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2017 PRODUCT GUIDE

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Vol. 17 No. 3 April 2017

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***Artisan Joshua Annis
Salutes the Stones***

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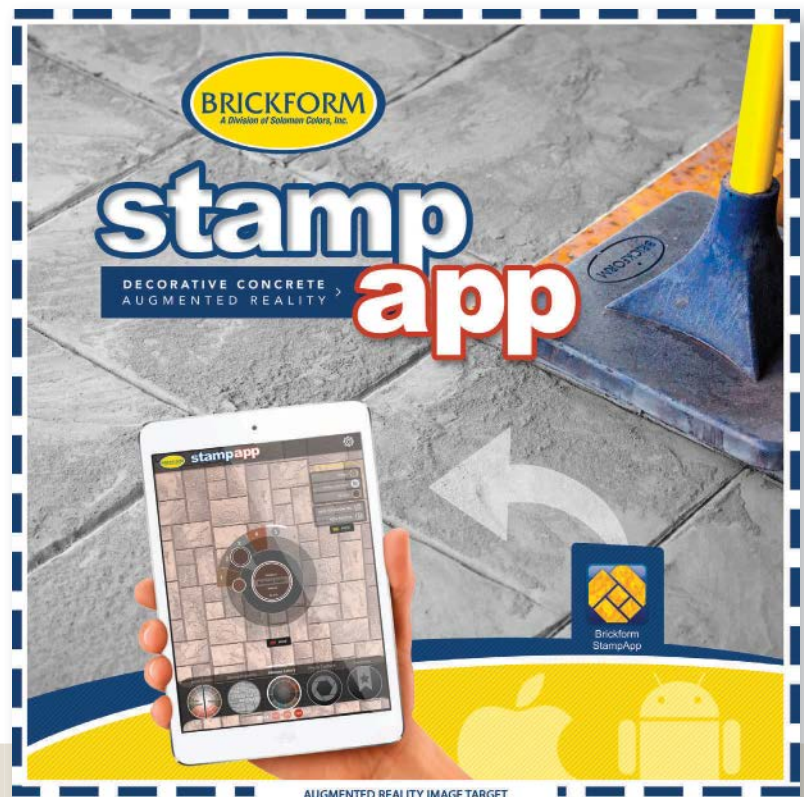
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From the Publisher's Desk

Dear Readers,

Concrete Decor has been busier than ever lately trying to meet the changing needs of our advertisers who increasingly believe their ad dollars are better spent on the internet than in *Concrete Decor*. Why? Because advertising in print magazines is hard for them to monitor. In other words, an ad on Google tells them that for every dollar they spend, their investment yields a certain level of response.

At *Concrete Decor* we get this. We also use Google, Facebook and other online platforms to cultivate web traffic, page views and potential new business. So should you.

Like so many others, we have analytics that we reference to size up our online promotional spends and gain perspective on what needs to change with our promotions. Don't get me wrong. I'm not blaming anyone for this shift in ways manufacturers promote their products or services. What I am concerned about is that all this energy to compete for the online audience is subsequently diminishing *Concrete Decor* magazine's ability to represent and serve this industry.

Concrete Decor has been serving the decorative and architectural concrete market for nearly 18 years so we have amassed a powerful online resource that drives growing audiences to our platform. It's where we're investing so much of our time lately — and for obvious reasons. Just check us out online at www.concretedecor.net because we're making changes that help you find the information you need faster.

Similar to the efforts you make every day to deliver quality to your customers, *Concrete Decor* spends in delivering to you. The Great Recession proved that our combined efforts leading up to today have given both businesses and the industry the stamina to weather turbulent times. Today, despite the challenges mentioned or those you may face to find good help, a question remains: Does this industry need magazines, especially one like *Concrete Decor*?

While we're working on a new reader survey you may be called upon soon to answer, I'd like some feedback now about *Concrete Decor*. We put together a few basic questions about your experience with this magazine and how you use the information. Please take a moment to answer these at <https://www.surveymonkey.com/r/concretedecor317> so we can better understand your needs and share them with our very important advertisers.

For now, enjoy this edition of *Concrete Decor*. It includes some great articles and our annual Product Guide starting on page 6. BTW ... the Product Guide is also viewable online at www.concretedecor.net.

Sincerely,





Bent Mikkelsen
Publisher




On the cover: Joshua James Artistry, the featured artisan's company in this issue, specializes in sculpting, painting and pottery. The formation on the cover is a dry entrance to a grotto in Allentown, Pennsylvania, that was featured on a "Timber Kings" HGTV show. See story on page 26.

Photo courtesy of Joshua James Artistry

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Publisher: Bent O. Mikkelsen
bent@protradepubinc.com
(877) 935-8906 x201

Editor: Stacey Enesey Klemenc
stacey@protradepubinc.com
(757) 427-6355

Assistant Editor: Jacqueline Valle
jacqueline@protradepubinc.com
(877) 935-8906 x204

Creative Director: Bill Simpson
bill@protradepubinc.com
(877) 935-8906 x203

Web Design: Steven Wolff

Writers: Jeffrey Girard
Greg Iannone
Amy Johnson
Deven Johnson
Rick Lobdell
Amy Numbers
K. Schipper
David Searls
David Stephenson
Chris Sullivan

Business Manager: Sheri Mikkelsen

Circulation: Meg Kilduff

Sales: Morgana Dundon
morgana@protradepubinc.com
(877) 935-8906 x208

Subscriber Services: (877) 935-8906 x200
circulation@protradepub.com
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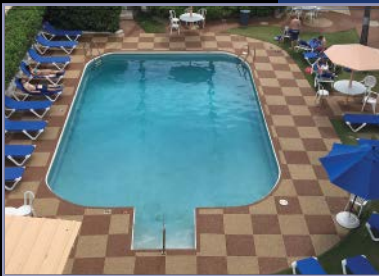
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concrete DECOR® EXPERTS



Jeffrey Girard is founder and president of The Concrete Countertop Institute and a pioneer of engineered concrete countertops. He can be reached at info@concretecountertopinstitute.com. See Jeffrey's article on page 56.



Greg Iannone is sales manager for Innotech Decorative Concrete Products headquartered in Twinsburg, Ohio. He has worked in the concrete construction industry for more than 30 years and has provided training seminars throughout the U.S. and Puerto Rico, as well as Mexico and Japan. He can be reached at (877) 829-7880 or GregI@Innotechdcp.com. See Greg's article on page 46.



Deven Johnson, director of training, health and safety for the Operative Plasterers' & Cement Masons' International Association, has a unique take on safety with his 35 years' experience as a cement mason, training coordinator, instructor and business manager. Reach him at (301) 623-1000 or djohnson@opcmia.org. See Deven's article on page 50.



Rick Lobdell, a classically trained artist with a master's in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee will explain how he lays out his well-known designs. He can be reached at rick@concretemystique.com. See his column, "Design Theory," on page 59.



Amy Numbers, vice president of operations and ROI at Constructive Communication Inc., has 25+ years of marketing experience in account management, project planning and execution, work flow organization and customer service. Reach her at (614) 389-2742 or anumbers@constructivecommunication.com. See Amy's article on page 24.



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 his column, "The Polishing Consultant," on page 52.



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 his column, "Concrete Questions," on page 48.

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Deco-Pour
EZChem Inc.
Key Resin Co.
Lehigh White Cement Co.
Quikspray Inc.
Stone Edge Surfaces
Trinic

Cleaning Products & Equipment

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Ameripolish
Aztec Products
Concrete Polishing Solutions
Concrete Sealers USA
Engrave-A-Crete Inc.
Franmar Chemical Inc.
Gelmaxx
GranQuartz
Jon-Don
Live Oak Construction Supply Inc.

McKinnon Materials
Multiquip Inc.
NewLook International
Prep Tech Systems
Prosoco
Runyon Surface Prep Rental & Supply
Superabrasive Inc.
SureCrete Design Products
Surtec Inc.

Coatings

Arizona Polymer Flooring
BDC Supply
BroadcastCoating.Tools
Concrete Sealers USA
Concrete Solutions by Rhino Linings
Elite Crete Indiana
Elite Crete Systems
Engrave-A-Crete Inc.
EZChem Inc.
GranQuartz
Increte Systems/Euclid Chemical
Industrial Finishes
Kemiko by Epmar Corp.
Key Resin Co.
Laticrete Spartacote
McKinnon Materials
NewLook International
Nour Painting Tools
Prep Tech Systems
Prosoco
Quikspray Inc.
SpeedCove Inc./Solid Rock Enterprises
Sundeck Products Inc.
SureCrete Design Products
Surface Koatings Inc.
Surtec Inc.
Trinic
W.R. Meadows
Wacker Chemical Corp.
Walttools
Westcoat

Color Blenders

GranQuartz

Color Hardeners

Brickform/Solomon Colors
Butterfield Color Inc.
Chemsystems Inc.
EZChem Inc.
GranQuartz
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Kingdom Products
Laticrete Spartacote
Live Oak Construction Supply Inc.
Prosoco
L. M. Scofield Co.
SureCrete Design Products
Walttools

Color Restoration Products

Endurable Concrete Products
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Kemiko by Epmar Corp.
McKinnon Materials
NewLook International
Prosoco
SureCrete Design Products
Walttools

Compactors

MBW Inc.
Multiquip Inc.

Computer Software

Engrave-A-Crete Inc.

Concrete Buggies

Multiquip Inc.

Consolidation Tools & Vibratory Equipment

Multiquip Inc.

