at) trade shows is to see new products. So attendees are back and eager to see what you have to offer!

Remember, end-users cannot purchase what you are selling if they do not know about your products or services. 📱

Victoria K. Sicaras is an architecture/engineering/construction editorial specialist at Constructive Communication Inc. (www.constructivecommunication.com), a company that specializes in marketing strategy, public relations, online social media, and communications tactics for the AEC and other technical industries. Reach her at vsicaras@constructivecommunication.com.

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RetroPlate Concrete Polishing System	35	36
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L. M. Scofield Co./Sika	Inside Back Cover	39
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Smith Paint Products	9	41
Solomon Colors/Brickform	31	42
Stamp Store/SS Specialties	53	43
Stamp Store/SS Specialties	53	44
Stampcrete International/The Sealer Depot	1	45
Super-Krete	23	46
Super Stone	51	47
Superabrasive Inc./Lavina	Inside Front Cover	48
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ARTISAN IN CONCRETE



Ben Ashby, StoneCrete Systems Orem, Utah

by Vanessa Salvia

BEN Ashby, 53, got an early education in concrete from a father who he says was “stubborn as a mule and tough as nails,” but who also provided the young Ashby with the drive and motivation to succeed.

His father, who recently passed away last December, was an “old school” concrete worker who taught hard work. “I remember my first day on the job because I was 5 years old carrying around a 4-foot level,” Ashby says. “I don’t think he actually used the level I was carrying around but it gave me something to do and my father wanted me to do it because that’s how you learn to work hard.”

It’s always been concrete

At 12 years old Ashby went to work full time for his father and never considered any other career. “I just knew concrete was something I was going to do from day one,” he says. “In ninth grade I started doing a work study program and only

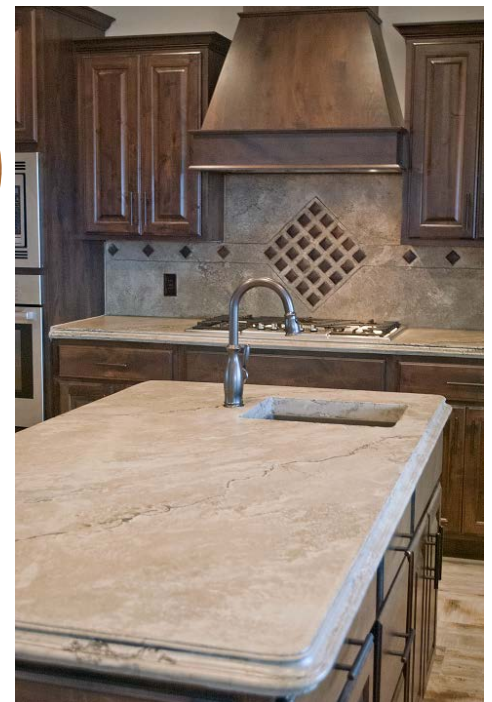
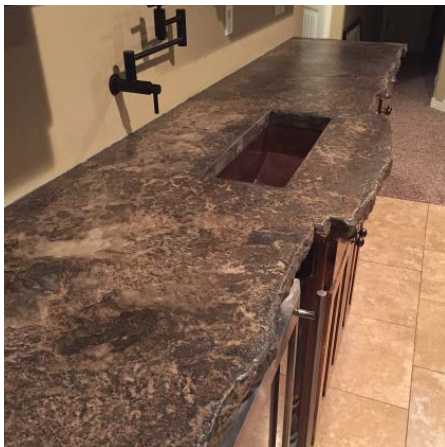
going to school half a day because concrete was what I was going to do so I didn’t need to take unnecessary classes.”

By 16, Ashby was a full-fledged form setter and by 18 was a qualified finisher. Decorative concrete was barely emerging — Bomanite had just started — but Ashby did do some hands-and-knees decorative work including a simulated flagstone pattern that he drew by hand.

Ashby’s mother is a professional artist, and his older brother is a professional guitar player, while his other brother is also a musician and artist. Ashby himself started playing in a band in the seventh grade and still does. He ended up going to college, but only because he was offered a full scholarship if he played in the school band at Weber State University in Ogden, Utah. While in school, he ended up traveling around the world with the USO and coming back home to work with his father in concrete during breaks.

At 21, Ashby approached his father and told him he wanted





to run his own crew. His father rebuked this notion and told him he would never split his crew and he was the only boss the crew would ever have. Young Ashby bristled at this reply and right then and there decided to strike out on his own. On his birthday in November 1984 — right as the work season in Utah was winding down and winter was taking hold — he headed to Arizona.

He never looked back

“My dad told me to go ahead and play with my own crew but that I’d be back,” Ashby recalls. “I made sure I never had to go

back just because he told me I would come back. That was the type of guy he was and that was how he motivated me.”

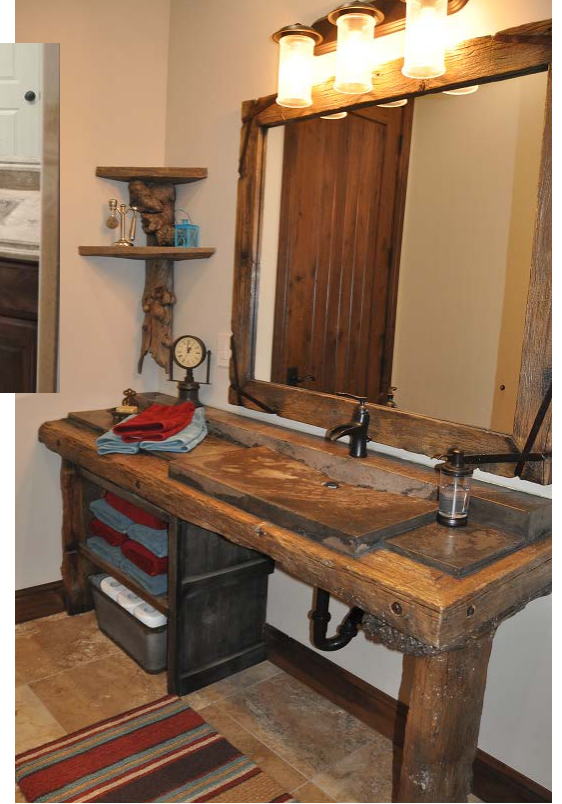
Within one week in Arizona, Ashby was a foreman and within five years he had moved up to superintendent. He spent 20 years in Arizona slowly developing the system for concrete countertops that now bears his name, the Ashby System. His technique involves using mostly standard ingredients to create a look of aged concrete or stone.

Ashby says the first thing he searched on the internet was “concrete countertops,” where he found — and purchased — a book

by FuTung Cheng. Cheng’s modern, clean look did not resonate with Ashby, however, and although he admires his style and the installers who create it, it’s too “loose and earthy and organic” for his taste.

“It just didn’t work for me,” he recalls. “I had my wife’s kitchen knives out in my shop trying to carve (concrete) to make it look earthy. Almost everybody out there is trying to make concrete perfect. Perfect mix design, perfect aggregate and perfectly flat so when it comes out it’s like perfect glass. I can’t do it that way.

“My brother the artist told me, ‘Instead



of always fighting it to be perfect, why not take what it gives you instead of forcing it to be what it doesn't want to be?' Literally, since that comment, I allow the flaws in the concrete, I encourage the flaws in the concrete and control the flaws to a certain extent."

Establishing his own system

Although Ashby's work was successful, he also didn't want to pay to ship aggregate across the country or buy proprietary ingredients, so he developed his own glass-fiber reinforced concrete mixes and techniques using mostly what was available

in any local hardware store. Today, he shares these finds through classes he offers on the Ashby System.

In 2008, Ashby teamed up with Gerry Sadleir, vice president of Concrete Solutions for 25 years and a trainer for 14 years, to create Countertop Solutions. Ultimately Countertop Solutions became StoneCrete Systems — the emergence of new and innovative flooring systems required a name change. The company offers its line of countertop mixes, colors and molds with Ashby's sink, edge and decorative molds, along with new sealers and polishing spray

products. The Ashby System utilizes only one proprietary product, Ashby's Marbleizer.

Although the concrete resulting from Ashby's System looks like stone, it's not because of faux finishing or any painting technique. "You don't need to have any skill as an artist to do this," Ashby says. "This is all about just manipulating the concrete to let it be concrete and do what it does."

www.stonecretesystems.com

See more photos from this feature online at ConcreteDecor.net

A Great Outdoors: OMG Backyards features Green Scene creation

Zahabian residence, Beverly Hills, California

by Vanessa Salvia

In Los Angeles, and in particular the Beverly Hills area of the city, there are many OMG backyards. This one, though, created by Scott Cohen's company, Green Scene Landscaping & Swimming Pools, was over-the-top enough to have been featured last summer on the television show "OMG Backyards" on ReelzChannel.

Cohen worked with the Zahabian family to create a tranquil backyard fit for entertaining with a full outdoor kitchen, while also carving out space for a basketball court for their children.

The backyard was challenging because it is on a slope. The Zahabians, who run a company that distributes beauty products, got a few other estimates for multilevel backyard designs before contacting Cohen. He moved the location of a barbecue, redesigned an existing court and installed a vanishing-edge koi pond to help alleviate the slope issues. The work featured a mix of real stone, concrete, glass and steel in various outdoor "rooms" that allow for many uses.

The existing features blocked both the view and the functionality of the yard. "The backyard was a lot of hardscape," says Cohen. "They had a full-size basketball court in the backyard and right at the back door they had a barbecue counter that



Photos courtesy of greenscenelandscape.com

blocked the view of a little pond that they had. They like to collect koi (fish) but you couldn't see them unless you were out there looking at the pond."

Assessing the situation

Cohen admits that many times, when clients approach him, they have preconceived views of what they want their outdoor living space to look like. But, he says, even though they may have good ideas, they aren't looking at the overall picture with a designer's eye. When he is working with clients for the first time, he spends a lot of time working through a five-page questionnaire to help him truly understand their lifestyle and how they dream of using the space.

"Clients will sometime say, 'We were planning on interviewing designers but you interviewed us!'" he says with a laugh. "We talk about how they envision using the space, what things they want to have in their yard, and how many people they entertain on a regular basis. The first thing I do is break the space into different outdoor rooms."

Cohen says one of the big mistakes people make when they want to entertain large groups is to create one large patio off the back of the house. "That's not how people behave unless you're having a meeting where everyone is sitting in a group of chairs," Cohen says. "What really happens is people break into smaller groups of four to six people and start talking about different things. So you've got to create little go-tos and patios to accommodate that."

Inviting spaces

One of Cohen's signature styles is to mix up concrete patios with greenery in between. He also uses the techniques of "wayfinding" to lead people to or through spaces. "Instead of having one giant patio I'll create multiple patios with pathways or stepping paths to guide the visitor through the garden," he explains. "Instead of having one big slab you create two patios with stepping paths in between and when you're in one space it invites you to the other space."

The family's new outdoor kitchen area

Project at a Glance

Client: Zahabian family, Beverly Hills, California

Concrete installation: Scott Cohen of Green Scene Landscaping & Swimming Pools

www.greenscenelandscape.com

Scope of project: Create a tranquil backyard fit for entertaining with a full outdoor kitchen, while also carving out space for a basketball court. Cast-in-place concrete and glass countertops are hand-seeded with larger chunks of glass that are bottom fed with fiber-optic cables.

Products used included: Colorants from Davis Colors, recycled glass from American Specialty Glass, Lafitt Rustic Slab pavers from Belgard in a color called Victorian and Flexi-Pave, a rubberized epoxy texture product on the basketball court.



features cast-in-place glass and concrete countertops hand-seeded with larger chunks of glass that are bottom-fed with fiber-optic cables. “The countertops really come to life at night,” says Cohen, but it’s a subtle effect.

The Zahabians enjoy grilling outdoors, especially food like large skewers of kebabs, which they prefer to do over charcoal instead of gas. They now have a full-size 42-inch grill with a sear zone and a separate stainless-steel built-in charcoal grill made by Fire Magic, one of the few companies that make stainless-steel charcoal grills.

A beverage center — a 2-by-2-foot built-in cooler — fits into the countertop. It elegantly holds bottles, mixers, garnishes, openers and ice. “When you entertain you’re almost always putting drinks out and I really don’t want my clients putting a Styrofoam cooler next to this beautiful countertop that I built for them,” says Cohen. The beverage center, which ups the price tag by about \$1,200, is double-walled to keep drinks ice cold.

Varying finishes

Cohen continued the outdoor room look with different flooring finishes. He used flagstone by the pond on the upper level, while concrete steps cast with a bullnose edge connect the upper level with a fire-pit area. The benchtop and fire-pit cap are cast-in-place concrete where the seating and backrests act as a retaining wall. He used concrete pavers on the lower-level patio around the barbecue.

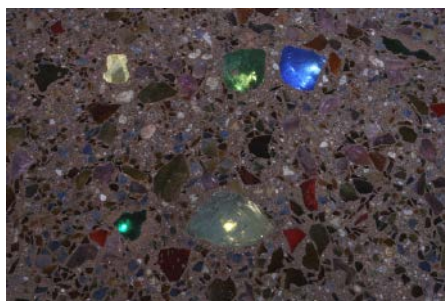
The vanishing-edge pond, set with real rocks, extends from one upper level to the lower level via a weir wall that also acts as a retaining wall. The upper pond with a glass-type reflective edge spills down a waterfall into the lower pond with koi in both levels.

The existing basketball court was reduced in size to a half-court accented with greenery and coated with Flexi-Pave, a rubberized epoxy product that textures and softens the concrete underfoot.

Glowing glass

Cohen often uses Stegmeier Styrofoam forms, but in this case, he created the countertop molds on site. “In order to work with the fiber-optic cables we attach the cables to larger chunks of glass and set those at the approximate finish grade, and then we pour our concrete mixture into the mold,” Cohen says.

“We vibrate that concrete into place and then we hand-seed the top with recycled glass. Then we trowel that in



and let that cure for a few weeks, then come back and grind, hone and polish the top to expose the glass and level off the glass chunks.”