Consultants

Jon-Don

Control Joint Systems

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Jon-Don
Key Resin Co.
Roadware Inc.
W.R. Meadows

Countertop Materials

Barnsco Decorative Concrete Supply
BDC Supply
The Concrete Countertop Institute
Deco-Pour
Engrave-A-Crete Inc.
HoverTrowel
Kingdom Products
McKinnon Materials
Polytek Development Corp.
SureCrete Design Products
Trinic
Z-Counterform/Concrete Countertop
Solutions

Coving

Key Resin Co.
Midwest Rake
SpeedCove Inc./Solid Rock Enterprises

Crack Repair

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Ameripolish
Ardex Americas
Concrete Polishing HQ
Concrete Sealers USA
Engrave-A-Crete Inc.
Hi-Tech Systems
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
Laticrete Spartacote
Live Oak Construction Supply Inc.
McKinnon Materials
Prep Tech Systems
Roadware Inc.
Runyon Surface Prep Rental & Supply
SureCrete Design Products
W.R. Meadows
Westcoat

Crack-chasing Saws

Blastrac NA
Concrete Polishing HQ
Engrave-A-Crete Inc.
Husqvarna Construction Products
Prep Tech Systems
Runyon Surface Prep Rental & Supply
U.S. Saws

Cup Wheels

Applied Diamond Tools
Blastrac NA
GranQuartz
Prep Tech Systems

U.S. Saws

Curbing

Arizona Polymer Flooring
W.R. Meadows

Curing Compounds

Butterfield Color Inc.
Concrete Sealers USA
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Laticrete Spartacote
Prosoco
L. M. Scofield Co.
W.R. Meadows

D

Densifiers

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Ameripolish
Aztec Products
Brickform/Solomon Colors
Concrete Polishing HQ
Concrete Polishing Solutions
Concrete Sealers USA
Endurable Concrete Products
EZChem Inc.
GranQuartz
Husqvarna Construction Products
Increte Systems/Euclid Chemical
Jon-Don
Laticrete Spartacote
Multiquip Inc.
NewLook International
Prep Tech Systems
Prosoco
Runyon Surface Prep Rental & Supply
L. M. Scofield Co.
Superabrasive Inc.
Surtec Inc.
W.R. Meadows
Waltools

Diamond Blades

Applied Diamond Tools
Engrave-A-Crete Inc.
GranQuartz
Husqvarna Construction Products
Multiquip Inc.
Prep Tech Systems
U.S. Saws

Drains

W.R. Meadows

Drills

Collomix North America
Husqvarna Construction Products
Jon-Don
Multiquip Inc.

Dust Collection & Vacuums

Aztec Products
BDC Supply
Blastrac NA
Concrete Polishing HQ
Concrete Polishing Solutions
DecoPrep Surface Solutions and Rental
Supply
Engrave-A-Crete Inc.
Gelmaxx

GranQuartz
Husqvarna Construction Products
Jon-Don
Prep Tech Systems
Runyon Surface Prep Rental & Supply
Superabrasive Inc.
U.S. Saws

Dust Collection Shrouds & Accessories

Applied Diamond Tools
Blastrac NA
Engrave-A-Crete Inc.
GranQuartz
Prep Tech Systems
Runyon Surface Prep Rental & Supply
Superabrasive Inc.
U.S. Saws

Dyes

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Ameripolish
Arizona Polymer Flooring
Chemsystems Inc.
Concrete Polishing HQ
Concrete Sealers USA
Concrete Solutions by Rhino Linings
Elite Crete Systems
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
GranQuartz
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Jon-Don
Kemiko by Epmar Corp.
Kingdom Products
McKinnon Materials
NewLook International
Prosoco
Runyon Surface Prep Rental & Supply
L. M. Scofield Co.
Superabrasive Inc.
Surface Coatings Inc.
Trinic
Waltools
Z-Counterform/Concrete Countertop
Solutions

E

Edging Machines

Aztec Products
Concrete Polishing HQ
Concrete Polishing Solutions
GranQuartz
Jon-Don
Prep Tech Systems
Scanmaskin USA Inc. c/o Jon Don Inc.
Superabrasive Inc.
U.S. Saws

Engraving Tools

Applied Diamond Tools
Engrave-A-Crete Inc.

Epoxy

Arizona Polymer Flooring
BDC Supply
BroadcastCoating.Tools
Concrete Sealers USA

Concrete Solutions by Rhino Linings
Elite Crete Indiana
Elite Crete Systems
Elite Crete Systems - St. Louis
Elite Crete Systems Midwest Inc.
Elite Crete Systems Southeast Texas
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
HoverTrowel
Increte Systems/Euclid Chemical
Industrial Finishes
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
McKinnon Materials
NewLook International
Nour Painting Tools
Prep Tech Systems
Quikspray Inc.
SpeedCove Inc./Solid Rock Enterprises
Sundeck Products Inc.
SureCrete Design Products
Surface Coatings Inc.
W.R. Meadows
Waltools
Westcoat
Z-Counterform/Concrete Countertop
Solutions

Etching Solutions

Concrete Sealers USA
Dayton Superior Corp.
Engrave-A-Crete Inc.
EZChem Inc.
Franmar Chemical Inc.
NewLook International
Prosoco
Surtec Inc.

Expansion Joint Products

Insulation Solutions Inc.
Jon-Don
Kemiko by Epmar Corp.
Live Oak Construction Supply Inc.
U.S. Saws
W.R. Meadows

Eye Protection

Jon-Don

F

Faux Finishing Tools

Engrave-A-Crete Inc.
Nour Painting Tools
Waltools

Fiber

Brickform/Solomon Colors
The Concrete Countertop Institute
Increte Systems/Euclid Chemical
Quikspray Inc.
Trinic
W.R. Meadows

Finishing Aids

Brickform/Solomon Colors
Dayton Superior Corp.
Engrave-A-Crete Inc.
Key Resin Co.
W.R. Meadows

Finishing Tools

Applied Diamond Tools

HoverTrowel
Intertool LLC
Jon-Don
Key Resin Co.
Kraft Tool Co.
Live Oak Construction Supply Inc.
McKinnon Materials
Midwest Rake
Multiquip Inc.
Nour Painting Tools
Scanmaskin USA Inc. c/o Jon Don Inc.
Superabrasive Inc.
Superior Innovations Inc.
Z-Counterform/Concrete Countertop
Solutions

Floats

Kraft Tool Co.
Superior Innovations Inc.

Floor Sanders

HoverTrowel
Intertool LLC
Jon-Don
Key Resin Co.
Prep Tech Systems
Scanmaskin USA Inc. c/o Jon Don Inc.

Floor Strippers

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Ameripolish
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
Franmar Chemical Inc.
Innotech Decorative Concrete Products
Jon-Don
NewLook International
Prep Tech Systems
Prosoco
Runyon Surface Prep Rental & Supply

Form Accessories

Live Oak Construction Supply Inc.
McKinnon Materials
Polytek Development Corp.
Z-Counterform/Concrete Countertop
Solutions

Forms

Polytek Development Corp.
Z-Counterform/Concrete Countertop
Solutions

G

Garage Floor Coatings

aiflooring
Arizona Polymer Flooring
Barnsco Decorative Concrete Supply
BDC Supply
BroadcastCoating.Tools
Concrete Polishing HQ
Concrete Sealers USA
Concrete Solutions by Rhino Linings
Elite Crete Systems
Endurable Concrete Products
Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
Laticrete Spartacote
McKinnon Materials
NewLook International

Nour Painting Tools
Prep Tech Systems
SpeedCove Inc./Solid Rock Enterprises
Stone Edge Surfaces
Sundeck Products Inc.
SureCrete Design Products
Surface Koatings Inc.
Trinic
Wacker Chemical Corp.
Westcoat

Gauge Rakes & Spreaders

BroadcastCoating.Tools
HoverTrowel
Jon-Don
Key Resin Co.
Kraft Tool Co.
McKinnon Materials
Midwest Rake
Nour Painting Tools
Runyon Surface Prep Rental & Supply

Generators

Jon-Don
Multiquip Inc.
Prep Tech Systems

Graffiti Removal

Endurable Concrete Products
Franmar Chemical Inc.
McKinnon Materials
NewLook International
Prosoco
Surtec Inc.
Wacker Chemical Corp.

Grinders

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Aztec Products
BDC Supply
Blastrac NA
Concrete Polishing HQ
Concrete Polishing Solutions
Engrave-A-Crete Inc.
EZ Polish System
Gelmaxx
GranQuartz
HoverTrowel
Husqvarna Construction Products
Intertool LLC
Jon-Don
Prep Tech Systems
Runyon Surface Prep Rental & Supply
Scanmaskin USA Inc. c/o Jon Don Inc.
Superabrasive Inc.
U.S. Saws

Grinding Accessories

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Blastrac NA
Boride Engineered Abrasives
Concrete Polishing HQ
Concrete Polishing Solutions
Gelmaxx
GranQuartz
Husqvarna Construction Products
Jon-Don
Live Oak Construction Supply Inc.
Prep Tech Systems
Scanmaskin USA Inc. c/o Jon Don Inc.
Superabrasive Inc.
U.S. Saws

Groovers

Engrave-A-Crete Inc.

Jon-Don
Kraft Tool Co.

Grout

Ameripolish
Increte Systems/Euclid Chemical
Laticrete Spartacote
Prep Tech Systems
W.R. Meadows
Wacker Chemical Corp.

H

Hardscapes

Prep Tech Systems
Waltools

Hopper Guns

BroadcastCoating.Tools
Kraft Tool Co.
McKinnon Materials
Trinic

I

Integral Color

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Alabama Pigments Co.
Ameripolish
Barnsco Decorative Concrete Supply
Brickform/Solomon Colors
Butterfield Color Inc.
Concrete Solutions by Rhino Linings
Deco-Pour
Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Jon-Don
Kingdom Products
Live Oak Construction Supply Inc.
NewLook International
L. M. Scofield Co.
SureCrete Design Products
Trinic
Waltools
Westcoat
Z-Counterform/Concrete Countertop
Solutions

J

Joint Fillers & Sealants

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Concrete Polishing HQ
Concrete Sealers USA
Hi-Tech Systems
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
Laticrete Spartacote
Prep Tech Systems
Runyon Surface Prep Rental & Supply
SpeedCove Inc./Solid Rock Enterprises
U.S. Saws
W.R. Meadows
Wacker Chemical Corp.

Joint Sealant Equipment

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Jon-Don
Prep Tech Systems

K

Knee Boards

Kraft Tool Co.
McKinnon Materials

Knee Pads

HoverTrowel
Jon-Don

L

Levels

Kraft Tool Co.

Lighting

Multiquip Inc.

Lights - Job Site

Multiquip Inc.

Luminescent Materials

Arizona Polymer Flooring

M

Masking Products & Equipment

Jon-Don
Trimaco

Measuring & Layout Tools

Engrave-A-Crete Inc.

Measuring Tools & Scales

Jon-Don

Metallic Coatings & Additives

aiflooring
Arizona Polymer Flooring
Barnsco Decorative Concrete Supply
BDC Supply
Concrete Solutions by Rhino Linings
Elite Crete Systems
Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
Jon-Don
Key Resin Co.
Kingdom Products
McKinnon Materials
NewLook International
Prep Tech Systems
SpeedCove Inc./Solid Rock Enterprises
SureCrete Design Products
Surface Koatings Inc.
Westcoat

Microtoppings

Arizona Polymer Flooring
BDC Supply
Brickform/Solomon Colors
Butterfield Color Inc.
Chemsystems Inc.
Concrete Solutions by Rhino Linings
Dayton Superior Corp.
Elite Crete Systems
Engrave-A-Crete Inc.
EZChem Inc.
Increte Systems/Euclid Chemical
Kemiko by Epmar Corp.
Key Resin Co.
Kingdom Products
Laticrete Spartacote
McKinnon Materials
SpeedCove Inc./Solid Rock Enterprises

Stone Edge Surfaces
SureCrete Design Products
Waltools
Westcoat
Z-Counterform/Concrete Countertop
Solutions

Mixers

Collomix North America
The Concrete Countertop Institute
HoverTrowel
Jon-Don
Kraft Tool Co.
McKinnon Materials
Multiquip Inc.
Trinic

Mixes & Mixing Equipment

Collomix North America
Jiffy Mixer Co. Inc.
Jon-Don
McKinnon Materials
Midwest Rake
Quikspray Inc.
Runyon Surface Prep Rental & Supply
Trinic
Z-Counterform/Concrete Countertop
Solutions

Mixes - Countertop

BDC Supply
Butterfield Color Inc.
The Concrete Countertop Institute
Engrave-A-Crete Inc.
EZChem Inc.
HoverTrowel
Kingdom Products
SureCrete Design Products
Trinic
Waltools
Z-Counterform/Concrete Countertop
Solutions

Mixes - Flooring

Concrete Solutions by Rhino Linings
Engrave-A-Crete Inc.
EZChem Inc.
Increte Systems/Euclid Chemical
Key Resin Co.
Lehigh White Cement Co.
McKinnon Materials
Stone Edge Surfaces
SureCrete Design Products

Mixes - Vertical

Engrave-A-Crete Inc.
EZChem Inc.
Increte Systems/Euclid Chemical
Key Resin Co.
Kingdom Products
McKinnon Materials
Stone Edge Surfaces
Trinic
Waltools

Mixing Tools

Collomix North America
The Concrete Countertop Institute
HoverTrowel
Jiffy Mixer Co. Inc.
Jon-Don
McKinnon Materials
Midwest Rake

Moisture Barriers

Elite Crete Systems
Engrave-A-Crete Inc.

Jon-Don
 Kemiko by Epmar Corp.
 Key Resin Co.
 Laticrete Spartacote
 NewLook International
 SureCrete Design Products
 Trimaco
 Wacker Chemical Corp.
 Westcoat

Moisture Detection

Jon-Don
 McKinnon Materials
 Tramex Ltd.
 Wagner Meters

Moisture Management

Ardex Americas
 Arizona Polymer Flooring
 Gelmaxx
 Key Resin Co.
 SureCrete Design Products
 Wacker Chemical Corp.

Mold-making Materials

The Concrete Countertop Institute
 Polytek Development Corp.
 Trinic
 Waltools

Molds

Z-Counterform/Concrete Countertop Solutions

Molds - Concrete Stone

Polytek Development Corp.

Molds - Concrete Tile and Paver

Polytek Development Corp.

Mortar

Ameripolish
 Key Resin Co.
 Laticrete Spartacote
 Quikspray Inc.

Mortar Color

Brickform/Solomon Colors
 Key Resin Co.
 Trinic

N

Needle Scalars

Engrave-A-Crete Inc.

O

Overlays

Arizona Polymer Flooring
 BDC Supply
 Brickform/Solomon Colors
 Butterfield Color Inc.
 Concrete Solutions by Rhino Linings
 Deco-Pour
 DecoPrep Surface Solutions and Rental Supply
 Elite Crete Systems
 Elite Crete Systems Midwest Inc.
 Elite Crete Systems Southeast Texas
 Endurable Concrete Products
 Engrave-A-Crete Inc.
 GranQuartz
 HoverTrowel
 Increte Systems/Euclid Chemical

Innotech Decorative Concrete Products
 Kemiko by Epmar Corp.
 Key Resin Co.
 Kingdom Products
 Laticrete Spartacote
 Live Oak Construction Supply Inc.
 McKinnon Materials
 Runyon Surface Prep Rental & Supply
 SpeedCove Inc./Solid Rock Enterprises
 Stone Edge Surfaces
 Sundeck Products Inc.
 SureCrete Design Products
 W.R. Meadows
 Waltools
 Z-Counterform/Concrete Countertop Solutions

Overlays - Polishable

Ardex Americas
 Concrete Polishing HQ
 Deco-Pour
 Gelmaxx
 Increte Systems/Euclid Chemical
 Innotech Decorative Concrete Products
 Jon-Don
 Kingdom Products
 SpeedCove Inc./Solid Rock Enterprises
 W.R. Meadows

Overlays - Polymer

Arizona Polymer Flooring
 Butterfield Color Inc.
 Concrete Solutions by Rhino Linings
 Elite Crete Systems
 Elite Crete Systems - St. Louis
 Endurable Concrete Products
 Engrave-A-Crete Inc.
 EZChem Inc.
 HoverTrowel
 Increte Systems/Euclid Chemical
 Innotech Decorative Concrete Products
 Kemiko by Epmar Corp.
 Key Resin Co.
 McKinnon Materials
 SpeedCove Inc./Solid Rock Enterprises
 Waltools

Overlays - Self-leveling

Ardex Americas
 Concrete Solutions by Rhino Linings
 Deco-Pour
 Elite Crete Systems
 GranQuartz
 Increte Systems/Euclid Chemical
 Jon-Don
 Key Resin Co.
 Kingdom Products
 Quikspray Inc.
 SpeedCove Inc./Solid Rock Enterprises
 W.R. Meadows
 Westcoat

Overlays - Stampable

Arizona Polymer Flooring
 Brickform/Solomon Colors
 Butterfield Color Inc.
 Chemsystems Inc.
 Concrete Solutions by Rhino Linings
 Elite Crete Systems
 Engrave-A-Crete Inc.
 EZChem Inc.
 Gelmaxx
 Increte Systems/Euclid Chemical
 Innotech Decorative Concrete Products
 Kingdom Products
 McKinnon Materials

L. M. Scofield Co.
 Stone Edge Surfaces
 SureCrete Design Products
 W.R. Meadows
 Waltools
 Westcoat

P

Patching Compounds

Advanced Floor Products, a division of Curecrete Distribution Inc.
 Ardex Americas
 Deco-Pour
 Engrave-A-Crete Inc.
 Jon-Don
 Laticrete Spartacote
 McKinnon Materials
 Roadware Inc.
 SureCrete Design Products
 W.R. Meadows
 Westcoat

Pigment

Chemsystems Inc.
 The Concrete Countertop Institute
 Engrave-A-Crete Inc.
 Increte Systems/Euclid Chemical
 McKinnon Materials
 NewLook International
 Prosoco

Pigment - Dispensing Equipment

Brickform/Solomon Colors
 Increte Systems/Euclid Chemical
 L. M. Scofield Co.
 SureCrete Design Products

Pigment - Iron Oxide

Alabama Pigments Co.
 Brickform/Solomon Colors
 Butterfield Color Inc.
 Increte Systems/Euclid Chemical
 Kingdom Products
 McKinnon Materials
 NewLook International
 Waltools

Placers

Kraft Tool Co.

Polishing Machines

Advanced Floor Products, a division of Curecrete Distribution Inc.
 Applied Diamond Tools
 Aztec Products
 Barnsco Decorative Concrete Supply
 BDC Supply
 Blastrac NA
 Concrete Polishing HQ
 Concrete Polishing Solutions
 GranQuartz
 Husqvarna Construction Products
 Intertool LLC
 Jon-Don
 Prep Tech Systems
 Scanmaskin USA Inc. c/o Jon Don Inc.
 Superabrasive Inc.
 U.S. Saws
 Polishing Pads & Tooling
 Advanced Floor Products, a division of Curecrete Distribution Inc.
 Ameripolish
 Applied Diamond Tools

Aztec Products
 Boride Engineered Abrasives
 The Concrete Countertop Institute
 Concrete Polishing HQ
 Concrete Polishing Solutions
 EZ Polish System
 GranQuartz
 Husqvarna Construction Products
 Intertool LLC
 Jon-Don
 Key Resin Co.
 Live Oak Construction Supply Inc.
 Prep Tech Systems
 Runyon Surface Prep Rental & Supply
 Scanmaskin USA Inc. c/o Jon Don Inc.
 Superabrasive Inc.
 U.S. Saws
 Z-Counterform/Concrete Countertop Solutions

Polyaspartics

Arizona Polymer Flooring
 Barnsco Decorative Concrete Supply
 BDC Supply
 Concrete Sealers USA
 Concrete Solutions by Rhino Linings
 Elite Crete Systems
 Engrave-A-Crete Inc.
 EZChem Inc.
 Increte Systems/Euclid Chemical
 Jon-Don
 Kemiko by Epmar Corp.
 Key Resin Co.
 McKinnon Materials
 Prep Tech Systems
 Runyon Surface Prep Rental & Supply
 SpeedCove Inc./Solid Rock Enterprises
 SureCrete Design Products
 Surface Coatings Inc.
 Westcoat

Polyurea

Advanced Floor Products, a division of Curecrete Distribution Inc.
 Arizona Polymer Flooring
 Concrete Polishing HQ
 Concrete Sealers USA
 Concrete Solutions by Rhino Linings
 GranQuartz
 Jon-Don
 Kraft Tool Co.
 Kemiko by Epmar Corp.
 Prep Tech Systems
 SpeedCove Inc./Solid Rock Enterprises
 U.S. Saws

Power Trowels

HoverTrowel
 Kraft Tool Co.
 Live Oak Construction Supply Inc.
 MBW Inc.
 Multiquip Inc.
 Prep Tech Systems
 Scanmaskin USA Inc. c/o Jon Don Inc.