This particular countertop is about 65 percent glass, Cohen says, so it’s easy to keep clean and hard to stain. “I’ve had some countertops like this in place for 12 to 15 years and they look great,” he says. “Seal it once a year and every 10 years hit it with a polisher to just clean it up.”

Lighting is the one thing that ties the whole yard together. In addition to the lighting in the countertops, Cohen positioned lights to ensure there were no dark spots in the yard. The fiber optics are controlled by a single-bulb illuminator that can have a color wheel for multiple colors or a sparkler wheel which sends more or less light down the cable.

“We have 300 cables down that countertop so it creates a very subtle lighting effect where the chunks glow and dim,” he says. “It’s pretty cool.”

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Earth-Centered Projects Pavilion Links to Natural History

Crossroads School's Science Education and Research Facility, Santa Monica, California

by Joe Maty

At Crossroads School for Arts & Sciences in Santa Monica, California, learning sometimes takes the form of a hands-on experience.

And there's no more powerful example of this approach to education than the school's special projects pavilion, part of the recently completed Science Education and Research Facility.

Students played an integral role in the design of the exterior walls, constructed using multicolored shotcrete and incorporating decorative layers of aggregate and natural artifacts such as rocks, shells, fossils, petrified wood, stalagmites, stalactites, and fossilized prehistoric shark teeth and dinosaur dung.

Fossilized dinosaur dung? How many buildings do you know of where this was a construction element? Like they say, it's a dirty job, but someone has to do it....

As for that shark — the teeth are said to be from a megalodon, the thankfully extinct and largest prehistoric shark that patrolled the seas some 2.6 million to 30 million years ago or thereabouts.

Project at a Glance

Architectural concrete contractor: Shaw & Sons, Costa Mesa, California

Client: Crossroads School, Santa Monica, California

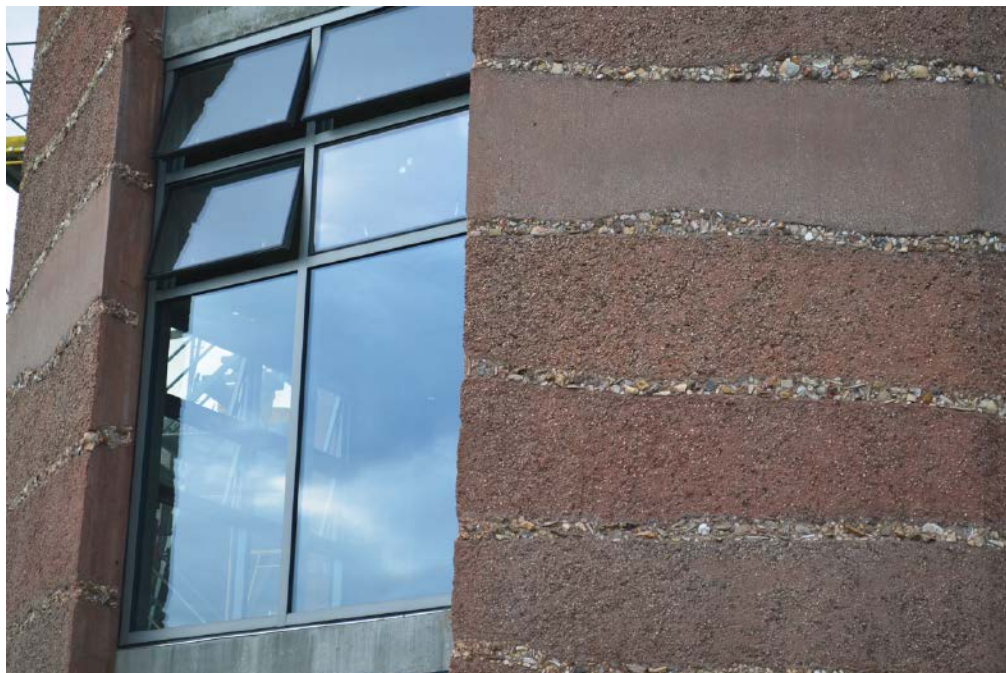
General contractor: Morley Builders' Benchmark Contractors, Santa Monica, California

Architect: Frederick Fisher & Partners Architects, Los Angeles

Project duration: March 2014–August 2015

Scope of work: Shotcrete installation of exterior walls for Special Projects Pavilion, using three different integral colors in the concrete; embedding fossils and other prehistoric artifacts in decorative strips in the walls.

Challenges: Precise construction sequencing of the exterior-wall construction stages, including pouring of decks, placement of steel reinforcement, shotcrete installation, acid wash and fossil/artifact embedding.



Photos by Jeremy Bittermann

Student participants in the project, working with Crossroads project manager Elaine Nesbit, submitted designs showing how the fossils and other artifacts should be arranged in the decorative layers. These arrangements served as a guide to the construction crew of concrete contractor Shaw & Sons, a Costa Mesa, California, structural and architectural concrete contractor and a pioneer in the development of sedimentary wall design and construction.

The general contractor for the project was Morley Builders' Benchmark Contractors unit, Santa Monica.

Variation on a kiva theme

The concept for the special projects pavilion's design and construction evolved from Crossroads School's interest in involving students in learning outside the classroom, says Joseph Coriaty, a partner





with the architectural firm that directed the project, and principal in charge on the Crossroads School project.

A particular inspiration for the design is the site where Crossroads seniors travel for a retreat program in Ojai Valley, California. There, students engage in group activities by assembling in kivas — rooms used by Pueblo Native American peoples for religious rituals.

“We realized the kiva was an important part of what they do there,” Coriaty says of the senior retreat. “We liked the idea of having the special projects pavilion take on this primal form. It’s a special opportunity for the students” — convening in this remote space, set apart from other activities.

Coriaty’s firm, Frederick Fisher and Partners Architects in Los Angeles, decided that shotcrete construction could economically provide the structural integrity needed and could be used in conjunction with the decorative-artifact layers to “handcraft” the concrete compositions. A visual impression akin to “rammed earth” could be achieved, using concrete to ensure compliance with a stringent seismic building code in a three-story structure.

The architects had worked with Shaw & Sons before and were familiar with Shaw’s reputation in creative architectural concrete work.

Shaw developed a series of sample mockups and employed an acid-wash method to give the hand-built effect as opposed to the refined look of smooth troweling. Several colors were also reviewed for the shotcrete, and the designers assessed different combinations of color, texture and aggregate exposure.

A process was devised in which students arranged the fossils and artifacts on a mesh “canvas,” which was used by the Shaw crew as the guide or basis for embedding the

items in the concrete.

Needless to say, precision was required in sequencing and executing the processes of shotcrete application and fossil/artifact embedding.

In Coriaty’s view, the project delivers multifaceted concepts and themes to the students. It shows how the building process works and how the making of a structure produces the end result. It also illustrates the idea that the building emerges from the earth, producing a primal quality of 18-inch wall that’s rough on the outside and smooth on the inside, making the building experience real and authentic.

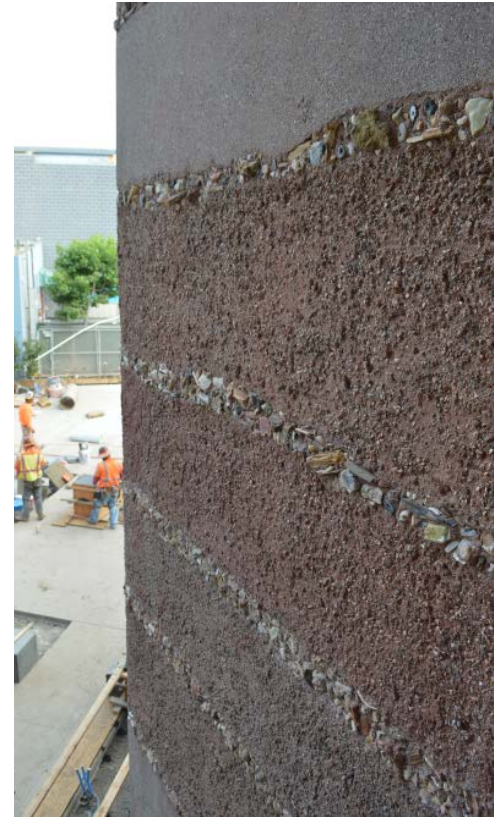
And, Coriaty says, it serves as “a learning aid, about engineering and structural integrity of a building; a hand-crafted structure that represents the basic fundamentals of the building process over time.”

The wall’s sedimentary aspect also tells a tale of the earth in the making, “and the exposure of these fossils and artifacts found around here,” he says. Like sedimentary geology, the wall construction resembles layers of sediment built up over time on the seabed, then exposed over millennia of erosion as a part of an elevated continent, giving up strata of rock, fossils and other remnants of prehistoric creatures.

Assessing the combinations

Dori Hauser, project manager for Morley Builders/Benchmark Contractors, says subcontractor Shaw & Sons assembled a 12-by-9-foot sample wall panel, actually placing three different lifts of concrete, then experimenting with various combinations of integral colors and finish textures. The team settled on three integral colors for the shotcrete — Red Brick, Sangria and Terra Cotta — all in the red family.

Varying degrees of acid wash were applied to the shotcrete prior to placement of fossils and artifacts, adding to the



rough, hand-made finish look, almost a sandblasted appearance, Hauser says.

“Once we got all the details figured out, it was all quite straightforward,” she says.

Key challenges included the clockwork sequencing of the construction stages, including decks, steel reinforcement, shotcrete installation, acid wash, and fossil and artifact embedding.

Christina Palpal, design and preconstruction manager at Shaw & Sons, says the height of the 33-foot walls, the use of different integral colors, and the incorporation of the unique decorative strata made the project a challenge in the planning and execution.

But, she adds, Shaw & Sons is an expert in such creative endeavors, having pioneered the development of sedimentary walls. Ron Shaw, president and CEO, holds a number of trademarks and patents related to these designs.

The company’s portfolio of sedimentary wall creations encompasses significant projects scattered around Southern California, including others where the challenge of height figured into the assembly. 🛠️

Concrete IS NOT Care-free

MAKE MAINTENANCE
WORK FOR YOU
TO INCREASE
PROFITABILITY

by K. Schipper

CONSUMERS, often blown away with the low prices of desktop inkjet printers, forget to consider the additional cost of ink cartridges which put many of them on a first name basis with the folks at the office supply store.

If you're selling decorative concrete as no-maintenance, you could be missing out on tapping into the same sort of profit center those cartridges represent, either through selling products or providing maintenance services — or both.

And, you'll greatly decrease the likelihood of clients bad-mouthing you to friends and neighbors months or years after you've forgotten that "no-maintenance" job.

Not No-Maintenance

Certainly larger commercial and retail jobs offer their own challenges. However, they also offer a couple layers of protection for the average contractor called in to install concrete, whether it's a polished floor, stamped sidewalk — or even a sports stadium.



Photo courtesy of Prosoco

Larger polished concrete projects are often maintained by people generally hired specifically for that purpose. Ideally, they know what they're doing in terms of equipment and products.

First off, it's rare for a job of that type where a sealer or guard isn't part of the specifications, says Christopher Pfeiffer, owner of Concrete Sealers USA.

"Sealers are required and the contractors don't have any choice," he says. "They have to seal. On the residential side, sealing isn't as far along."

The other thing, says Mike Price, owner of Bay Area Concretes Inc. in Livermore, California, is that those very public spaces are generally maintained by someone hired specifically for that purpose and — in theory — trained for the job. Of course,

it's not foolproof.

"Sometimes, they may have stripped the sealers off over time in the course of normal maintenance," he says. "And, universities and airports are notorious for maintenance crews coming in with a wax and building up a layered wax surface, which isn't needed at all and can actually trap dirt."

On the homefront, however, the care needs of a concrete surface are a bit smaller, partly due to size, and partly due to the amount of wear and tear it's likely to receive.

Kevin Sigourney, Consolideck product manager for Prosoco Inc., says, generally

speaking, a residential floor shouldn't need to be resealed very often.

"Obviously, there's a big variety of sealers out there; the sealer category is quite broad," he says. "However, most of the types of sealers that we're finding being used on polished concrete are in homeowner residential-type situations, and you're probably looking at three-to-five years of service life."

That's assuming normal wear and tear, which Darryl Manuel, president of Vexcon Chemicals, says is pretty much the universal reason why homeowners can become unhappy with their concrete installations.

However, Manuel says, unhappiness can stem from a whole laundry list of potential problems, from yellowing, flaking and blistering to issues such as lack of resistance to deicing chemicals, petroleum products or pool chemicals, depending on location.

Beyond those garage and pool issues, though, Price says many of the complaints he hears from homeowners are similar to what he gets from larger food service operations.

"For homeowners, it's things like olive and vegetable oils or grease — like bacon



Photo courtesy of Vexcon

Exterior concrete can suffer from any number of assaults to its integrity, including weather, petroleum products and chemicals used for pool maintenance or deicing, depending on its location. A good seal coat can keep it looking tip-top.



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Photo courtesy of Bay Area Concretes

A long expanse of exterior concrete can look quite impressive, but lack of maintenance can lead to cracking, pitting and spalling.

grease — that pops out of the pan and lands on the floor,” Price says. “If they don’t clean it up, over time it acts like a solvent, so it penetrates the concrete and leaves a spot. There are also spills like barbecue sauce, tomato juice and other things with an acidic base. If they sit on the floor, it will slowly etch the surface.”

Education time

Peter Wagner, the director of supporting products development for Curecrete Distribution, agrees that when interior residential maintenance is discussed, the overall situation is most akin to talking about restaurant maintenance.

“You’re going to be introducing foods and things that will spill and stain,” Wagner says. “Despite what the homeowner says, it’s unlikely they’re going to be able to isolate things to a point where they only eat in one location or put coasters under everything.”

There are also other situations where protection is needed. For instance, some spilled liquids can take out a

color, while others can change it. Even lack of UV filtering through windows can fade dyes on a floor.