Protective Clothing

Jon-Don
 Trimaco

Pump Sprayers

Ameripolish
 Engrave-A-Crete Inc.
 Jon-Don
 Quikspray Inc.

Pumps

Multiquip Inc.
 U.S. Saws

R**Radiant Heating Systems**

Laticrete Spartacote

Rebar Cutting & Bending Equipment

Multiquip Inc.

Reinforcing Mesh & Lath

Key Resin Co.

Live Oak Construction Supply Inc.

Release AgentsArizona Polymer Flooring
Brickform/Solomon Colors
Butterfield Color Inc.
EZChem Inc.Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Kingdom Products
Laticrete Spartacote

Live Oak Construction Supply Inc.

McKinnon Materials

NewLook International

Polytek Development Corp.

L. M. Scofield Co.

W.R. Meadows

Walttools

Respirators

Jon-Don

Trimaco

Retardants

Dayton Superior Corp.

L. M. Scofield Co.

Trimaco

W.R. Meadows

Rock-making Materials

Walttools

Rollers

Jon-Don

Midwest Rake

Multiquip Inc.

Nour Painting Tools

Rollers - Spiked

HoverTrowel

Key Resin Co.

Kraft Tool Co.

Midwest Rake

Nour Painting Tools

Rollers - Texture

Increte Systems/Euclid Chemical

Jon-Don

Midwest Rake

Nour Painting Tools

S**Safety Equipment**

GranQuartz

Jon-Don

Live Oak Construction Supply Inc.

Prep Tech Systems

Safety Supplies

Prep Tech Systems

Sandblasting

Engrave-A-Crete Inc.

Saw Blades

Engrave-A-Crete Inc.

GranQuartz
Husqvarna Construction Products
Jon-Don
Multiquip Inc.
Prep Tech Systems
U.S. Saws**Saw Carts**

Engrave-A-Crete Inc.

Prep Tech Systems

Saws

Engrave-A-Crete Inc.

Husqvarna Construction Products

Jon-Don

Multiquip Inc.

Prep Tech Systems

U.S. Saws

Scarifiers

Blastrac NA

HoverTrowel

Jon-Don

Prep Tech Systems

Scrapers

Jon-Don

Kraft Tool Co.

Midwest Rake

Prep Tech Systems

Scraping Tools & Machines

Blastrac NA

Midwest Rake

Prep Tech Systems

Screeds

HoverTrowel

Kraft Tool Co.

Multiquip Inc.

Screeds, Power

Multiquip Inc.

Scrubbing Machines

Aztec Products

Jon-Don

Surtec Inc.

Sealers - Countertop

BDC Supply

Endurable Concrete Products

Engrave-A-Crete Inc.

EZChem Inc.

Increte Systems/Euclid Chemical

Kemiko by Epmar Corp.

Kingdom Products

McKinnon Materials

NewLook International

SureCrete Design Products

Trinic

Wacker Chemical Corp.

Walttools

Z-Counterform/Concrete Countertop Solutions

Sealers - FlooringAdvanced Floor Products, a division of
Curecrete Distribution Inc.

Ameripolish

Arizona Polymer Flooring

Aztec Products

BDC Supply

Brickform/Solomon Colors

Butterfield Color Inc.

Chemsystems Inc.

Concrete Polishing HQ

Concrete Polishing Solutions

Concrete Sealers USA
Concrete Solutions by Rhino Linings
Elite Crete Systems
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
GranQuartz
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
Kingdom Products
Laticrete Spartacote
McKinnon Materials
NewLook International
Prosoco
Runyon Surface Prep Rental & Supply
L. M. Scofield Co.
SpeedCove Inc./Solid Rock Enterprises
Superabrasive Inc.
SureCrete Design Products
Surface Koatings Inc.
Surtec Inc.
Trinic
W.R. Meadows
Wacker Chemical Corp.
Walttools
Westcoat**Sealers - Pigmented**

BDC Supply

Concrete Sealers USA

Concrete Solutions by Rhino Linings

Elite Crete Systems

Endurable Concrete Products

Increte Systems/Euclid Chemical

Innotech Decorative Concrete Products

Kemiko by Epmar Corp.

Key Resin Co.

McKinnon Materials

NewLook International

L. M. Scofield Co.

SpeedCove Inc./Solid Rock Enterprises

SureCrete Design Products

Wacker Chemical Corp.

Westcoat

Sealers - UV-Cured

Concrete Sealers USA

Innotech Decorative Concrete Products

Live Oak Construction Supply Inc.

SpeedCove Inc./Solid Rock Enterprises

Trinic

Shotblasting Equipment

Blastrac NA

Concrete Polishing HQ

Engrave-A-Crete Inc.

Gelmaxx

Jon-Don

Prep Tech Systems

Shotblasting Machines

BDC Supply

Engrave-A-Crete Inc.

Jon-Don

Prep Tech Systems

Runyon Surface Prep Rental & Supply

Shotcrete

Prep Tech Systems

Quikspray Inc.

Slip-resistant Additives

Engrave-A-Crete Inc.

EZChem Inc.

Increte Systems/Euclid Chemical

Jon-Don

Key Resin Co.

McKinnon Materials

Michelman

NewLook International

W.R. Meadows

Westcoat

Slurry Management

Gelmaxx

Husqvarna Construction Products

Jon-Don

Runyon Surface Prep Rental & Supply

Surtec Inc.

Spiked Shoes

HoverTrowel

Jon-Don

Key Resin Co.

Kraft Tool Co.

McKinnon Materials

Midwest Rake

Nour Painting Tools

Sprayers

BroadcastCoating.Tools

Concrete Polishing HQ

Engrave-A-Crete Inc.

Jon-Don

Kraft Tool Co.

McKinnon Materials

Multiquip Inc.

Spreaders

BroadcastCoating.Tools

HoverTrowel

Kraft Tool Co.

McKinnon Materials

Midwest Rake

Nour Painting Tools

Squeegees

Jon-Don

Key Resin Co.

Kraft Tool Co.

McKinnon Materials

Midwest Rake

Nour Painting Tools

Stain Block

Jon-Don

Wacker Chemical Corp.

Stains - Acid & ReactiveAdvanced Floor Products, a division of
Curecrete Distribution Inc.

Arizona Polymer Flooring

Brickform/Solomon Colors

Butterfield Color Inc.

Chemsystems Inc.

Concrete Solutions by Rhino Linings

Elite Crete Systems

Engrave-A-Crete Inc.

EZChem Inc.

Increte Systems/Euclid Chemical

Innotech Decorative Concrete Products

Kemiko by Epmar Corp.

Kingdom Products

Live Oak Construction Supply Inc.

L. M. Scofield Co.
Surface Coatings Inc.
Wacker Chemical Corp.
Walttools
Westcoat

Stains - Solid Color

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Brickform/Solomon Colors
Chemsystems Inc.
Endurable Concrete Products
Engrave-A-Crete Inc.
GranQuartz
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Kemiko by Epmar Corp.
NewLook International
L. M. Scofield Co.
SpeedCove Inc./Solid Rock Enterprises
Wacker Chemical Corp.
Z-Counterform/Concrete Countertop
Solutions

Stains - Translucent

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Brickform/Solomon Colors
Elite Crete Systems
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
Increte Systems/Euclid Chemical
Jon-Don
McKinnon Materials
NewLook International
Prosoco
L. M. Scofield Co.
SureCrete Design Products
Wacker Chemical Corp.
Westcoat

Stains - Water-based

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Arizona Polymer Flooring
Barnsco Decorative Concrete Supply
BDC Supply
Brickform/Solomon Colors
Butterfield Color Inc.
Deco-Pour
Endurable Concrete Products
Engrave-A-Crete Inc.
EZChem Inc.
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Jon-Don
Kemiko by Epmar Corp.
Kingdom Products
Live Oak Construction Supply Inc.
McKinnon Materials
NewLook International
Prosoco
L. M. Scofield Co.
SpeedCove Inc./Solid Rock Enterprises
SureCrete Design Products
Trinic
Wacker Chemical Corp.
Walttools
Westcoat
Z-Counterform/Concrete Countertop
Solutions

Stamps & Texturing Tools

Barnsco Decorative Concrete Supply
Brickform/Solomon Colors
Butterfield Color Inc.
Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Live Oak Construction Supply Inc.
Nour Painting Tools
L. M. Scofield Co.
Stone Edge Surfaces
Walttools
Z-Counterform/Concrete Countertop
Solutions

Stencils

Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
McKinnon Materials

Step Liners

Brickform/Solomon Colors
Butterfield Color Inc.
Walttools

Strippers

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Endurable Concrete Products
Franmar Chemical Inc.
Increte Systems/Euclid Chemical
Jon-Don
NewLook International
Prep Tech Systems
Prosoco
Surtec Inc.