“Sure, in many ways a concrete floor will be easier to maintain, but you also have to address preventive issues,” Wagner says.

The causes may be different, but the potential for damage is often even greater with concrete outdoors or in the family garage, says Concrete Sealers’ Pfeiffer.

“A lot of people are surprised by the problems they can have with their new cementitious surface, whether it’s in a garage or a driveway,” he says. “Especially in northern and Midwestern climates, you’re dragging in snow and slush and salt and you can get cracking, pitting and spalling.”

Other climates don’t mean driveway or garage concrete is home free, either. It’s highly likely they’ll soon be hit with dripping gasoline, motor oil or other lubricants, or fall victim to hobbies that include painting or welding.

The best thing a contractor can do is to educate potential clients

Sealed with a guarantee

by Stacey Enesey Klemenc

When it comes to maintenance, Michael Fennessy, owner of Stampcrete International, a company in Liverpool, New York, he founded in 1984, is dead focused on sealers.

For over a decade, he heard complaints from homeowners and contractors concerning sealers that would yellow and amber and just plain not hold up over time. So about three years ago, he got so tired of the constant bellyaching that he searched the world over before hiring a chemist that was up to the task of developing what could be called the ultimate sealer.

“But it came at a price”, Fennessy says, of his Ultra Sheen line. He says he buys most of his chemicals from Dow Chemical Co., a global leader in innovation and sustainability that boasts of thousands of patents and awards. “The products in the line cost about double than what we were charging before,” because it costs him a lot more to produce. But, he notes, you get what you pay for: If you want a Mercedes, you’re not going to get it for the price of a Ford.

“As crazy as it sounds, the new sealer is going out the door as fast as we can make it,” he says. It was just introduced earlier this year.

To help distribute the Ultra Sheen sealer line, among other products, Fennessy founded a new company, The Sealer Depot, in 2016. In April, he launched eight new sealers, including one with a true matte finish, another a water-based pigmented

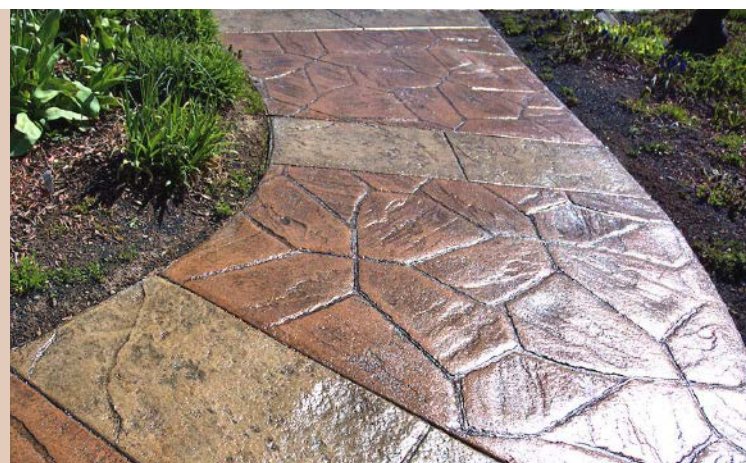


Photo courtesy of The Sealer Depot

formula and three formulated especially to meet the VOC limits for the EPA’s defined Architectural and Industrial Maintenance (AIM) coating categories, under which many of the states in the Northeast must abide by.

Although the solvent based-sealers are still big sellers, he notes, “We’ve sold more water-based sealer in the last 50 days than we did in the last five years.”

He credits the new products’ success on a number of things besides a wide selection of sealers for both interior and exterior applications. Ultra Sheen comes in 3-gallon, 5-gallon and 55-gallon drums to suit a variety of project sizes. And, Fennessy says, “If the sealer ever yellows, we’ll give you your money back.”

www.thesealerdepot.com



Proper polishing and the right densification system can create a great concrete surface that will stand up to even the toughest assaults — as long as it's maintained regularly.

about maintenance before the contract is even signed.

"We spend an awful lot of our time educating people on maintenance, and making sure that people understand it's not a no-maintenance floor," says Prosoco's Sigourney. "There's no such thing as a no-maintenance floor. It's a low-maintenance floor and there's a right way and a wrong way to maintain it, as there is with any surface."

The downside to that, Curecrete's Wagner acknowledges, is, "You might educate the person to the point where they go, 'This scares me; I'm not going to do it, but thanks for your time.'"

However, he says that's probably better than having an unhappy client later on down the road or fighting to have your invoice paid in a timely manner, or at all.

Food for thought

Talking to the client before any concrete is poured is definitely the best way to get the job off on the right foot, then doing the best job possible will go a long way toward keeping maintenance at bay for the client.

"Think about the quality control that goes in when you start a polished concrete project," says Bay Area's Price. "You want to properly polish the concrete, and use the proper densification system and the proper

honing, going up through the different steps of diamond grits to get a good, hardened, honed polished surface that's going to be more dense and more difficult for stains to penetrate."

It's then you can think about which sealer or guard is best for that particular job, based on porosity of the concrete, whether it's colored and with what, and its exposure to everything from grit and salt to food, gasoline and moisture.

Just as with larger jobs, the best time to apply a cure and seal is soon after the pour. Vexcon's Manuel advises doing the work when all the bleed water has been absorbed and the contractor can walk on it.

"It should be kept damp with water spray until that time," he says. "The procedure will provide a concrete surface that's properly hydrated, which will prevent spider and micro-cracking and provide a harder wear-resistant surface. Of course, the temperature at application is important."

What happens after that mainly rests in the client's hands, but contractors can play an important role which can bring extra money to the table.

While Prosoco's Sigourney says many homeowners are now more savvy about the products they're using on their concrete surfaces thanks to the internet,

Curecrete's Wagner advises contractors to give homeowners a sample of a cleaner specifically formulated for their type of decorative concrete.

Wagner also advises not falling into the common trap of a cleaner needing to be a neutral pH. He says it just needs to be in the 9.5. range. Ideally, you might even bid the job a little higher to cover the time to actively demonstrate to the homeowners how to maintain their new concrete, he adds.

Another option, says Bay Area's Price, is to give each client written information on the new surface.

"We provide our clients with a binder that has a maintenance care section in it," he says. "We tell them what we've used on the floor, how to maintain it and what chemicals we recommend they use. We also tell them to call us if they have any questions."

He adds that the information can be invaluable not only to the homeowner, but saves research if the maintenance arm of his company or another is called in to repair and rejuvenate a surface in the future.

"I predict in the next five to 10 years, many companies will add a maintenance division," Price says. "It just makes sense both as a revenue source and as a quality control stream." 📱

GO *with the* FLOW

VACUUMS FOR CONCRETE WORK NO LONGER AN AFTERTHOUGHT

by Debby and Keith Davis

THE philosophy behind purchasing industrial vacuums for controlling airborne dust is changing in the concrete industry, especially with new federal rules now in place concerning worker exposure to these particles (see sidebar).

The industry's top manufacturers of dust-collecting vacuum systems are more than capable of helping folks meet regulations, advising what equipment is best for a job, and providing top-notch warranties, customer service and training.

What's needed now is for equipment buyers to start thinking of vacuum systems as vital pieces of equipment, not just accessories to attach to other tools.

"Many contractors think of industrial vacuums as commodity items, available at their local supply store and quickly chosen from the limited selection on a shelf," says Tim Robb, vice president of marketing and strategic business development for Goodway Technologies. "But, the right industrial vacuum is an investment in your business and will become an invaluable part of your tool set. A vacuum should be considered

a capital expense and treated as such."

"When it comes to deciding on a vacuum, we're sort of the afterthought," adds Lyndon Kelsey, North American sales and marketing manager for Ermator USA. "Customers make a decision as to what tool to buy first and then look for a vacuum that fits that piece."

But, he adds: "We've always been specifically about the dust."

Buying considerations

Dust-collecting vacuums used in the concrete industry for dry applications should have both primary and high-efficiency particulate arrestance (HEPA) filtration to contain fine particles, says Marcus Turek, Sase Co.'s North American sales manager. "This is a must and a standard within our industry. Any vacuum is only as good as its filter system."

Before making a purchase, Turek suggests asking manufacturers how many square feet of filtration a vacuum has and how long its filters typically last.

According to William C. Vain, director of sales and marketing for Dustless Technologies, the amount of flow or suction a vacuum produces is also an important factor. He recommends vacuums with at least 120 cubic feet per minute (cfm), which his company's products have.

"Dustless Technologies utilizes a primary filter made of proprietary material which protects the HEPA filter from direct exposure to small particulates," Vain says. "Each Dustless HEPA filter is tested, validated, and serialized for 100 percent material and production process traceability."

All Ermator vacuums come with a



Goodway's DV-E3 model offers a filter shaker and a large filter area to reduce clogs. It also offers a wet-cleaning option.

Photo courtesy of Goodway

HEPA filter to trap fine particles, prefilter to collect medium to heavy particles, and cyclonic filtration to move all particles into a drop-down bag system called Longopac.

"By turning the vacuum off, all dust falls into a bag," Ermator's Kelsey says. "Then, you zip-tie the bag, turn it and dispose of it. There's no tank to empty or barrel to drop down, so no dust to clean up," he adds. "You have to bag the dust anyway, so Longopac is the most efficient system. Simply dispose of the bag in any construction dumpster."

Dustless Technologies also offers a micro prefilter bag that attaches to the port of its products within the barrel. The bag, which can hold up to 40 pounds of concrete dust, serves as an additional filtration device.

Goodway's DV-E3 model industrial vacuum offers a filter shaker and large filter area to reduce filter clogs, which are often an issue for standard vacuums, notes Robb. "Our DV-E3 model also offers wet cleaning performance with a 27-gallon detachable tank."

Sase's Turek says it's vital to select the



The DustBuddle dust shroud from Dustless is designed to capture up to 99 percent of the dust created by a hand grinder easier and safer. It fits most hand grinders.

Photo courtesy of Dustless

right size vacuum for the equipment it will be used with. "You can never have a vacuum that is too big and powerful, but you can definitely have one that is too small," he says. Vacuums that are too small result in excess debris left in the workplace, increasing clean-up time and costs.

"It's important to network closely with an equipment vendor to make sure you're using appropriately sized and priced dust-collecting vacuum systems for your processes," says Turek.

Robb agrees: "Many times, choosing the most versatile vacuum may not be the right choice. Almost always, application-specific vacuums — with the right combination of cfm, lift, filtering and capacity specifications — are the best choice."

Power and price considerations

Today's dust-collecting vacuum systems are powered by electricity, gas, compressed air and propane, with electric models the ones most commonly purchased. Gas-powered units tend to be very costly and are mostly designed for outside use.

Dustless Technologies, Vain says, offers units that incorporate dual motors, which

operate on a 120 circuit or a 240 circuit.

At Goodway, the vacuum voltage requirements run from 115 to 480 volts for very large systems, but most users opt for models that operate on voltage between 115 and 230. This company, as well as Ermator, offers vacuums in a range of international voltages.

According to Robb, Goodway's compressed air-powered units are good for picking up powders because of their

high cfm specifications. However, he adds, compressed air units aren't as strong for cleaning wet materials.

Sase's Turek says propane vacuum units are becoming popular for use with propane-powered planetary diamond grinders and polishers. "All propane equipment used indoors that Sase sells have emissions purification systems on them to aid in minimizing exhaust concerns," he says.

Kelsey notes that his company's products

Photo courtesy of Sase



Sase's Bull 1250 and PDG 9500 Plus make quick work of finishing this polished concrete floor.



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are a “premium line,” but because Ermator is one of the largest HEPA construction vacuum manufacturers in the world, its products are “very price-competitive and cost-effective.”

Vain says Dustless Technologies’ contractor-grade units that offer HEPA technology and elongated life cycles begin at \$400 for small capacity 10-12 gallon items. Options, such as explosion proofing, drive prices higher. He adds that general contractors looking for a vacuum with superior, proven performance, durability and long life-cycle can expect to pay at least \$500. For large-scale construction projects, appropriate vacuums top \$2,500.

Goodway’s vacuums that include filtering, filter shaking and specialized designs range from \$2,500 to \$3,500. Sase’s 110-volt systems for edge work and small walk-behind equipment typically sell for between \$500 and \$5,000. For containment systems for larger equipment, Turek says

Sase’s price point varies between \$8,000 and \$14,000.

About three years ago, Ermator introduced a propane vacuum that fits the bill when a job site has no electrical or generator access. “That unit keeps up with the biggest grinders,” Kelsey says.

The extras

Warranties, availability of replacement parts, trouble-shooting and maintenance assistance, and training should be an important aspect of equipment selection, and these factors vary among industrial vacuum manufacturers. For example, Dustless Technologies offers a lifetime warranty on structural components and three-years on electrical items, and Ermator offers a three-year warranty on all products.

But it’s the availability of parts that these companies say is the most important to their customers. Ermator products are sold and serviced out of its Tampa, Florida,

headquarters and throughout its distribution network. Sase ships all orders the same day they are received and stocks all consumables for the equipment it manufactures.

The most-needed replacement parts, manufacturers say, are filters, switches, fuses and connectors.

“Having replacements on hand is always a good idea,” Robb says, adding that most of Goodway’s filters are reusable and can last for many applications. “As with any high-performance tool, regular cleaning, inspection and replacement of working parts will prolong their life.”

According to Vain, keeping filters clean and free of debris helps protect the life of vacuums.

“What can breakdown long-term on a vacuum is the motor,” notes Kelsey. “But our motors are protected by those filters. That’s why we give the long warranties we do.”


To help customers stay on track with maintenance, Ermator includes schedules in all product manuals. Also, when a customer goes to Ermator’s website to register a purchase, a three-year extended warranty automatically goes into effect on the product.

Kelsey calls his company’s 200-plus distributors, who are extensively trained to offer trouble-shooting and maintenance assistance, the “first line of defense for the end-user.” Ermator also has a 24/7 technical hotline customers can call for assistance.

And while Sase offers six formal training classes per year at its Knoxville, Tennessee, facility on grinding and polishing concrete floors, it also has 22 staffers available around the country to visit job sites for training on all equipment and containment vacuums it sells and manufactures.

“Some things in our industry simply can’t be taught in a classroom,” says Turek.

Currently, Dustless offers a video library of training programs on its equipment and in 2017 will launch “Dustless University,” a training and education program. Courses will cover product reviews, equipment training, operational tips and OSHA compliance, Vain says. Under the Dustless University program, the company will also conduct and host webinars and compile a library of industry resource materials, all to be available on the company’s website.

“We’re excited about what this program could mean for our customers in the future,” Vain adds. 

New OSHA Silica Rule Now in Place

The Occupational Safety and Health Administration (OSHA) has instituted a comprehensive new silica rule, effective June 23, which will be phased in among various industries through June 23, 2018.

Its purpose is to curb the incidence of silicosis, a disabling and sometimes fatal lung disease in workers exposed for long periods of time to elevated levels of respirable crystalline silica (RCS). OSHA estimates about 2.3 million workers in general industry, maritime and construction may be affected by RCS, including those who work with concrete products. RCS is often referred to as the new ‘Black Lung’ disease.

The construction industry has until June 23, 2017, to comply with most of the new regulations and general industry has one additional year to comply.

The OSHA regulation cuts permissible exposure limit (PEL) to 50 micrograms per cubic meter of air averaged over an eight-hour shift for workers in all industries. This is about half the previous level for general industry and about one-fifth the PEL in construction. Also, employers in general industry now must measure silica levels if their workers may be exposed at or above 25 micrograms per cubic meter.

OSHA’s regulation also outlines requirements for exposure assessment, methods for controlling exposure, respiratory protection, medical surveillance, hazard communication and training, and recordkeeping. In the construction industry, employers have two alternatives to control worker exposure: choose an approved dust control method or measure workers’ exposure and then develop dust controls based on exposure results.

OSHA estimates that the new regulation will save more than 600 lives and prevent more than 900 new cases of silicosis a year.

When announcing the rule in March, OSHA Chief David Michaels said, “Today, we are taking action to bring worker protections into the 21st century in ways that are feasible and economical for employers to implement.”

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Environmental Issues Can Impact Exterior Acid-Stain Projects

by Chris Sullivan

ACID-STAINED concrete has been popular for decades. The process of acid staining is well documented, as are the key precautionary items to look for before and during application. When I first started troubleshooting decorative concrete problems around 2001, I got a lot of calls involving acid stains. Today, I might get these calls a few times a year. Thanks to real-world experience, continuing education and better specifications, issues with acid stains have been greatly reduced. This is a testament that the industry better understands the products and process, and is using stain systems in the proper places.

When someone asked for my input on this acid-stain issue, I was immediately intrigued. The size and issues made this project interesting, although the installer and homeowner would probably have a different adjective to describe it.

The project's parameters

This project consists of a 6,000-square-foot, smooth-finished concrete driveway



The lawn surrounding the driveway was saturated, leading to moisture issues under the acid-stained driveway.



Moisture from irrigation in the raised planter beds next to the driveway created both surface and subsurface hazing and whitening on the acid-stained driveway.

Photos courtesy of Chris Sullivan

with jointed 14-inch bands running the length of all sides. The center sections were acid stained a medium brown color while the outside bands were stained a dark brown. The entire driveway was sealed with a solvent-based acrylic sealer. The homeowner was looking for marbled terracotta and brown colors on the driveway to match the home's Spanish motif. Acid stain is a viable option to achieve this result.

The driveway runs the length of the east side of the house and includes a half-circle turn-around in the front, as well as a parking and turn-around area in back by the garages. All sides of the driveway, except the far back side, are bordered by irrigated landscaping and/or lawn.

The application went smoothly, and the stain and sealer performed well for many months. It was only after a wet spring that white haze and discoloration started showing up. The hazy areas were more prevalent around the joints and dark borders, but they eventually spread across the entire driveway.

To the installer's credit, he returned to solvent-wipe and eventually strip and reapply the sealer multiple times. Each time,

the driveway looked good for a few weeks, only to have the discoloration return. When I saw the driveway this past spring, the haze and discoloration presented the classic signs of moisture trapped under the sealer.

The question is why?

I understand why the issue occurs after heavy rains, but why does it reoccur after stripping, drying and resealing, especially during the hot dry summer and arid winter months this region experiences?

Deciphering the conditions

Our conclusion involved the influence of both man-made and natural environmental conditions. The home sits on a lot at the bottom of a gradual hill to the east and a small recreational fishing pond to the west. When I was there, I noticed that all the water from irrigation systems from the homes up the hill to the east ran down the hill and ended up in storm drains in front of our driveway. The hillside itself and the grass at the bottom of the hill were also wet.

The home is in an upscale neighborhood, with very nicely manicured lawns and ample landscaping. While not out of the

ordinary, the landscaping and irrigation in planting beds between the house and the driveway were somewhat unique. As mentioned earlier, the driveway was surrounded by irrigated planting beds and/or irrigated grass lawns.

I was at the job site midday in late April, and the ground around the driveway was soaking wet from the nearby irrigation and from water flowing downhill. We concluded that it took a few months, but heavy rains had saturated the ground. The location, at the bottom of the hill and next to a pond, combined with a tremendous man-made irrigation system surrounding the driveway, was causing the moisture issue. The fact that the moisture problem started on the edges and worked its way in supports this hypothesis.

In my opinion, and based on the multiple unsuccessful attempts of stripping and resealing, a film-forming sealer isn't going to work on this driveway if nothing changes in regard to irrigation and ground-water levels. I recommend a moisture test and probably switching to a penetrating sealer.

Another option is adding drainage alongside the driveway to carry excess water

away from the concrete. However, there's no guarantee this will solve the problem.

Hindsight is 20/20 and Monday morning quarterbacking is part of this job, so let's break down some of the key points.

Dark colors will show more contamination than light ones. This outcome needs to be discussed upfront.

Stained exterior work requires a higher degree of client expectation management. Extreme color variations, different surface profiles, sealer breathability issues and extra maintenance are just a few things clients can expect to encounter.

Natural environment is something I didn't pay much attention to, but now tops my list. Water drainage from surrounding areas, and the natural layout of the land, should be on the pre-job check list. A lot at the bottom of a hill where water naturally flows to may need additional drainage.

Man-made environmental issues, such as irrigation and drainage, must be considered. The desire for lush lawns, flowers and plants, especially in arid climates, creates an unnatural level of moisture in the ground. Concrete is somewhat of a sponge, and water will always take the path of least

resistance. The process of osmosis (moving fluids from high to low concentrations across a permeable substrate) as well as capillary action (flow of a liquid into a porous material without the assistance of gravity) will move water great distances through concrete. In this case almost all sides of the concrete were in constant contact with water-saturated ground that migrated through the slab by one or both of these processes.

I want to share this problem job not to draw attention to the problem itself, but rather educate and encourage those reading to look beyond the ordinary checklist in the hope of avoiding potential issues in similar situations. 📱

Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. He has led seminars and product demonstrations throughout North America. Chris was inducted into the Decorative Concrete Hall of Fame at the 2015 Concrete Decor Show. Reach him at questions@concretedecor.net.

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Feel the Heat

Make safety a priority on the job site

by Phu Nguyen, CSP

FOR years I've enjoyed learning from the pages of *Concrete Decor*. The pictures of amazing design and craftsmanship, detailed techniques, new products and sound advice on how to improve business have all helped me stay connected to the decorative concrete industry.

So, it was with great anticipation that I packed up my 2001 Ford Escape, promised my kids I'd bring them back something cool (concrete Star Wars figures courtesy of Blueconcrete) and headed to the 2015 Concrete Decor Show in Indianapolis to take part in some very hands-on workshops. That first morning, I was welcomed by a tight-knit community of people from around the world who shared my passion for concrete. I felt an instant connection to this diverse group . . . until.

Until someone asked, "What do you do?"

And I replied, "I'm a construction safety consultant," which is true, but I also do concrete on the side.

"Safety?" he repeated, as he slightly tilted his head. "Oh . . ." I got this same reaction from others and realized I was probably an



Wearing hats and light-colored clothing can help reduce the risk of heat-related illnesses.

Photo by Aaron Oldham

anomaly in this crowd. Then I met Mark, part of the *Concrete Decor* team and friend of Bent Mikkelsen's, the magazine publisher and show organizer. Mark said Bent was

interested in improving safety at the show and introduced me.

Bent reached out to me after the show and told me he wanted the Concrete Decor Show to provide a world-class experience for everyone and planned on promoting safety from here on out. That's when it hit me! Despite all the articles I had read in *Concrete Decor* (and numerous other trade magazines) on how to improve specific skills or increase business, I hadn't seen any that focused specifically on incorporating safety into the work process.

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Queries Welcome

To make this column relevant and beneficial, we need your input and feedback. What do you want to know? What would help you the most? What has worked for you? What lessons have you learned that you'd like to share? Please send your comments and questions to safetyatwork@concretedecor.net.

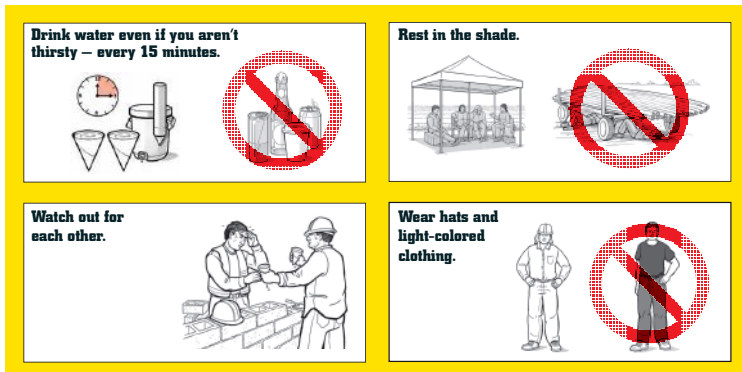


Image courtesy of the Occupational Safety and Health Administration

A safe investment

Over the past 10 years of being a safety professional, I've met many hard-working people who are confused, concerned or just plain irritated over the topic of safety. They agree they don't want anyone to get hurt but many don't know how to go about it or who to ask about what is required. Many justify risky behavior because it's how they've always done it.

As I begin to share my thoughts in these pages, I hope to become a positive resource to help you understand the sometimes mysterious and often misunderstood world of safety.

One of the biggest topics in safety and health right now involves the Occupational Safety & Health Administration and its recent regulations on crystalline silica. This topic deserves a full article to explain what's required and how construction employers can comply with the rules by June 23, 2017. In the meantime, for more information visit www.osha.gov/silica or read the brief recap on page 40.

This new standard is on top of the many other job site requirements such as having a written accident prevention program, wearing suitable personal protective equipment (PPE), ladder usage, fall protection, scaffolding, traffic control, electricity and — let's not forget as we get closer to the show in San Diego — heat awareness.

The summer heat is pretty unavoidable in the concrete world and educating the workforce on its effects is often our only defense.

The heat goes on

Several factors can put a person at a greater risk of heat-related illnesses: not being used to working in the heat (acclimatization),

Meet the Author

Met Phu Nguyen in San Diego at the Concrete Decor Show, Sept. 25-29, where he'll serve as a resource for the hands-on workshops at the nonprofit Bannister Family House, a home-away-from-home facility for families with relatives being treated at UC San Diego Health medical center. Nguyen will also be teaching a class titled "How to Improve Safety on the Job from Start to Finish" at the show.

Individuals and classes who practice safe work habits during workshops will be awarded free admission passes that can be used during the week. Additional prizes will be awarded onsite to maintain a fun and positive learning environment during workshop hours.



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being overweight or not physically fit for the job, wearing heavy or dark clothing, and use of alcohol, drugs or medication, just to name a few. These factors coupled with a high heat index can lead to heat rash, heat cramps, heat exhaustion or, the most serious, heat stroke.

Most people who have recently died from heat stroke were in their first few days on the job or working during a heat wave. This is why an acclimatization program is recommended. This gradually increases the workload and heat exposure over the course of a week or two for new employees or employees who have been away from work for four or more days.

It's important for all employees to know how to identify signs of heat-related illness and know how to respond. Symptoms of heat exhaustion include:

- Headache
- Irritability
- Heavy sweating
- Weakness
- Nausea
- Dizziness
- Vomiting
- Elevated body temperature
- Fainting

Workers showing signs of heat exhaustion should be taken to a cooler/shady area, given

sips of water and cooled down. Cooling down can be done by loosening clothing and applying cold compresses or wet cloths to pulse areas (neck, wrists, temples, inside elbows/knees, groin area). Medical attention is needed if symptoms worsen or do not improve within 60 minutes.

Symptoms of heat stroke, which is a severe medical emergency, include:

- Hot, dry skin
- Confusion
- Slurred speech
- Loss of consciousness
- Seizures
- Elevated body temperature (above 104 degrees F)

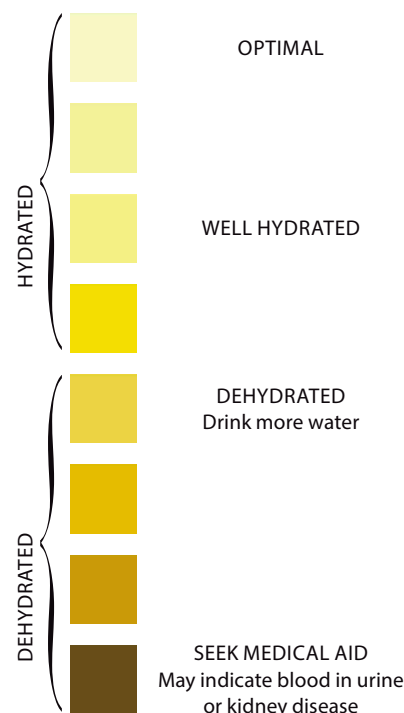
If heat stroke is suspected, call 911. Get the worker to a cooler/shady area and begin to quickly cool the body down by soaking clothing with cool water or, if possible, an ice bath. Circulate air to speed cooling.