Surface Protection

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Jon-Don
NewLook International
Nour Painting Tools
Prep Tech Systems
Prosoco
L. M. Scofield Co.
Trimaco

T

Tampers

Butterfield Color Inc.
Kraft Tool Co.
Midwest Rake
Multiquip Inc.

Terrazzo

Boride Engineered Abrasives
Concrete Polishing HQ
Deco-Pour
Gelmaxx
Husqvarna Construction Products
Intertool LLC
Key Resin Co.
Prep Tech Systems

**Testing & Measuring
Equipment**

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Runyon Surface Prep Rental & Supply
Tramex Ltd.
Wagner Meters

Texture Rollers

Butterfield Color Inc.
Nour Painting Tools
Polytek Development Corp.
Walttools

Toll Blending Services

EZChem Inc.
Kemiko by Epmar Corp.
Key Resin Co.

Training Products

The Concrete Countertop Institute
Concrete Polishing HQ
Engrave-A-Crete Inc.
Superabrasive Inc.
Trinic
Wagner Meters

Trowels

HoverTrowel
Jon-Don
Key Resin Co.
Kraft Tool Co.
Live Oak Construction Supply Inc.
McKinnon Materials
Midwest Rake
Multiquip Inc.
Nour Painting Tools
Prep Tech Systems

U

Underlayments

Ardex Americas
Deco-Pour
GranQuartz
Innotech Decorative Concrete Products
Jon-Don
Key Resin Co.
Laticrete Spartacote
Prep Tech Systems
Trimaco
W.R. Meadows
Westcoat

Urethanes

Arizona Polymer Flooring
BDC Supply
Concrete Sealers USA
Concrete Solutions by Rhino Linings
Engrave-A-Crete Inc.
Increte Systems/Euclid Chemical
Innotech Decorative Concrete Products
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
McKinnon Materials
NewLook International
Prep Tech Systems
SureCrete Design Products
Surface Coatings Inc.
Walttools
Westcoat

V

Vacuums

Husqvarna Construction Products
Prep Tech Systems
U.S. Saws

Vapor Barriers

Insulation Solutions Inc.
Key Resin Co.

NewLook International
Prep Tech Systems
SureCrete Design Products
W.R. Meadows

Vertical Overlays

Barnsco Decorative Concrete Supply
Brickform/Solomon Colors
Butterfield Color Inc.
Deco-Pour
EZChem Inc.
Increte Systems/Euclid Chemical
Key Resin Co.
Kingdom Products
McKinnon Materials
Stone Edge Surfaces
Walttools

Vinyl Chips

Arizona Polymer Flooring
Barnsco Decorative Concrete Supply
BDC Supply
BroadcastCoating.Tools
Increte Systems/Euclid Chemical
Jon-Don
Key Resin Co.
SureCrete Design Products

W

Wall Forms

Increte Systems/Euclid Chemical
Walttools

Water Repellents

Ameripolish
Concrete Sealers USA
Engrave-A-Crete Inc.
NewLook International
Prosoco
L. M. Scofield Co.
Surface Coatings Inc.
W.R. Meadows
Wacker Chemical Corp.

**Waterproofing Systems &
Membranes**

Ameripolish
Ardex Americas
BroadcastCoating.Tools
Concrete Solutions by Rhino Linings
Jon-Don
Kemiko by Epmar Corp.
Key Resin Co.
Laticrete Spartacote
SpeedCove Inc./Solid Rock Enterprises
SureCrete Design Products
W.R. Meadows
Wacker Chemical Corp.
Westcoat

Waxes

Engrave-A-Crete Inc.
EZChem Inc.
Kemiko by Epmar Corp.
McKinnon Materials
Michelman

Green Products

The Green Products list showcases manufacturers that make decorative concrete materials and tools that are environmentally friendly and promote sustainable construction practices.

- Use this guide to identify manufacturers that provide green products and equipment.
- Then, look up the manufacturer's contact information in the Company Index, which starts on page 6 in this magazine.

C

Cleaning Products & Equipment

Advanced Floor Products, a division of
Curecrete Distribution Inc.
GelMaxx

Coatings

Key Resin Co.
NewLook International
SpeedCove Inc./Solid Rock Enterprises

Color Restoration Products

Waltools

Countertop Materials

SureCrete Design Products

Coving

SpeedCove Inc./Solid Rock Enterprises

D

Densifiers

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Brickform/Solomon Colors

Dust Collection & Vacuums

GelMaxx

Dyes

Surface Koatings Inc.
Waltools

E

Epoxy

Key Resin Co.

F

Fiber

Brickform/Solomon Colors

Finishing Aids

Brickform/Solomon Colors

Floor Strippers

EZChem Inc.

G

Garage Floor Coatings

Endurable Concrete Products
SpeedCove Inc./Solid Rock Enterprises
Surface Koatings Inc.

Grinders

GelMaxx

J

Joint Fillers & Sealants

SpeedCove Inc./Solid Rock Enterprises

M

Masking Products & Equipment

Trimaco

Metallic Coatings & Additives

Key Resin Co.

Moisture Barriers

Trimaco

Mortar Color

Brickform/Solomon Colors

P

Pigment — Iron Oxide

Brickform/Solomon Colors

Polyaspartics

Key Resin Co.
Surface Koatings Inc.

R

Respirators

Trimaco

Retardants

Trimaco

S

Sealers — Countertop

Endurable Concrete Products
SureCrete Design Products
Waltools

Sealers — Flooring

Advanced Floor Products, a division of
Curecrete Distribution Inc.
Endurable Concrete Products
Key Resin Co.
Surface Koatings Inc.

Sealers — Pigmented

NewLook International

Slurry Management

GelMaxx

Stains — Acid & Reactive

Waltools

Stains — Solid Color

NewLook International

Stains — Translucent

Endurable Concrete Products
NewLook International

Stains — Water-based

EZChem Inc.
NewLook International
SureCrete Design Products
Waltools

Strippers

Endurable Concrete Products

Surface Protection

Trimaco

T

Terrazzo

GelMaxx

U

Urethanes

SureCrete Design Products

V

Vapor Barriers

SureCrete Design Products

W

Water Repellents

Surface Koatings Inc.

Waterproofing Systems & Membranes

SpeedCove Inc./Solid Rock Enterprises

The 2017 Product Guide is also available online:
www.ConcreteDecor.net/Product-Guide

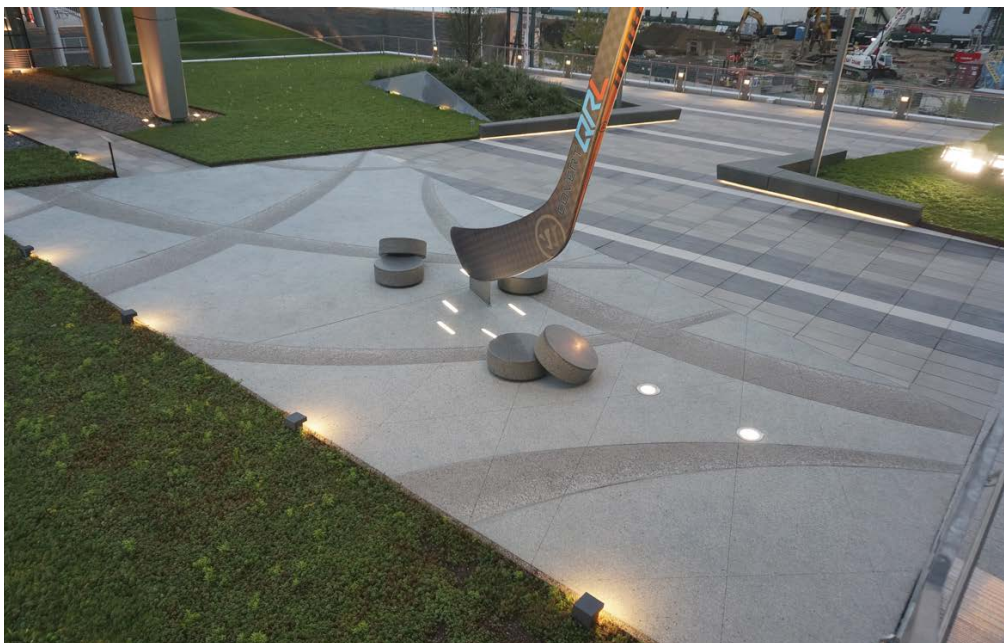
OPCMIA appoints new officers

Daniel E. Stepano, general president of the Operative Plasterers' and Cement Masons' International Association, has appointed the following officers of the organization: Roger Bettermann, general secretary-treasurer; Richard Bailey, general executive board; William E. Rogers, vice president (plasterer); and Wayne Laffitte, vice president (cement mason).

OPCMIA is North America's oldest building trades union, representing journeymen and apprentice plasterers, cement masons and shop hands throughout the U.S. and Canada.

☎ (301) 623-1000

🌐 www.opcmia.org



New Boston Bruins practice facility features gigantic hockey imagery

When the Warrior Ice Arena was built, the architect wanted to bring the imagery of hockey from the interior to the exterior of the complex. With a landmark 68-foot-high hockey stick, the new 75,000-square-foot practice complex of the Boston Bruins hockey team includes an ice rink with seating for 660 fans, a lobby featuring displays of Bruins accomplishments, a modern locker suite and team lounge and expansive training and weight rooms. Aggregate Industries US, a subsidiary of LafargeHolcim, designed and developed the product that allowed the vision to come to life.

To achieve the aesthetic and LEED-certification goals of the project, AIUS created custom-designed mixes of its Artevia brand of decorative concretes that

contained unique colors, aggregates and textures, as well as treatments to reduce the urban heat island effect.

To achieve the design goals for the hardscape, AIUS developed Artevia Color and Artevia Exposed samples with white and gray cement. The specialized concrete mix incorporated an integral coloring admixture from L. M. Scofield Co. to create vibrant solar-reflective colors that conform to LEED 2009 requirements for reducing the urban heat island effect. This cool pavement technology helps keep concrete temperatures lower and provides a high solar reflective index value that qualifies the Warrior Ice Arena for a credit under the sustainable sites section of LEED.