The best method to avoid heat-related illness is prevention, such as wearing light-colored loose-fitting clothing, having regularly scheduled breaks, drinking water even if not thirsty (one cup every 15 to 20 minutes is recommended), acclimatizing workers and adjusting work hours to avoid the intense midday heat. Ingesting

electrolyte powders like the ones endurance athletes use is also beneficial.

One of the easiest ways to determine your level of hydration is to consult a urine color chart. Use the provided chart to help determine your level of hydration and perhaps add some humor to your safety discussion.

Urine Color Chart (not for clinical use)



A urine color chart can help you determine if you're drinking enough fluids to remain properly hydrated.

For additional resources to help with your heat awareness training, scan the QR code to access OSHA's "Water. Rest. Shade." info. There you can download the Heat Safety Tool app or get the Heat Safety Training Kit in English or Spanish. For additional information, visit www.osha.gov/heat.



Phu Nguyen is a certified safety professional who studied concrete technology in college, has a degree in construction management and has been involved with construction safety education for the past 10 years. This column is a resource to help readers understand safety and health requirements. It isn't intended to be legal advice or a substitute for help from a safety professional or your area's OSHA consultation program.



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Circle Reader Service Number 11

The Polishing Consultant Dealing with Delaminations

Trapped air and water are usually the root of the problem

by David Stephenson

CONCRETE placement is never easy, with many variables such as wind, sun, ambient temperature and humidity to consider as they all affect each pour. The mix design and consideration of the actual makeup of the concrete and possible additives are just as important. In today's world, ready-mix suppliers tweak the mix designs in thousands of small ways with additives to assist the placement and offset some of these considerations. Sometimes these modifications have unintended consequences.

Over the last couple of years, I've noticed a disturbing trend of delamination (a separation of the layers) occurring on slab placements. When discussing concrete, this usually occurs when the paste layer at the surface separates, causing a thin layer of concrete that's not bonded to the body of the slab.

Two main culprits

As you can imagine this separation can cause a lot of problems. Before we discuss preparation and repair, it's important you understand the two main causes for delamination.

Delamination in concrete is often caused by a high air content that becomes trapped by a tight power-troweled finish on the surface. The tight finish allows small air bubbles to get trapped. When they become trapped, they combine to make larger bubbles.

These bubbles push the closed surface up as air tries to escape the top of the concrete slab. Later, these raised blisters harden and then break with traffic. This type of delamination is usually seen in nickel- or quarter-size areas but they can be larger. The largest area of wholesale delamination caused by air that I've seen is about two-feet square.

The second main cause for delamination is trapped bleed water. As concrete sets, it forces water out of the mix. When a vapor barrier is placed under a slab, the water escapes out of the top.

Sometimes, especially in cool



This is what delamination looks like before it's repaired.

Photo by David Stephenson

temperatures or when the slab is under roof with walls in place, the concrete set takes an extended amount of time. I've seen instances where the concrete placement subcontractors sit around for hours waiting on the bleed water release to complete so they can trowel the concrete. When the subs are tired of waiting, they occasionally start the troweling process without allowing the bleed water to fully come out of the slab.

When this happens, similar to the air issue, the bleed water becomes trapped under the tight troweled surface paste. Small pockets of water join to make larger areas where the water pushes against the surface paste and creates blisters. Over time, the water evaporates or relocates in the slab structure leaving empty blisters. These blisters eventually break from traffic or maintenance and a delamination becomes evident.

All flooring types affected

Delaminations cause issues with any flooring option. Although the problem is quickest to be noticed on polished and

decorative concrete flooring, delaminations also cause separation of the manufactured material from the slab body with tile, VCT or VLT.

I was on a project the other week where as we were walking across the store, the architect's toe caught a tile and it went skittering across the floor. When we picked it up, the tile was bonded well to the concrete, but the concrete paste layer came off and was stuck to the tile itself.

Under carpet, the concrete breaks up and causes lumps that wear faster in isolated spots. Delamination is a major issue under resinous coatings as the delaminations split the topcoat and open pathways for moisture intrusion that cause rapid separation of sections much larger than the original delamination. It is extremely important to remove delaminations prior to the installation of any finished flooring.

Several ways to go

So the question is: "How do we remove delaminations?" The first thing you need



Here's a profile of a delaminated area after the shaver removal.



This is that same delamination area after the repair.

to do is determine the depth of the delamination. Issues caused by a high air content are generally very shallow with an average depth of 1/16 to 1/4 inch. Issues caused by bleed water entrapment can be deeper, with delaminations occurring up to 1/2 inch deep.

The concrete prep can be done using one of several potential methods. If the delaminations are shallow enough, a deep grind (using low-grit diamond grinding tooling on a large concrete grinder) will remove the delamination and bring the floor to a solid substrate. This is by far the easiest and most cost-effective option. Grinding through the delaminations will generally expose large aggregate which can provide a beautiful finish in itself.

The next step in progressive floor prep would be to use bush-hammer tooling on the large concrete grinders. All the major machinery manufacturers offer a version of bush-hammer tooling.



Bush hammer tooling was originally designed to remove coatings or overlays but it also works extremely well as a floor prep tool.

Photo courtesy of Diamatic

This tooling was originally designed to remove coatings or overlays but it also works extremely well as a floor prep tool. This process generally costs more than standard grinding because additional grinding steps must be completed to remove the rough surface profile.


Shot blasting is an option but the user should be aware of the slow processing time and extremely aggressive profile that will remain. This fix is limited by the size of the shot portal on the machinery. A 6- to

10-inch-wide profile is standard so with thin passes it can take quite a while to prepare a large area.


The most aggressive option for prep would be a scarifier or shaver. These tools can be set to remove extremely large amounts of concrete. However, they leave an aggressive grooved profile in the concrete that will usually need to be ground down to provide a smoother surface profile.


No matter which option you choose for removal, it's important to remember that without the proper floor preparation and removal, delaminations will cause ongoing issues for the life of the building. All or most of the delamination areas must be remediated to provide a sound substrate. The time necessary and the disposal involved with removing large amounts of concrete with a remediation process are important considerations.

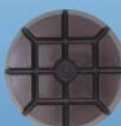
Repairs are manageable




With a good plan, repairs of this type are manageable and can provide good results. While no one ever wants to have a situation arise where repairs of this type are necessary, understanding the problem as well as the potential repair options allows for a much better resolution to issues of delamination. 

David Stephenson owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at david@polishedconsultants.com. David will be a presenter at the 2016 Concrete Decor Show in San Diego. For more information, see the special insert in this issue.










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The Elements of Style for Contractors

It's a Wrap

Concrete artisan reflects on series focused on design elements

by Gaye Goodman

THIS represents the last column in my design-focused series, “The Elements of Style for Contractors.” Before I bid you all good-bye, I’ll summarize the main points. *Concrete Decor* posts complete archives of past issues, so you can check out the topics of the previous 10 articles.

Composition leads off

The series kicked off in January 2015 when I described the five composition ‘tools’ concrete artisans should have in their tool kits — Line, Shape, Value, Color and Texture. The first thing designers should consider is the shape of the given work space and how to divide the space to create a striking and balanced composition.

Quick thumbnail sketches often help you brainstorm ideas. A good composition will have an interesting division of space and a focal point which provides emphasis and detail. A logo or design plopped dead center in a floor is the most common but *static* design possible. By now you should be able to come up with better.

The most important quality of a design

is *unity* or cohesion — the details should synchronize with each other so your creation looks and feels harmonious. This might be done by repeating a stamped texture which is finer in the border areas, or with a repetition of curved lines and shadows that set up a rhythm across the whole space.

This is the office restroom designed by and for Bay Design in Waltham, Massachusetts (*above left*). The original idea for the glass fiber reinforced concrete mold used was a pile of stacked boards seen from the side. The designer held to one simple integral color with no speckling or texture, which creates unity.

It becomes something more than an imitation, as changes in lighting create rhythm and movement from the shadows cast. It’s always a great idea to let the building medium do what it does best. GFRC can be molded so it casts shadows in bas-relief. It’s light and easy to combine in sections large enough so that the repeats are not obvious. A good design like this will often appear obvious and simple — once someone else has done it!

Lines and shapes

In subsequent articles I focused on each element in our tool kit. Young artists all learn to draw using line-making tools such as pencil or charcoal. They soon find that a few diagonal lines can express movement, when the lines are drawn with force and repetition. I used examples of drawings from art history. Since concrete is by nature three dimensional, it’s tricky to find examples of the use of line alone, but Brandon Gore’s famous “Erosion Sink” comes to mind.

A few lines linked together create a shape. In good design, the form can express function, like this textile company’s building in Munich, Germany (*above right*). The architect, Kurt Tillich, designed it to look like a folding cube of creased fabric. Depending on weather and time of day, the facade continuously changes in character.

Tillich kept color and texture to a bare minimum and varied just the thickness of the panels (unseen) and the width of the dark joints between them. This puts the emphasis on line and shape. By only using

two elements out of five, the old saying “less is more” is proved true — artisans can make a stronger impact without using every element in their arsenal.

In the article “From Shape into Style,” I illustrated two kinds of shapes — geometric versus organic — and how their use in art morphed radically from the 18th century to the present. In July, we thought more about how to achieve visual balance in a composition, using black-and-white shaped mock-ups from Shirl Brainard’s useful book, “A Design Manual.”

Achieving balance

Formal bilateral symmetry is most common among concrete artisans, but I found a few good examples of asymmetrical design in concrete (most of which happened to be done by artists who turned to concrete later in their careers). I showed examples of approximate symmetry and how even random shapes can be placed to give a feeling of balanced weight.

Photo courtesy of Richard Winget



This wall (*above*) by Richard Winget of Authentic Environments in California shows an asymmetrical shape with a variety of line and movement that still appears harmonious.

In September 2015, I introduced the range of white-to-black swatches that artists call the “value scale.” Another way to create unity in a design is to work within a close range of values, greatly varying shapes and lines to create emphasis. A fine example of this are David Seil’s relief murals, such as

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Photo courtesy of David Sells

this one (*above*) on the potter's studio wall at Black Mountain Center for the Arts.

The depths of color

Next came two articles on my favorite topic — color. I even supplied full instructions on how to make a color wheel using acrylic art paints in three primary colors. This is an eye-opening exercise for anyone wondering how color mixing works with pigments.

In “Color is Amoral,” I stressed that a given color may look completely different (or almost invisible) depending on the surrounding color. Floor or countertop colors may even appear to be changed by lighting and wall colors which are only in your peripheral vision, so be careful! I related a few anecdotes on how areas of unstained gray concrete can appear as lavender or yellow once they’re surrounded by their complements. This is an illusion, but one you may have to cope with.

The easiest way to create harmony when a client forces you to use random colors you don’t want to combine is to surround them with charcoal gray or black, and choose one predominant color with the others as tiny accents. This polished wall panel with exposed aggregate (*right*) done by Fenix Construction out of Missouri at the St. Louis Art Museum is a good example of this technique. There is so much charcoal and black in this wall that the surrounding matrix subsumes and enhances any random-colored pebble in the mix.

Texture and contrast

Texture is intrinsic to concrete and everyone placing it works daily with stamps, brooms or polishers. As a stainer, I’m more fascinated by

the range of simulated textures you can achieve on a flat indoor slab using patterning materials scattered across a damp stain and removed during the cleaning phase.

Concrete polishers have also been discovering great effects using inlays and cross-sections of everything from gears and shells to bottles and cans. Perhaps this encapsulation of things recycled from the junkyard might even count as “green” points.

In “Dynamic Contrast,” I compared the color and texture scales we use to the dynamics of timbre and loudness in a musical composition. We experience music gradually across time, and we experience a large room in much the same way as we walk through it. We can orchestrate contrasts between rough and smooth, dark and light, curvaceous and boxy — if we learn to tune into them via conscious attention.

Every concrete artisan has had at least one revealing trial or mistake which may have resulted in a whole new artistic direction. Jazz musicians who squeak out the wrong note during improvisation simply repeat it several times in the next few measures to decorate the tune with it, which is why some claim “there are no mistakes in music.”

Dream on

In closing, I hope my Elements of Style series has been the catalyst for a few more of your conscious experiments and insights. My dream is to make a documentary video along these lines, but that’s still on the drawing board. Thanks for your interest and comments. 📷

Gaye Goodman is an artist who fell in love with acid staining 20 years ago. She and her company, based in the high desert of New Mexico, work on decorative projects across the Southwest. Contact her or see training materials on staining at www.gayegoodman.com.

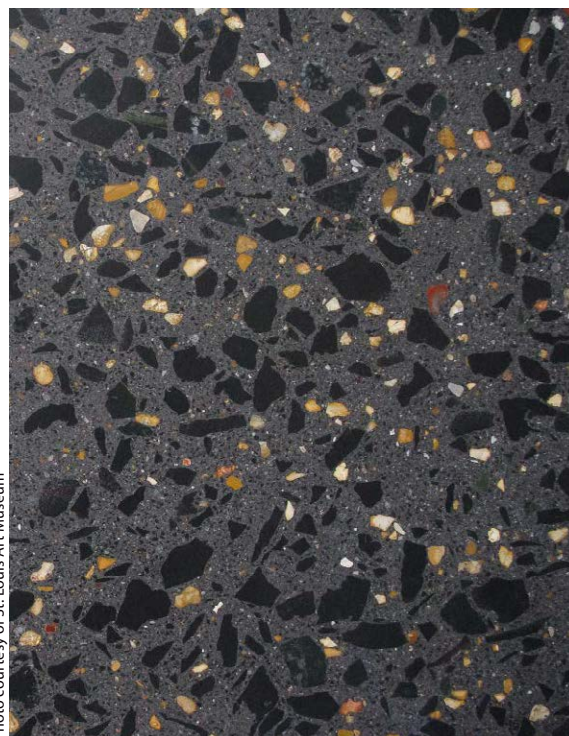


Photo courtesy of St. Louis Art Museum

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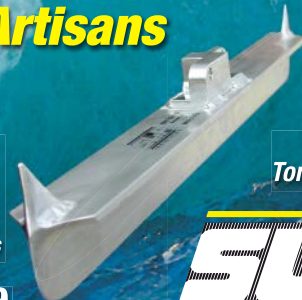
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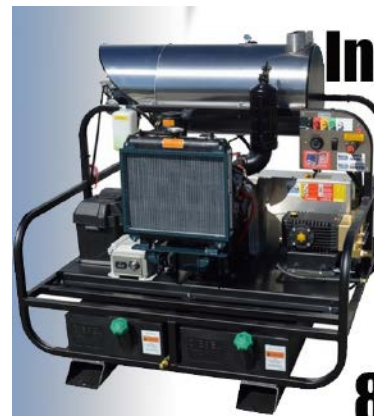


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Bellissimo!

by Vanessa Salvia

IN 2015, homeowners who had traveled throughout Italy contacted Darryl Bates of Excalibur Surfaces in Simi Valley, California, about wanting Old World-style concrete countertops that looked like the Italian granite they had admired on their trip. Using products purchased through StoneCrete's Ashby System, Excalibur delivered 52 square feet and 1,660 pounds of beautiful 2-inch-thick countertops in three sections that look as if they were hewn from a cliff.

"This job was a challenge from the word go," says Bates, whose company also serves as the Western division of Florida-based Xtreme Polishing Systems. Together with his nephew, Cody Bates, and Jeff Schaffer,



the team created marbled effects using colored pigment powder in San Diego Buff and Palomino, with graphite added to the grout, providing the darker color on the edges and the finished surfaces. For this project, as well as for most of his others, Darryl Bates created the edging mold.

"Grout was applied three different times,

as I couldn't easily find the balance between perfect or too dark, so I would remove a lot of each initial grouting until I was satisfied," he says. "Also, the homeowners wanted some color to the grout in random places, so even though it's not easily noticeable there are subtle colors throughout."

Grouting alone was about 20 hours of labor. First the work was primed, then sealed with a spray sealer and twice more after that with a satin sealer. "That gives it the lustrous look without being glossy," Bates says.

Marbleizing powder was applied to the bottom of the mold, prior to pouring. "If done right, this leaves you with a veining/textured surface when demolded and flipped, to apply grout to. It really does add a level of character to it that looks like marble," he says.

"The marbleizing is what's neat. It's like you're throwing flour — it's a powder that you toss to let it spread across the bottom of your mold. We really love art and we really want to be considered artists rather than installers and fabricators."

www.excalibursurfaces.com

www.xtremepolishingsystems.com



Photos courtesy of Empire Media Group

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WHAT'S HAPPENING AT THE CONCRETE DECOR SHOW

The sun promises to shine brightly on the seventh annual Concrete Decor Show as it heads to San Diego Sept. 25-29 where it's setting up shop at the Town and Country Resort & Convention Center. The resort is both the headquarters hotel and exhibit center where suppliers and manufacturers will staff booths during the show. Most educational offerings will take place there, with the exception of workshops held nearby at the Bannister Family House, a facility on the UC San Diego Health Medical Center campus that houses relatives of acute-care patients.

A three-day general admission pass — which includes tickets to the Welcome Reception — is \$10 through Aug. 17, \$25 from Aug. 18 – Sept. 24 and \$35 at the door. Courses and special events are priced individually.



What are you waiting for? Register today at ConcreteDecorShow.com!

Town and Country Resort & Convention Center

500 Hotel Circle North
San Diego, CA 92108

Reservations: (800) 772-8527
Main: (619) 291-7131

Register by calling and mentioning the Concrete Decor Show. Group rate deadline: Sept. 1

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**DECORATIVE CONCRETE
COMPETITION**

SCHEDULE AT A GLANCE

Hands-on Workshops, Bannister Family House

Sunday – Monday, Sept. 25 – 26, 8 a.m. – 5 p.m.

UC San Diego Health Medical Center Campus
See "Community Service Project" for details.

Paint Decor Annex Workshops

Sunday – Thursday, Sept. 25 – 29, 8 a.m. – 5 p.m.

The 2016 show will once again include the Paint Decor Annex, offering exhibits, demonstrations and workshops devoted to decorative painting and faux finishing techniques that can be used on floors, furniture, walls or ceilings. Concrete artisans can take advantage of these paint-related offerings to improve their skills and expand their decorative offerings to their customers. Although decorative concrete and decorative painting are two different animals, combining the two create a synergy that's unstoppable.

Certifications and Seminars

Monday – Thursday, Sept. 26 – 29

Town and Country Convention Center
Sign up at www.ConcreteDecorShow.com.

Concrete Business Boot Camp

Monday, Sept. 26, 8 a.m. – 5:30 p.m.

All-day session devoted to helping concrete businesses elevate their bottom line. Sign up at www.ConcreteDecorShow.com.

Daily Devotion

Monday – Wednesday, Sept. 26 – 28, 6 – 7 a.m.

All are welcome to join colleagues in a fellowship session dedicated to strengthening spirituality and beginning each day with a positive attitude.



BRAWL IN THE FALL

Decorative Concrete Competition

A real crowd pleaser, this decorative concrete competition features eight teams of some of the most innovative concrete artisans in the world who wield trowels and tools for prizes and the 2016 title.

The competition gets underway Tuesday, Sept. 26, as the contestants build their entries for all to see on the convention floor.

Winners announced Thursday.

HOSTED BY



Hall of Fame Dinner

Monday, Sept. 26, 7 p.m.

The Concrete Decor Show honors its 2016 Hall of Fame inductees. Ticket required to attend. Sign up at www.ConcreteDecorShow.com.

Welcome Reception

FuTung Cheng, keynote speaker

Tuesday, Sept. 27, 5:30 p.m.

Town and Country Resort & Convention Center
Join us for refreshments and hors d'oeuvres at the seventh annual Concrete Decor Show. Concrete guru Cheng will discuss his concrete challenges, branding successes and contributions to the growth of the decorative and architectural concrete industry.

Distributor Luncheon

Bent Mikkelsen, publisher of Concrete Decor and the show's promoter, keynote speaker

Wednesday, Sept. 28, noon – 1:45 p.m.

In his address, "Big Data Means Big Profits," Mikkelsen will talk about powerful new ways to gather information on customers and prospects that translate into more money in the till. Ticket required. Sign up at www.ConcreteDecorShow.com.

Women in Decorative Concrete Reception

Wednesday, Sept. 28, 5:30 – 6:30 p.m.

Treat yourself to a girls' night icebreaker where ladies from around the globe get together and share their insights about the concrete construction marketplace. The atmosphere is unpretentious, relaxed and casual and the camaraderie is contagious. Ticket required. Sign up at www.ConcreteDecorShow.com.

Elevate Your Bottom Line

Sign up for Concrete Business Boot Camp today

This year, the Concrete Decor Show has recharged its educational lineup with a full day of courses designed to help you reboot your business and get it into shape for today's competitive market. Concrete Business Boot Camp, which includes breakfast and lunch as part of its perks, will feature keynote motivational speaker Peg Eddy with Creative Capital Management Inc. who will discuss how to survive the daily challenge of working with your spouse and other family members (while still feeling the love).

Other topics on the agenda include solid ideas on how you can improve your marketing program, your social media interactions and your SEO techniques (that's search engine optimization for those not up on their acronyms). Plus,

we've got sessions that will cover how to best collect on delinquent bills, job costing and accounting, and the merits of implementing a mobile time and attendance system.

With custom-created courses made for you and your peers, you'll gather valuable data during class and also have ample time to try out your networking skills with some of the most successful people in the industry during breakfast, lunch and break sessions.

Cost for the full-day course, which includes breakfast and lunch, is \$270 through Aug. 17, \$340 from Aug. 17 – Sept. 22 and \$520 on-site. Classes in this package cannot be purchased individually.

Concrete Business Boot Camp: Elevate Your Bottom Line MC107C

Working with the Ones You Love (Most of the Time)

Peg Eddy, CCMi

Monday, Sept. 26, 8:45 a.m. – 9:45 a.m.

If family members work in your business, this presentation will provide practical advice to improve family communication and create a more pleasant environment at work and at home. This fast-paced and humorous session will include "tales from the trenches," true challenges and solutions other family business owners and their kin have experienced while operating and growing their business. Ownership and management succession strategies will be interwoven as well. Bring your family members with you to be informed, inspired, educated and entertained!

Job Costing & Accounting

Robert Scherer, TAG

Monday, Sept. 26, 10 a.m. – 11 a.m.

Increase Site Traffic with Solid Content Marketing

Mark & Rebecca Donaldson, Ideas Media

Monday, Sept. 26, 11:15 a.m. – 12:15 p.m.

In this class, participants will learn how to develop and implement content strategy to increase ranking, traffic and overall leads to their websites. This includes determining effective keywords for your business, and planning and writing content based on those keywords. The instructor will explain how you can make blogs, news items, webpage articles, press releases, case studies and project examples work to better your business and the role each one can play in a successful program.

Create Efficiency in Your Business with a Mobile Time and Attendance System

Doug Brady, busybusy

Monday, Sept. 26, 12:45 p.m. – 1:45 p.m.

Get Down to Business with Social Media

Mark & Rebecca Donaldson, Ideas Media

Monday, Sept. 26, 2 p.m. – 3 p.m.

Learn how to effectively use social media to build a client base through regular postings, interactions and relationship-building techniques. This class will cover how to use Facebook advertising to generate leads. It will also reveal the best ways to post photos on social media platforms to help you build your brand.

Help Me, Help You

Chris Dawson, VeriCore

Monday, Sept. 26, 3:15 p.m. – 4:15 p.m.

In this session, Chris Dawson will reveal how you can minimize your need for collection services and maximize your return when you do. You'll learn how to recognize the symptoms of a debtor and how to properly handle various situations. You'll also learn why good credit applications are a must if you want to run a successful business and the importance of agency licensing.

Search Engine Optimization: The Core of Your Online Marketing Program

Mark & Rebecca Donaldson, Ideas Media

Monday, Sept. 26, 4:30 p.m. – 5:30 p.m.

Looking to learn the SEO process to build and optimize a website for best online performance? This is a class you don't want to miss! Instructors will explain how content, meta tags, H1 titles, backlinks and the best use of photos will improve your website's ranking with Google and other search engines. Best of all, you'll learn the difference between paid and organic searches and which one is right for you. You'll also get tips on how to make your site mobile friendly and responsive.

Register today at www.ConcreteDecorShow.com

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CONCRETE DECOR SHOW SEMINARS

BUSINESS STRATEGIES

How to Improve Safety on the Job from Start to Finish TC112S

Phu Nguyen, Certified Safety Professional

Tuesday, Sept. 27, 11 a.m. – 12:45 p.m.

This course will focus on how to implement safety in the world of concrete and decorative concrete. It will cover common OSHA requirements, the benefits of investing in safety, and the importance of planning, preparation, and training. A question-and-answer session will be held at the end of the session.

Protecting Your Techniques, Your Brand and Your Design TC133S

Chen Wang, American Intellectual Property Law Association

Sarah Knight, Talem IP Law

Tuesday, Sept. 27, 2 p.m. – 3:45 p.m.

Intellectual property attorneys Chen Wang and Sarah Knight will present what you really need to know about intellectual property and provide insights into how to leverage that understanding into best practices for protecting your special techniques and designs. Students will gain an understanding of various types of intellectual property, what they protect and their relative costs. They will also discover creative methods to protect designs and innovations, and learn about risks and rewards of protecting or failing to protect your brand, techniques and designs.

Emerging Trends in Decorative Concrete WC145S

Chris Sullivan, ChemSystems Inc.

Wednesday, Sept. 28, 11 a.m. – 12:45 p.m.

Market awareness and knowing what potential customers and clients are looking for are critical to your business success. This presentation will discuss current decorative concrete trends regarding color, design, finishes and products for all of the major decorative concrete market segments. Award-winning projects from around the country will be used as case studies, and the instructor will provide insights and tips from the installers. This presentation will also cover current trends in how to successfully sell and market decorative concrete to the end-user. Trends in current problems and troubleshooting techniques also will be discussed.

COATINGS

Selecting Sealers for Decorative Concrete WC242S

Chris Sullivan, ChemSystems Inc.

Wednesday, Sept. 28, 8 a.m. – 9:45 a.m.

Selecting the right sealer can make the difference in customer satisfaction. Planning for the long-term protection and maintenance of finished concrete surfaces should be a critical part of any project's design and placement process. As part of this plan, sealers are often applied as a protective layer. However, they also intensify colors, accent textures and produce finishes ranging from matte to high gloss. This seminar will explain the different concrete sealer options, provide a basic understanding of their makeup, explore the pros and cons of each, and present guidelines for sealer selection. It will also cover application methods and troubleshooting.

High-Performance Coatings for Industrial and Decorative Concrete HC251S

Steven Reinstadtler, Covestro

Thursday, Sept. 29, 8 a.m. – 9:45 a.m.

The history and basic science behind modern polyurethane and polyaspartic floor coatings will be explored, in particular, high-performance coatings and sealers based on 1K and 2K polyurethane, 2K polyaspartic and 1K waterborne UV-cured resins. These sustainable coatings and sealers comply with green building standards, offer excellent color and gloss retention, and resist abrasions, scratches and chemicals. Attendees will leave with an understanding of desired traits, surface prep and proper application associated with these coating technologies, safe-use and handling requirements, and a variety of end-use applications. Case studies, both new and many years old will be discussed.

Courses are still being added. Please check online for the latest information.

COUNTERTOPS & CAST CONCRETE

Step-by-Step Instructions for Creating GFRC WC346S

Jeff Girard, The Concrete Countertop Institute

Wednesday, Sept. 28, 11 a.m. – 12:45 p.m.