🌐 www.aggregate-us.com

EVENT CALENDAR

Cement Colors/Concrete Decor RoadShow

April 26-28, Fort Worth, Texas

🌐 roadshow.concretedecor.net

IEEE-IAS/PCA Cement Conference

May 21-25

Calgary, Alberta, Canada

🌐 www.ieee.org

Decorative Concrete Fair

Solomon Colors/Brickform HQ

Aug. 17-19, Springfield, Ill.

🌐 www.brickform.com

ASCC Annual Conference

Arizona Grand Resort

Sept. 14-17, Phoenix, Ariz.

🌐 www.asconline.org

PCA Annual Summit

Hotel Del Coronado

Oct. 29-31, San Diego, Calif.

🌐 www.cement.org

**Concrete Decor Show
Innisbrook**



Nov. 6-10, Palm Harbor, Fla.

🌐 www.concretedecorshow.com

CFI publishes floor coating brochure

Coatings for Industry is now offering an installer-friendly brochure that highlights and compares attributes of its entire WearCoat product line. This is the first time in its nearly five-decade history that CFI has compiled all of its WearCoat products into a single brochure.

The 14-page, full-color piece highlights 19 primers, surfacers, mid-coats and topcoats, and includes an easy-to-read, fold-out chart matching the products to applications. The photo-rich brochure also

exhibits a variety of completed floors in various environments.

Designed to be used as a key sales tool for floor coating professionals, the brochure shows products as systems such as sand broadcast, quartz broadcast and metallic pigmented. Each system has multiple coating combinations designed to meet customers' needs. The brochure also includes graphic representations of textures and available standard colors throughout the line.

☎ (877) 723-0919

🌐 www.cficoatings.com


Husqvarna to acquire HTC Group

Husqvarna Group's Construction Division is in the midst of acquiring the floor grinding solutions division of HTC Group AB, one of the market leaders in floor-grinding solutions. Husqvarna also recently acquired Pullman Ermator and Diamond Tool Supply.

"The HTC team brings extensive floor grinding product and application expertise which combined with Husqvarna's global reach and scale gives us a stronger position to grow the polished flooring market, and help our customers to achieve beautiful and easily maintained floors at lower environmental impact. Together we will also explore synergies in areas including sourcing and technology," says Henric Andersson, president of Husqvarna Construction.

Sales in 2016 for HTC Floor Grinding Solutions was approximately SEK \$380 million (U.S. \$42.4 million). About 150 employees are mainly located in Sweden and in the fully owned subsidiaries in France, Germany, U.K. and the U.S., which also are the biggest markets in terms of sales. HTC is currently owned by Polaris, a leading Nordic private equity company.

The acquisition of HTC Floor Grinding Solutions is expected to be finalized by mid-year. It is subject to approval from competition authorities and the impact on Husqvarna Group's earnings in 2017 will be limited.

 (800) 487-5951

 www.husqvarnagroup.com


World of Asphalt wins 'Fastest 50' honors

The World of Asphalt Show and Conference has been named one of the 50 fastest-growing shows across all industries in the U.S.

Trade Show Executive magazine presents "Fastest 50" awards to exhibitions that demonstrate the greatest percentage of show-to-show growth. World of Asphalt 2016 won for record gains in both attendance and exhibit space.

Planning is already underway for the next show set for March 6-8, 2018, in Houston, Texas. Show registration will open in October.

World of Asphalt features the latest equipment and product innovations as well as targeted best-practices education for the asphalt, pavement maintenance and traffic safety industries.

 (800) 867-6060

 www.worldofasphalt.com



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ENDURABLEPRODUCTS.COM | 800.910.3120

Wood framing defeated in South Florida

Earlier this year, the Florida Building Commission requested comment for proposed changes to the Florida Building Code, including a provision to allow certain wood-framed construction techniques to be used in the construction of Florida school board and college buildings. The proposed modifications to allow wood-framing were defeated.

In the aftermath of 1992's Hurricane Andrew, which wrought destruction throughout Florida and was the most expensive natural disaster in history at the time, the state adopted stronger building codes, including efforts to minimize wind and water damage from storms, resulting in the elimination of stick frame houses in south Florida.

According to a study from the Massachusetts Institute of Technology's Concrete Sustainability Hub titled "A Break-Even Hazard Mitigation Metric," a \$10 million nonengineered wood building could be expected to face more than a half million dollars in hazard-related damages over 50 years, while a \$10 million engineered concrete building is expected to face only \$165,000 over the same period.

The MIT study confirms the importance of using resilient construction materials in regions prone to extreme weather events, and serves as a tool that can assist designers, developers and architects looking to build and rebuild with durability in mind.

www.buildwithstrength.com

Aggregates industry positively impacts U.S. economy

To better understand the effect of the U.S. aggregates industry on the economy and jobs, the Phoenix Center released a new economic "Scorecard" titled "The Economic Impact of the Natural Aggregates Industry: A National, State and County Analysis." As the Phoenix Center's Scorecard demonstrates, the positive effects of the aggregates industry on the U.S. economy are substantial.

According to the Phoenix Center's Scorecard, quarries — producers of the essential raw materials needed for any construction project — are significant contributors to the economic well-being of the United States. The industry generates \$27 billion in annual sales and employs 100,000 skilled workers earning above-average salaries. Additionally, the industry supports \$122 billion in national sales, \$32 billion in national earnings (i.e., wages) and between 364,000 and 600,000 jobs across a wide range of occupations and industries.

The Phoenix Center's Scorecard reveals that each job in the aggregates industry supports an additional 4.87 jobs throughout the economy. These jobs are widely spread across industries and occupations. Each dollar of wages creates another \$4.19 of earnings in other sectors, and each dollar of sales in the industry produces another \$3.47 of sales in other industries. The effects of the aggregates industry are both large and diverse. Sizable effects on employment and output are found also at the state and county levels.

www.phoenix-center.org

TRANSITIONS

Michael Ramos has been promoted from assistant manager to manager of Western Specialty Contractors' branch in Fort Lauderdale. Prior to working for Western, he was a project manager of the Aero Door Division for J.B. Mathews Co.



Bill Hohmeier has been appointed manager of Western's North Carolina and Florida region. He joined Western in 1998 as a department manager. He was promoted in 2004 to branch manager of the St. Louis Masonry Restoration offices, then to region manager in 2012.



Travis DeJohn has been promoted from assistant manager to manager of Western's branch in Little Rock, Arkansas. He has been with Western for the past 10 years.



Mitch Williams has been appointed president and CEO of Construction Supply Holdings. Most recently, Williams, who has spent his entire career in distribution, was the CEO of Rexel's \$1.7 billion Asia Pacific region which had more than 250 branches in 13 countries and more than 3,000 employees.

After a career that has spanned four and half decades of service in the organized construction industry, **Paul J. O'Brien** has retired as managing director for the Building Contractors Association. The board unanimously voted to appoint assistant managing director **John O'Hare** to succeed O'Brien as managing director.

An 18-year veteran of the association O'Hare has been involved in all aspects of the BCA's operation. While in school, he was a member of Laborers Local 23, where he worked on various construction projects as a super, estimator and project manager. He attended New York University, studying construction management, and the Cornell University School of Industrial & Labor Relations. O'Hare holds a degree in electronics engineering.

Sika Corp. has appointed **Mark Daniels** vice president of transportation A/C. He started his career with Sika in 2000 as a senior technical service engineer in Madison Heights, Michigan. During his tenure, he has progressed through leadership positions in the technical service, product management and marketing departments in Sika China. Most recently, he was Sika Industry's target market manager for Australia. Daniels holds a bachelor's degree in chemical engineering from Virginia Tech and an Executive MBA from Rutgers University.

J'Anna Howland has been named the new human resource manager at Arizona Polymer Flooring. She has nearly 20 years of experience in the manufacturing industry, a dozen of which are associated with human resources. Previously, Howland managed human resources for Super-Krete International before Arizona Polymer Flooring acquired the company.

Cement manufacturers ready to meet higher demand for proposed projects

U.S. cement manufacturers have ample production capacity to meet increased demand from infrastructure revitalization efforts being contemplated by the Trump Administration and Congress, an analysis from the Portland Cement Association concluded.

Taking into account specific proposed infrastructure projects and known economic drivers — including projects aimed at restoring the nation's highways, waterways, pipelines, runways and even a potential border wall — PCA determined that the U.S. cement industry would have more than enough capacity to meet even the most challenging infrastructure revitalization program.

The U.S. cement industry is currently operating at roughly 79 percent of capacity, estimated at 108 million metric tons per year. Besides domestic cement plants, the industry also operates shipping terminals for importing and exporting cement. Including imports, PCA estimates the U.S. cement industry is capable of supplying more than 150 million metric tons of cement each year.

According to PCA, U.S. cement plants added 1.3 million metric tons of capacity in 2016 alone. U.S. cement producers have announced plant expansion plans that could result in an additional 1.6 million metric tons of capacity by 2018.

[\(202\) 408-9494](tel:(202)408-9494)

www.cement.org

NACA officials conduct Capitol Hill briefing on industry priorities

Bob Risser, president and CEO of the Precast/Prestressed Concrete Institute, joined senior officials representing the North American Concrete Alliance and the Congressional Cement Caucus for a visit to Capitol Hill Feb. 5 to brief the 115th Congress on the state of the concrete and cement industry and infrastructure priorities.

NACA senior officials conveyed the following information:

Infrastructure investment must be done wisely and factor reforms to programs that will extend federal dollars and focus on long-term, nationally significant mega projects and address the need for long-lasting and resilient structures and systems;

Congress must enact a robust and sustainable funding mechanism that

addresses Highway Trust Fund shortfalls with durable solutions that stabilize and increase critical surface transportation investments.

An efficient, well-functioning transportation network is essential to maintaining U.S. economic competitiveness.