Glass-fiber reinforced concrete is the latest technology in high-performance, lightweight concrete countertops and 3-D creations. This class will cover step-by-step details to create countertops, sinks, fire pits and more. Learn a from-scratch GFRC mix design, plus understand how the ingredients work together to create a high-performance product.

HARDSCAPING & VERTICAL APPLICATIONS

Divide and Conquer: Outdoor Room Design, Deck and Patio Sizing TC446S

Scott Cohen, Green Scene Landscaping & Pools

Tuesday, Sept. 27, 8 a.m. – 9:45 a.m.

Grow your business by designing the entire backyard with the right-sized rooms and pathways. In this class, you'll learn to analyze site conditions to create a working plan to best accommodate entertaining lifestyles that may include outdoor living rooms, dining rooms and patios. You'll learn ways to create different levels for outdoor rooms using steps, benches and planter walls through innovative uses of decorative concrete, stone and pavers. The class will also cover "wayfinding" techniques to create proper flow from one outdoor room to another.

Design the Ultimate Entertainer's Backyard TC449S

Scott Cohen, Green Scene Landscaping & Pools

Tuesday, Sept. 27, 11 a.m. – 12:45 p.m.

Today it's all about the total outdoor living experience. Once the backyard space is divided into different outdoor rooms, take it a step further. Learn hardscaping and how to light the areas and configure outdoor kitchen and BBQ counters for optimum use. The class will also cover patio covers, pergolas, pavilions and fire features, as well as how to accessorize outdoor rooms with entertainment and sound systems. Placement tips to create focal points and room anchors will also be covered.

MAINTENANCE & REPAIR

CSDA ST-115 Certification MC099C

Chris Swanson, Colour

Monday, Sept. 26, 8 a.m. – 1 p.m.

This certification class focuses on industry standard CSDAST-115 Measuring Concrete Micro Surface Texture. It covers how to correctly measure finished concrete textures, and discusses the importance of surface preparation and proper tools. A certificate of completion will be awarded to participants. Cost is \$495.

Structural and Quasi-Structural Repairs of Slabs and Existing Floors WC075S

Dave Landry, Silpro LLC

Wednesday, Sept. 28, 2 p.m. – 3:45 p.m.

The high-level commercial flooring sector increasingly expects and pays for turn-key applicators who understand structural considerations as well as a project's aesthetic goals. This course will address the evaluation process and repair considerations necessary to make permanent structural repairs. Participants will learn how to predict and prevent vertical and transverse movements, differential movement, variable substrate shifts, live load-deflection tolerances and thermal movement isolation, as well as correct interfacing with the waterproofing/building envelope. A slab's key physics and its movement dynamics will be explained so you can more accurately determine why and what needs to be done before the initial bid.

NEW CONCRETE

Integral Color Best Practices WC553S

Rich Cofoid, Euclid Chemical Co./Increte

Wednesday, Sept. 28, 8 a.m. – 9:45 a.m.

As integrally colored concrete continues to grow, so does the chance of a less-than-perfect outcome. This course identifies what ready-mix producers and contractors need to know to develop a mutually profitable partnership, including managing customers' expectations, what influences the final color, and tips for mixing, placing and finishing.

CONCRETE DECOR SHOW SEMINARS (continued)

Resolving the Interface Between Concrete and Flooring WC556S

Michael F. Tracy, Ardex Americas

Wednesday, Sept. 28, 2 p.m. – 3:45 p.m.

This class will review the “Go Early System” for concrete finishing, an emerging new trend in which surface, tolerance and moisture issues are resolved proactively at the beginning of the construction cycle versus reactively in the 23rd hour. This new approach best lends itself to building sectors that are fast-track, contain stringent concrete floor tolerances and use moisture-sensitive flooring.

OVERLAYS & TOPPINGS

It's Game On for Concrete Overlays TC649S

Mark Haen, Arizona Polymer Flooring

Tuesday, Sept. 27, 2 p.m. – 3:45 p.m.

Restoration of nonstructural concrete applications, indoors or outdoors, begins with a clear understanding of today's products. In this presentation, you'll get to know these products with firsthand examples of where and why they're best used. Evaluating jobsite conditions, addressing repairs, setting customer expectations, and completing projects in a timely and profitable fashion is your take-away from this insightful perspective of overlays and toppings for concrete. Money-making tips on coloring, texturing, stenciling and that essential maintenance program are included.

POLISHING & GRINDING

Polished Concrete Maintenance: Myths, Reality and Best Practices TC731S

David Stephenson, Polished Concrete Consultants

Tuesday, Sept. 27, 8 a.m. – 9:45 a.m.

Polished concrete has many strengths, with a lower maintenance cost over alternatives as one of its major selling points. However, very few companies understand how to actually provide a long-lasting floor while taking advantage of the lowered maintenance costs. In this class, the instructor will review best practices for maintenance, go over the different protocols based on the polishing process selected, and explain the true costs and life cycles of polished concrete. He will also discuss future maintenance opportunities based on market growth.

Concrete Placement for Polished Concrete Finishes TC735S

David Stephenson, Polished Concrete Consultants

Tuesday, Sept. 27, 2 p.m. – 3:45 p.m.

Like all natural finishes, polished concrete relies heavily on proper concrete placement to achieve great results. In this class, the instructor will review specification requirements and discuss various installation methods to achieve criteria necessary for a successful polished concrete project. This includes both cost of the polished concrete installation and the aesthetic appearance of the finished floor.

Polishing 101 WC742S

Adrian Henry, NEX Systems Surfaces

Wednesday, Sept. 28, 8 a.m. – 9:45 a.m.

One of the nation's top polishing contractors will share the information you need to build a profitable polishing business. In this ever-popular class, you'll learn the fundamentals of grinding and polishing concrete, including planning, outlining and running jobs. You'll learn how to improve your productivity and profitability by planning more efficient work sequences. The course will introduce you to coloring and sealing concrete polishing. Specific topics include polishing edges and corners, selecting tooling, wet versus dry grinding, understanding levels of sheen, choosing densifiers, handling cracks and imperfections, troubleshooting, sequencing polishing and coloring, and maintenance.

Polishing 201 WC746S

Adrian Henry, NEX Systems Surfaces

Wednesday, Sept. 28, 2 p.m. – 3:45 p.m.

In this advanced class, you'll learn about things that transpire during the polishing process that are not so cut and dry. Things like when to use coating-removal diamonds, and when and what grit to use to apply sodium over a lithium densifier. You'll discover what materials work best for patching. You'll learn about blending colors on polished floors, and how and when to use custom-color joint fillers. When and how to use stencils and guard products on polished floors will also be discussed.

Polished Perspectives: Everything but the Densifier HC767S

Pete Wagner, Curecrete

Thursday, Sept. 29, 8 a.m. – 9:45 a.m.

For an applicator to deliver densified and polished concrete, and for an architect and owner to receive the expected finished floor, there are so many imperative steps and specifications that contractors need to understand and follow in order to deliver a repeatable product. They include overall specifications, mix design, communication throughout the chains of command, documentation, joint filling and spall repair, pre- and post-colors, requirements to controlling end results, penetrating and topical protection, and evaluation of the finished product and maintenance. The class will be taught using prefinished demonstration pieces. However, where feasible, participants may assist in product installation and/or finishing steps.

STAINING & COLORING

Troubleshooting Acid Stain for Concrete TC822S

Federico Jasso, Servicios Proconsa

Tuesday, Sept. 27, 8 a.m. – 9:45 a.m.

Taught by a contractor with more than 15 years of experience in staining and protecting concrete on large and medium-sized commercial and residential projects, this class will cover the most common failures in the acid stain process. Topics will be organized by technique and concept, covering common mistakes in concrete surface preparation, acid stain application, surface protection and maintenance. The talk will cover numerous topics, including how to prevent, detect and remedy problems.

Beyond the Basics: Color, Artistry and Technique TC824S

Shellie Rigsby Cordell, Acanthus Inc.; Clark Branum, Diamatic USA

Tuesday, Sept. 27, 11 a.m. – 12:45 p.m.

So much more than a resilient building material that has stood the test of time, concrete is a revolutionary media that allows artisans to deliver designs never thought possible. This interactive class presents an overview of coloring systems and their pros and cons, which will empower you to design performance-specific solutions. Buckle up for a fast-paced, information-packed, whirlwind of inspiration that covers design, preservation, restoration and artistry that will help propel your business far beyond the next level. This is an excellent opportunity to discover what systems you want to explore and then venture into the show to find those business-changing products.

STAMPING & TEXTURING

Stamped Concrete: Tips, Tricks and Trends that Ensure Profitability WC977S

Tom Ralston, Tom Ralston Concrete

Wednesday, Sept. 28, 11 a.m. – 12:45 p.m.

Stamped concrete isn't for everyone, especially if your work isn't winning bids that ensure profitability. Fortunately, there are ways to turn this frustrating situation around for your company and crew. Third-generation concrete contractor and one of the industry's most distinguished masters in decorative concrete, Tom Ralston will unveil the proven methods he uses to ensure that projects are laid out correctly and executed in a manner that guarantees productivity, profitability and happy customers. Ralston takes this seminar to new heights by showcasing how he finds inspiration for projects that keep the demand for his work at a premium and garners him ongoing national recognition from industry organizations and publications like *Concrete Decor*.

All seminars (except CSDA ST-115 Certification) are \$45 through Aug. 17; \$65 between Aug. 18 and Sept. 24; and \$80 on-site.

Classes are filling up fast — register today at www.ConcreteDecorShow.com!

IDAL to Host Paint Decor Annex Education in San Diego

Are you attracted to decorative ornament, plastering and ornate stenciling?

Would you like to learn about new product lines and techniques to spruce up your portfolio or to just create beauty in your home?

This fall, the International Decorative Artisans League (IDAL) is excited to sponsor the educational opportunities for the Paint Decor Annex at the Concrete Decor Show in San Diego. As part of the lineup of classes and workshops, IDAL is bringing in qualified teachers to share techniques in transforming ordinary walls, ceilings and floors into extraordinary decorative objects through the use of paints and paint-related products and techniques. Classes will begin Sunday, Sept. 25, and run through Thursday, Sept. 29. They will vary in length from half a day to longer.



IDAL is the only nonprofit group of diverse artisans from all over the world who shares a passion for the decorative arts.

Since 1983, it has been the hub for inspiration, education and

networking within the world of faux finishing, mural and decorative artistry, stenciling, gilding and much more.



Some of the benefits IDAL members enjoy are:

- Local chapters share knowledge and work together on projects so members can give back to their communities.
- Affordable group liability insurance through Citadel.
- Opportunities to teach at IDAL functions and at chapter events.
- Opportunities to attend yearly educational events.

For more information about IDAL and to view the great lineup of classes and instructors at the 2016 Paint Decor Annex, go to www.decorativeartisans.org or www.ConcreteDecorShow.com.

PAINT DECOR ANNEX WORKSHOPS

Atmosphere in Landscape for Mural Painters SP410W

Andy Eccleshall, The Mural Works Inc.

Sunday, Sept. 25, 8 a.m. – 5 p.m.

\$195 from July 1 – Sept. 24; \$220 on-site

Class will begin with a talk on aerial perspective and composition based on masterworks by renowned artists followed by a demonstration on techniques such as blending, dry brushing and glazing. Students will then use these techniques to paint landscape murals on polystyrene panels.

Modern American Country Cabinets and Walls SP201W

Rebecca Slaton, Surfaces School of Decorative Arts

Sunday, Sept. 25, 8 a.m. – 5 p.m.

\$375 from July 1 – Sept. 24; \$420 on-site

Learn innovative ways to use various products to achieve unique, sellable finishes. Explore techniques to mimic high-end wall coverings and designer cabinetry at competitive price points. Students will complete four wall samples and four large molding samples emphasizing coordinated design and composition.

Creating Original Designs SP515W

Francisco Andre Martinez, André

Sunday, Sept. 25, 8 a.m. – 5 p.m.

\$420 from July 1 – Sept. 24; \$470 on-site

Students will learn how to create original designs in painted decoration, partly using direction from the fashion industry for inspiration. Skills learned will include scaling and transferring, leading up to students being empowered with the knowledge, skills and attitude to design decorative painting with the classical European approach.

Bannister Family House — IDAL Workshop SP521W

Jennifer Ferguson, Artistic Painting Studio

Sunday, Sept. 25, 8 a.m. – 5 p.m.;

Monday, Sept. 26, 8 a.m. – 5 p.m.

\$525 from July 1 – Sept. 24; \$550 on-site

Students begin in a classroom where they'll make sample boards of finishes before applying the selected ones in the main gathering room of the Bannister Family House. The final design/finish will incorporate a decorative roller and stenciling.

Maximized Design: Metals, Magic and More SP518W

Donna Phelps, Sarasota School of Faux & Architectural Finishing

Sunday, Sept. 25, 8 a.m. – 5 p.m.;

Monday, Sept. 26, 8 a.m. – 5 p.m.

\$510 from July 1 – Sept. 24; \$560 on-site

Explore modern designs, composition and application techniques, and use exciting embellishments including metallics, glitz, foil, mica and stencils to create unique finishes designed to maximize efforts and enhance marketability. All students will make 10-12 sample boards they can keep.

Creating the Beauty of Bas-Relief SP302W

Ellie Ellis, Elite Artistry

Sunday, Sept. 25, 8 a.m. – 5 p.m.; Monday, Sept. 26, 8 a.m. – 5 p.m.; Tuesday, Sept. 27, 1 – 5 p.m.

\$750 until Sept. 24; \$800 on-site

Learn the fundamentals of interior and exterior bas-reliefs and how to use molds to expedite the process. Students will learn techniques to help them carve, sculpt and texture plaster, as well as how to use epoxy clay to enhance their reliefs.