New funding and financing for long-term investment are critical to economic growth, personal mobility and public safety.

The Congressional Cement Caucus is co-chaired by Rep. Charlie Dent, R-Pennsylvania, and Rep. Ruben Gallego, D-Arizona.

[\(312\) 786-0300](tel:(312)786-0300)

www.pci.org

Concrete Show South East Asia slated for Sept. 13-17 in Jakarta

The fifth edition of Concrete Show South East Asia will take place Sept. 13-17 at the Jakarta International Expo. Organized by PT. UBM Pameran Niaga Indonesia, the show brings together the key players from the full spectrum of the concrete supply chain in the world of civil construction for paving, surfacing, building and infrastructure.

Concrete Show South East Asia 2017 features a wide range of products and technology, covering raw materials, ingredients, reinforcement technology, prefabricated techniques and construction-related services. The 2016 event attracted more than 6,000 attendees and 200 exhibitors from 25 countries.

Concrete Show South East Asia is being co-located with Construction Indonesia and Mining Indonesia to allow participants in the wider construction and infrastructure sectors enhanced access to this event.

www.concreteshow.merebo.com

ACPA and NRMCA to hold education conference

The American Concrete Pumping Association and the National Ready Mixed Concrete Association will hold the 2017 ACPA Building the Momentum Education Conference and NRMCA ConcreteWorks conference Oct. 2-3 at the Gaylord Texan Resort and Convention Center in Grapevine.

ACPA attendees will have an opportunity to network not only with other concrete pumpers, but also with ready mixed producers and members of the NRMCA. In addition, attendees may attend educational seminars hosted by both organizations. Several events and receptions will be jointly sponsored.

The ACPA's Fall Board Meeting will precede the education conference at the co-location site on Sept. 30 – Oct. 1. General session and committee meetings will be held Saturday, Sept. 30, and the general board meeting — open to all ACPA members and potential members — will take place Sunday, Oct. 1.

[\(202\) 835-2272](tel:(202)835-2272)

www.concretepumpers.com

www.nrmca.org

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www.concrete-texturing.com

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Compact Modular Vacuum Lifting System adapts to the demands of the job

The new CM 3 Compact Modular Vacuum Lifting System from Vacuworx is changing the game for contractors who run compact equipment such as skid steers, track loaders, articulating wheel loaders and mini-excavators on the job every day — now allowing them to handle materials such as concrete slabs, steel plates and pipe up to 6,600 pounds with ease.



With standard mounting, the plate weighs the same as a standard skid steer bucket, so it doesn't affect the lift capacity of the host machine. The rugged all-steel unit is designed to accommodate single- or double-pad configurations interchangeably to be able to lift a variety of material weights and sizes. The adjustable spreader bar for double pads extends from 61 to 85 inches (measured from outside to outside of the seal channels).

The CM 3 is operated by a hydraulically driven vacuum pump using the auxiliary hydraulics from the host machine (minimum 10 GPM required with maximum 3,000 psi). With quick-connect hydraulic hoses and a universal mounting plate assembly, the CM 3 can be attached to a variety of host machines in a matter of minutes.

In addition, the unit is equipped with a factory preset flow control valve to ensure optimal performance with any equipment. Designed for both job site durability and practicality, the CM 3 comes with steel legs for storage, which can either be removed or rotated when the system is in use.

[\(918\) 259-3050](tel:(918)259-3050)
www.vacuworx.com

High-performance hemp fiber developed specifically for decorative concrete

Canadian Greenfield Technologies Corp. has released NForce-Pro, a high-performance, sustainable-fiber with a low carbon dioxide footprint developed specifically for decorative concrete applications.



Introduced at World of Concrete 2017 in Las Vegas, NForce-Pro is manufactured from industrial hemp, one of the world's strongest and most durable natural fibers. It's engineered to provide maximum mix stability and exceptional surface quality in decorative concrete applications. Developed as a result of extensive research and development and verified by independent experts for concrete applications, it has already been used in decorative concrete projects in Canada and the U.S. with much positive feedback.

[\(403\) 720-6699](tel:(403)720-6699)
www.canadiangreenfield.com

Propane-powered ride-on polisher's compact size great fit for smaller jobs

Wagman Metal Products' new propane-powered ride-on polishing machine, the GHP LP230, is a highly maneuverable, versatile, compact polishing machine which can decrease production time with its ease of use.



With a path of 30-by-63 inches, the GHP LP230 easily fits through a 32-inch doorway and into a pickup truck bed. Its compact size allows for work in areas where larger ride-on polishing machines will not fit. With its low center of gravity and patented attachments, the GHP LP230's twin planetary processing action makes it ideal for grinding, honing and polishing.

The propane system is certified by the California Air Resources Board and Environmental Protection Agency and, with less than 1 percent carbon monoxide, complies with OSHA indoor air emissions.

[\(717\) 854-2120](tel:(717)854-2120)
www.wagmanmetal.com

High-tech AC brushless impact wrenches are designed for power and durability

Hitachi Power Tools unveiled a new line of ultra-efficient AC brushless impact wrenches featuring an aluminum housing body construction that delivers impressive internal and external durability. These impact wrenches deliver superior performance when powered by a generator due to an internal inverter circuit that regulates uneven power supply for ultimate job site convenience.



Ideal for tightening and loosening nuts and bolts in the construction, ship building, agricultural and automobile industry, they are also useful when assembling scaffolding, installing electrical equipment, plumbing, HVAC installation and other various fastening applications. Models include WR25SE 1 inch, 3/4 inch and 1/2 inch Square Drive AC Brushless Impact Wrench.

Hitachi leads the market in North America for AC brushless motor technology. An AC brushless motor is more efficient, leading to longer run time, increased power and extended durability with essentially no maintenance. Eliminating the need for carbon brushes means freedom from issues with the motor armature burning out, experiencing layer shorts or commutator wear in severe environments.

[\(800\) 829-4752](tel:(800)829-4752)
www.hitachipowertools.com

Company acquires hydro-demolition robots

Brokk, one of the world's leading manufacturers of remote-controlled demolition machines, recently acquired Aquajet Systems AB, a world-leading manufacturer of hydro-demolition robots.

The acquisition expands the application solutions offered by Brokk in the construction and demolition industry. Aquajet Systems specializes in concrete renovation by using extremely high-pressure water jets to remove concrete without harming the underlying rebar or causing microfracturing. The innovative machines are ideal for a variety of selective demolition applications, including bridge and road repair.

The robots feature diesel or electric power and are compatible with Aquajet Systems' line of accessories which include rotolances and circular power heads. The company also manufactures large power packs and mobile water treatment systems.

www.brokk.com






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When: For times and dates, please visit online at: www.moisturewebinar.com or email rapidrh@wagnermeters.com or call (800) 207-2164.

Registration: This webinar is available by invitation only and online seating is limited. Please contact Wagner Meters today to reserve your seat for this groundbreaking presentation.

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Rotary hammer offers 8.5 amps of power

The Bosch GBH2-28L rotary hammer merits its place in the long line of legendary Bosch Bulldogs. It weighs only 6.9 pounds, yet delivers impact energy of 5,100 no-load bpm (blasts per minute) and 0-1,300 no-load rpm for drilling and chipping in masonry and concrete.

The 1 1/8-inch diameter drilling capacity combines with three operation modes — drilling only, hammer drilling and chiseling — to ensure the Bosch GBH2-28L is ready to take on a variety of jobs, both big and small.

Bosch-exclusive KickBack Control is activated when there's an unexpected bind-up situation, which the rotary hammer will immediately shut off to reduce dangerous tool kickback. KickBack Control helps to better control the rotary hammer and can reduce the risk of injury.

Additional user-protection features include vibration control, a counter-balance system that moves in the opposite direction of the striker to optimize hammer action. An overload clutch is included on all Bosch rotary hammers. In an overload situation, the tool remains in operation, but the clutch disengages to prevent dangerous torque movement.

For U.S. users, this tool should be operated per the owner's manual and the OSHA silica regulations designed to limit silica dust exposure.

[\(877\) 267-2499](tel:8772672499)

www.boschtools.com



Products address grout haze

Custom Building Products recently strengthened its line of award-winning Aqua Mix tile and stone care products with a focus on grout haze prevention and removal. In addition to updating its Aqua Mix Grout Release, it introduced Aqua Mix Cement Grout Haze Remover and Aqua Mix Non-Cement Grout Haze Remover to help installers avoid or address costly and time-consuming callbacks associated with grout residue on tile and stone.

The cement formula is used to clean cementitious grout residue as well as hard-water stains, rust stains, efflorescence and lime deposits on natural stone, ceramic, porcelain and other acid-resistant tiles. A companion product, the noncement version, is ideal for cleaning noncementitious grout haze including single-component, premixed, urethane and light epoxy from natural stone and standard tile. Both products are easy to use and reduce the time required to clean tile after grout haze has occurred.

Reformulated Aqua Mix Grout Release is a temporary, water soluble, pre-grout coating that serves as a protective layer between the tile and grout, making cleanup easier on both horizontal and vertical surfaces. The new, thicker formula has greater viscosity and better coverage making it ideal for preventing grout haze on even the most highly susceptible textured or porous tile and stone. It's also useful at minimizing picture framing when only spreading grout over joints on larger tiles.

[\(800\) 272-8786](tel:8002728786)

www.custombuildingproducts.com

Dust Collection Cart designed for handheld drills

A Dust Collection Cart that can be used with handheld drills was recently released by E-Z Drill Inc. Using the same technology as E-Z Drill's concrete dowel drill Dust Collection System, it meets all engineering and control methods outlined in the OSHA Table 1 requirements for crystalline silica exposure, giving contractors peace of mind on any size project.

The dust collection cart system weighs 215 pounds and uses the same air compressor as the drill, requiring just 40 additional cfm for operation. It effectively collects dust directly from the drilled holes and stores it in a collector.