The Modern Romantic Style — Wall Finishes with a Twist of Painted Paper Countertops SP513W

Kelly S. King, Kelly S. King Academy of

Faux Painting and Decorative Finishing

Sunday, Sept. 25, 8 a.m. – 5 p.m.;

Monday, Sept. 26, 8 a.m. – 5 p.m.

\$475 from July 1 – Sept. 24; \$550 on-site

This class will focus on contemporary, elegant finishes with glass beads, texture, metallic paints, metallic pastes and shimmering plasters. In addition to these finishes, the instructor will demonstrate the academy's Rescue and Resurface Painted Paper Countertop system.

Cloud Painting for Muralists MP414W

Andy Eccleshall, The Mural Works Inc.

Monday, Sept. 26, 8 a.m. – 5 p.m.

\$195 from July 1 – Sept. 24; \$220 on-site

Class begins with a talk on cloud structure, formations and lighting, followed by a demonstration on techniques such as blending, dry brushing, glazing and highlighting. Students will use these techniques to paint clouds on polystyrene panels. They will also learn about overhead painting and layering effects.

Mid-Century Modern MP517W

Gary Lord, Prismatic Painting Studio

Monday, Sept. 26, 8 a.m. – 5 p.m.

\$195 from July 1 – Sept. 24; \$220 on-site

Participants will learn to use decorative rollers to create contemporary and transitional finishes. They'll use products such as LusterStone, SetCoat Metallics, MetalGlow, NuVilla, glitters and mica to create fast and easy designs for today's modern decor.

The New Bohemian Walls and Cabinets MP203W

Rebecca Slaton, *Surfaces School of Decorative Arts*
Monday, Sept. 26, 8 a.m. - 5 p.m.

\$375 from July 1 - Sept. 24; \$420 on-site

Learn how to mix whimsical themes with sophisticated techniques popular with designers and homeowners. Participants will work with various products to achieve the look of high-end wall coverings and furniture at a competitive price point. Students will complete four wall samples and four large wood trim samples.

Project Planning for Creative Brains TP605S

Crista Cloutier, *The Working Artist*
Tuesday, Sept. 27, 1 p.m. - 4 p.m.

\$65 from July 1 - Sept. 24; \$85 on-site

Overwhelmed students will learn how to get past the hurdle of a project's difficult first step to see projects through to completion. Learn techniques that will allow you to take control and organize your thoughts by working with creative planning tools that are actually fun.

Cabinet Master 2016 TP206W

Henri Menendez, *DeHuelbes Designs Inc.*
Tuesday, Sept. 27, 1 p.m. - 5 p.m.

\$250 from July 1 - Sept. 24; \$275 on-site

This class covers all aspects of prep, masking, spray equipment, materials, techniques, glazing, special finishes, estimating and marketing. Demonstrations include proper sprayer maintenance, usage and techniques, and a tutelage on how water-based cabinet coatings can be brushed or sprayed for a professional finish.

Metallics and Foils TP529W

Gary Lord, *Prismatic Painting Studio*
Tuesday, Sept. 27, 1 p.m. - 5 p.m.

\$125 from July 1 - Sept. 24; \$145 on-site

Students will make four samples on polystyrene. From start to finish, they'll learn how to transfer foils, apply metallic paints, gild, glaze, and use decorative rollers, webbing and spattering to make beautiful accent spaces or pieces for homes and offices.

Glass Bead Bonanza for Walls, Floors and More TP527W

Sue Scott, *Chicago Institute of Fine Finishes*
Tuesday, Sept. 27, 1 p.m. - 5 p.m.

\$320 from July 1 - Sept. 24; \$345 on-site

Learn how to estimate materials and product costs and how these finishes can be used in residential and commercial markets. Proper prep and process for successful samples will be covered along with color options and how to choose topcoats.

Urban to Suburban-Adventures in Metropolis WP538W

Sarah Hines & Mets Schilstra, *Shines Studios*
Wed., Sept. 28, 7 a.m. - noon & 3 p.m. - 5 p.m.

\$295 from July 1 - Sept. 24; \$320 on-site

Featuring contemporary finishes from Metropolis Ivas USA, this class follows today's wall-finish trends that achieve everything from the look of sexy urban concrete to dazzling suburban shine. Students will use popular Metro products to create between six and eight sellable samples.

The Art of the Focal Wall WP536W

Kathy Wear, *Walnut Creek Studio*

Wed., Sept. 28, 7 a.m. - noon & 3 p.m. - 5 p.m.

\$320 from July 1 - Sept. 24; \$345 on-site

This class concentrates on proven best-seller finishes for focal walls. Students learn to space and implement cost-effective focal-wall finishes, layer plasters to create art and simplify techniques to create complementary finishes. Each focal wall sample will also have a mix-and-match ceiling or wall finish.

The Faux Team's Great 8 WP534W

Chris Burke, *Mr. Faux Studio*, & Henri Menendez, *DeHuelbes Designs Inc.*

Wed., Sept. 28, 7 a.m. - noon & 3 p.m. - 5 p.m.

\$425 from July 1 - Sept. 24; \$470 on-site

Learn how to combine mica, reactive paint and plasters to produce lucrative faux finishes, including Ironic and Swahili from Eco Wall Coatings. In the cabinetry portion, students use waterborne lacquers but also learn about solvent-based products. Topics covered include prepping, finishing, glazing, special effects, spray techniques, products, toning, staining, estimating and marketing.

Plaster Mastery: Perfecting the Application of Lime Plaster WP311W

Eli Lucero, *Ivenetian*

Wed., Sept. 28, 7 a.m. - noon & 3 p.m. - 5 p.m.

\$525 from July 1 - Sept. 24; \$575 on-site

With explanation, lecture and hands-on involvement, students explore the tinting process and how to use and properly care for tools and equipment. Through a breakthrough technique of priming, applying lime plasters and compression, students gain a new understanding of evaluating the materials during application to achieve great results.

Rustic Luxe WP539W

Robin Belisle, *Faux Couture*

Wed., Sept. 28, 7 a.m. - noon & 3 p.m. - 5 p.m.

\$295 from July 1 - Sept. 24; \$320 on-site

This class provides a new look at modern faux finishes with a twist of vintage playfulness. Some class-created samples use only paint to create a soft vintage look with word sayings and elegant aged stenciling. Others will capture the "rustic luxe" look by adding luster and shimmer.

Reactive Art WP433W

Ali Kay, *Positive Space*

Wednesday, Sept. 28, 7 a.m. - 1 p.m.;

Thursday, Sept. 29, 7:30 a.m. - 9:30 a.m.

\$345 from July 1 - Sept. 24; \$395 on-site

This hands-on workshop teaches students how to layer acrylics, drawing materials, plaster and Modern Masters Metal Effects paints in a step-by-step process outlined and demonstrated by the instructor. Students create two samples on polystyrene boards and learn how to effectively incorporate reactive paints into a piece of art.

French Palette Art HP547W

Robin Belisle, *Faux Couture*

Thursday, Sept. 29, 7 a.m. - noon

\$195 from July 1 - Sept. 24; \$220 on-site

Using various paints and techniques, students learn to apply stencils on canvas to create a fun and whimsical piece of artwork based on a

famous bike race in France. Students also learn how to antique their artwork and combine colors to create a vintage, aged look on surfaces.

Designed to Sell HP607S

Ed Mattingly, *Metropolis & Pat Ganino, Creative Evolution*

Thursday, Sept. 29, 7 a.m. - noon

Cost is \$115 prior and on-site

Gain knowledge on the most effective path to take when designing your portfolio and sales plan. The class covers the sales call "script," including FAQs and comments with a focus on the consumers' concerns. The instructor will "connect the dots" and direct students to several networking opportunities.

Timeless Cabinets and Furniture HP208W

Sarah Hines & Mets Schilstra, *Shines Studios*

Thursday, Sept. 29, 7 a.m. - noon

\$175 from July 1 - Sept. 24; \$225 on-site

Students learn about simple money-making finishes that are beautiful and long-lasting, including leafing furniture and glazing. Sealers and trouble-shooting will also be covered. Students complete four to six samples of molding.

Mica Revolution - New Mica Concepts for Business HP542W

Diane Corso, *Mica Revolution*

Thursday, Sept. 29, 7 a.m. - noon

\$325 from July 1 - Sept. 24; \$350 on-site

Students get hands-on experience with Pearl, Gold, Bronze and Charred Mica Rock Paper. The mica paper is real mica fused into a layer for an easy way to incorporate it into floors, walls, furniture and other places. This revolutionary product represents a "diamond" opportunity for marketing your business.

Introduction to Classic Fresco Painting & Sgraffito

HP326W (full class) or HP327S (morning only)

iLia Anossov, *Fresco School*

Thurs., Sept. 29, 8:30-11 a.m. & 12:30-3:30 p.m.

\$200 (full class), \$65 (morning only) until Sept. 24; \$220 (full class), \$70 (morning only) on-site

Class begins with a lecture on fresco painting, delving into its use throughout history and focusing on its application in contemporary interior design and architecture. Students learn how to adapt their plastering skills while watching the instructor create two sgraffito frescoes in different styles during a demonstration.

A New Take on Portraits HP444W

Ali Kay, *Positive Space*

Thursday, Sept. 29, 10:30 a.m. - 2 p.m.

\$150 from July 1 - Sept. 24; \$200 on-site

The instructor creates a portrait from start to finish in 45 minutes, followed by a detailed lecture explaining the techniques used and a questions-and-answers session. Techniques include complementary color underpainting, color mixing, brushwork and how to simplify an image in Photoshop.

**Register to attend at
ConcreteDecorShow.com**

COMMUNITY SERVICE PROJECT

Each year, promoters of the Concrete Decor Show choose a nonprofit organization in the show's host town that will benefit from a makeover of one of its facilities. For the 2016 event in San Diego, they chose the Bannister Family House, which provides a home-like environment for people with family members in long-term or critical care at the nearby UC San Diego Health Medical Center.

With donated materials and participants' labor, the 2016 workshops are geared to improve the home's outdoor area. Participants learn hands-on skills in a real-world work environment and leave beautiful concrete work behind to brighten people's lives.

The focus of the projects is installing an overlay on a patio and stamping it, creating a concrete countertop complete with a built-in grill and seating, hand-painting an area in a redesigned courtyard, creating a bas-relief mural for all to enjoy and sculpting stone facades for a large-scale retaining wall. A LithoMosaic, a patented process that combines the durability of concrete with a contemporary mosaic, is also planned as part of the makeover.



San Diego-based architect Amanda Conahan and T.B. Penick & Sons contributed the conceptual designs for the Bannister Family House.

The workshops will be held Sunday and Monday, Sept. 25 – 26, from 8 a.m. to 5 p.m. Cost to register is \$450 through Aug. 17, \$550 from Aug. 18 through Sept. 24 and \$650 onsite.

WORKSHOPS AT THE BANNISTER FAMILY HOUSE

Stamped Overlays for Public Spaces (2 parts) SC634W

Julio Hallack, Concrete By Hallack

This hands-on workshop will address surface cleaning, repairing, prepping and applying a stamped overlay to patio surfaces at the Bannister Family House. This is a challenging environment as existing concrete surfaces include adjoining slabs of new and old concrete. Participants will have to deal with heaving issues, as well as control joints that are 3-foot on center and play an integral role in the building's architecture. Slate texture and corresponding colors are specified for this application to complement existing building and campus colors. Included in the workshop are sealing applications and injecting joints with flexible polyurea colored grout.

Concrete Countertop Fabrication from Start to Finish (2 parts) SC311W

Del Turley, Elastocrete

Whether you're a beginner looking to expand your portfolio with new skills or an experienced concrete countertop fabricator who wants to further refine current skills, this hands-on workshop at the Bannister Family House will have something for you. Participants will create a concrete countertop and sitting wall caps from start to finish. The basics of building a successful concrete countertop will be emphasized, including mold making, mixing, placing cement, staining and sealing with water-based acrylics. Advanced topics include coloring tricks, inlays, art techniques and time-saving tips. The finished products will become permanent fixtures on the medical center campus.

Creating Outdoor Elegance with Concrete Stains (2 parts) SC817W

Rick Lobdell, Concrete Mystique

In a freshly redesigned courtyard at the Bannister Family House, master designer and artisan Rick Lobdell will showcase exciting ways that design and minimalist use of color can create an outdoor sanctuary for hospital guests who seek quiet reflection or space to enjoy the area's beautiful weather. Without the use of stencils, students will explore how to create beauty in even the most challenging spaces by mastering the art of hand painting with stains. How to use color theory, create depth through design and bring concepts to reality will be emphasized.

From Concept to Completion: Bas-relief Public Mural (2 parts) SC424W

Cindee Lundin, The Studio by Cindee Lundin

Here's your chance to be part of a team that creates a bas-relief public mural from concept to completion at the Bannister Family House. This highly creative, hands-on workshop integrates concrete with texturing, sculpting, coloring and design techniques good for both indoor and outdoor spaces. Participants will help apply, color, texture and carve the selected design on an existing exterior concrete wall using a vertical concrete mix. They'll also install detailed elements made prior to the show, which will be accompanied with step-by-step instructions on how they were made. Students will complement the mural with an acid-stained and engraved sidewalk. Mural protection and maintenance will also be covered.



Sculpting Rock Features for the Ultimate Courtyard (2 parts) SC428W

Troy Lemon, Cornerstone Decorative Concrete; Warren Ness, Rock Sculptor

Carving concrete to achieve the look of stone masonry applications is competitive, profitable and incredibly fun. In this hands-on workshop attendees will learn how to use vertical carving mixes to sculpt stone facades for a large-scale retaining wall in Bannister Family House courtyard. Instructors Troy Lemon and Warren Ness bring more than 40 years of experience and technical know-how to help participants learn new tricks of the trade while carving, texturing and coloring their way into exciting new territory in the decorative concrete marketplace. Attendees will enjoy ongoing Q&A sessions with the masters during this two-day workshop.

Register today at www.ConcreteDecorShow.com or call (877) 935-8906

Courses are still being added. Please check online for the latest information.