E-Z Drill designed the cart with 20 feet of 2-inch dust collection hose and a shroud that goes around the bit to ensure the dust is collected at the point of drilling, maximizing the amount of dust the system captures and reducing operator exposure. It also enhances overall job site safety by preventing respirator issues on the job. The cart features two 600-millimeter filters to effectively trap dust particles.

[\(800\) 272-0121](tel:8002720121)

www.ezdrill.com



Walk-behind concrete power trowels enhanced for safety and versatility

Atlas Copco's three new walk-behind power trowels — the BG 245, BG 375 and BG 475 — include upgraded features that enhance versatility and safety on a variety of applications, from fine edge to rough surface concrete finishing.

The units can be equipped with either a twist pitch or quick pitch for optimal performance on a wide range of jobs. Atlas Copco also designed the trowels with its exclusive QuickStop feature that stops the blade rotation immediately after the operator releases the handles. This results in zero-degree spin that minimizes the risk of injury.

The trowels are compact and relatively light, weighing as little as 132 pounds. This provides easy maneuverability on a wide range of projects, from sidewalks to driveways. It also allows operators to work close to walls and in limited access areas.

The BG 245 features a rubber-edged floating protection ring to prevent damaging walls, which makes it ideal for use on indoor worksites where a wall or other obstacle exists. The BG 375 and BG 475's larger size offers efficient operation on bigger, outdoor applications, such as driveways.

Users can choose Atlas Copco's optional transportation wheels for fast and easy maneuverability around the job site. Handles also fold down for simple storage and transportation. 🛠️

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Harness the Power of an Effective E-newsletter

by Amy Numbers

WHEN it comes to communicating with your customers, electronic newsletters are a powerful tool to highlight your expertise and experience. Since we live in a society in which most of us are glued to our phones even when we are out of the office, a well-designed newsletter can be an effective means to quickly continue to strengthen your brand. However, the key to success is ensuring that you have a well-thought-out strategy, defined target audiences and information that truly is beneficial for those receiving the communication.

It starts with strategy

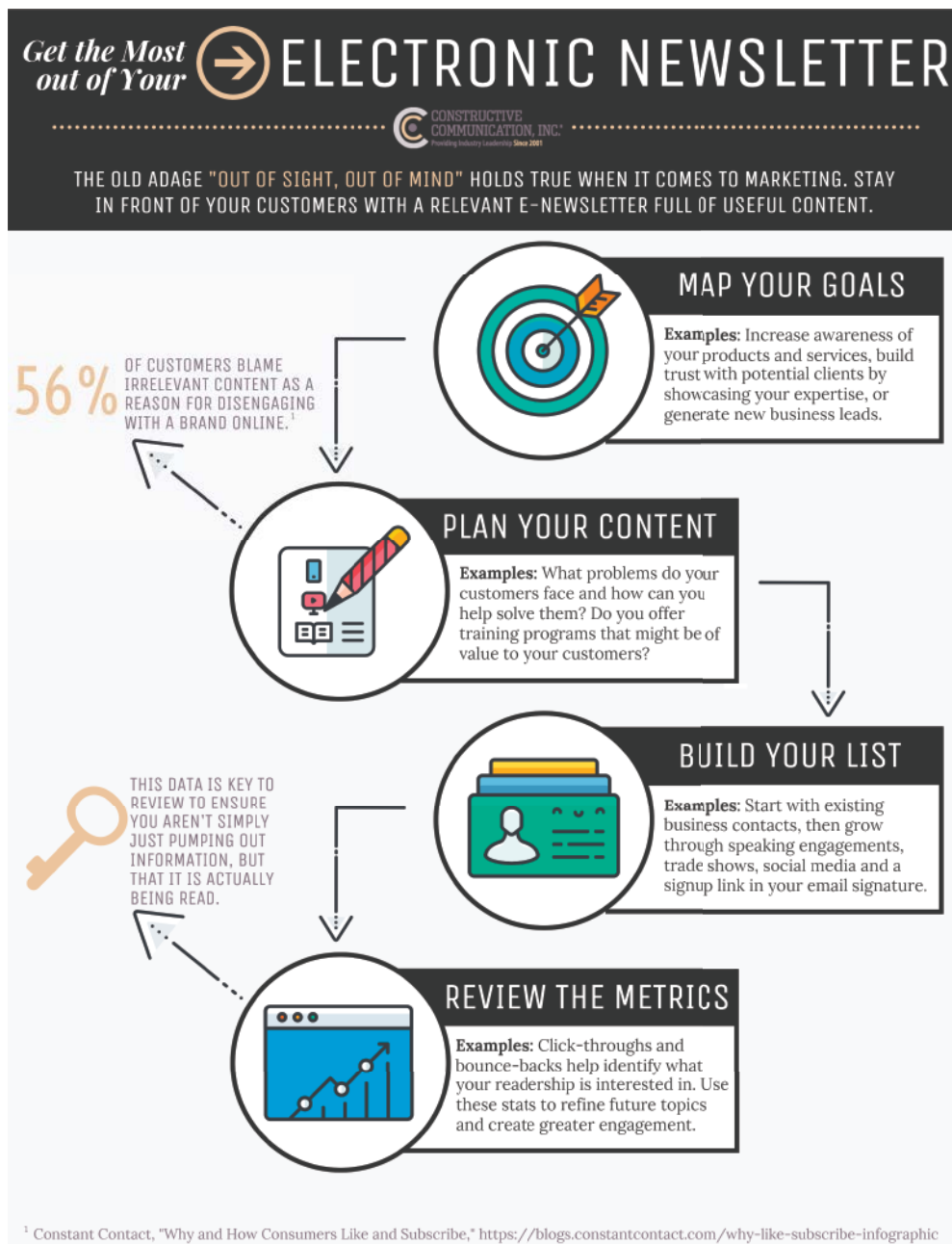
Too often, the action plan for getting an e-newsletter published is simply a goal related to frequency, not related to branding or delivering content. While regular communication is key, start by defining the goal of the communication. No different than other marketing tactics, a successful e-newsletter program begins with a clear strategy.

First, map out your goals. They might include:

- Increasing awareness of your products and services,
- Building trust with potential clients by showing how you work, your company's expertise and the results you can deliver, and ultimately
- Generating new leads for your business.

Next, plan your content. As you plan, the most important thing to remember is your content isn't about you — it's about your customer. In other words, don't tell your customers only what you want to say. Tell them what they want — and need — to hear. Your message must clearly and quickly relate to your customers' needs, or they'll click delete.

Brainstorm and ask probing questions that will help you get inside your typical customer's thought processes. What problems do your customers face and how can you help solve them? Have you recently completed a



unique project? Showcase your work in a case study. But even case studies can take a wrong turn if it's all about you. The case study must pass the "so what?" test, with the customer's benefits clearly stated at the beginning. Simply regurgitating project facts and stats in paragraph form won't engage your audience.

Examine the project. What about it could help other clients in their business? What solutions does the case study exemplify?

Other ideas for your e-newsletter include:

- Has your company undergone any facility revamping such as a refurbished manufacturing plant? Your customers

will be glad to know you're upgrading your facilities and keeping up to date with the newest equipment.

- New products? Changes to current products? An e-newsletter is a great way to get this information out to your customers and let them know about your company's new product developments.
- Do you offer training programs? Get that information out so your customers can learn more about your services.
- Will you be attending any trade shows? Symposiums? Provide the date and place, and booth numbers if appropriate, so your customers can visit you at these functions.

As you plan your content, keep in mind that a simple structure is best. Your customers are bombarded by messages every day, so the most effective e-newsletters are short and to the point. One brief, useful article and a few shorter blurbs and news items are typical for most e-newsletters. Include videos whenever possible, as well as good images. They are a must for engaging your reader.

Build your contact list

Cost-efficient when compared to direct mail and other efforts, an e-newsletter allows you to stay in front of your customers on a regular basis. However, it's essential that you have a solid list so you are reaching the right targets.

In addition to meaningful content, your e-newsletter database is an essential part of a successful program. Web applications and email marketing software have simplified this process. With a point and click, your message is loaded and sent to your contact list and many will enable you to store these contacts in a searchable database. Once you've selected your distribution platform, beginning and maintaining your e-newsletter program is simple.

So how do you build the right contact list? Consider beginning with your existing business contacts to form your list and once the list is in place, think about how to grow it. In short, make the most of every opportunity.

Here are some ideas:

Speaking engagements. Will you be speaking at a local association's meeting? Be sure to have a collection spot where attendees can sign up to receive news and tips from you. By leaving a business card, attendees can opt-in to receive your

e-newsletter and perhaps even register to receive a prize or give-away in return.

Trade shows. Likewise, if you exhibit at any shows, set up a collection spot where attendees can be added to your news mailing list and sign up to receive a give-away.

Your website. Add a signup area on your website where visitors can register to receive your e-newsletters. A "pop-up" field could appear only for website visitors who haven't registered for your e-newsletter.

Social media. Promote your e-newsletter through Facebook, Twitter and other social media efforts. Share the link to your website signup, and when your e-newsletter is up and running, share it via social media, too.

Review the metrics

With a defined strategy and targeted messages to your key audiences, you can build an effective e-newsletter program. But, how do you know if you are successful? Many software platforms such as Constant Contact provide metrics related to readership, click-throughs (when a reader clicks on a link in your e-news), bounce-backs (an email that never arrives in the recipient's inbox) and more. This information is key to review to ensure you aren't simply pumping out information, but it is being read.

Further, you may be able to identify trends, such as a statistic that indicates your readership really reads the safety column more than the product information. Using this information, you can refine your future topics and create greater interaction.

No matter what your approach, remember electronic newsletters can be a relatively simple way to stay in touch with your customers. Whether your customers are vastly different or fairly homogeneous, relevant content is the key to building a successful newsletter program — and lasting relationships with your clients.

If you're interested in brainstorming ideas or evaluating your program, please contact me for a free evaluation. 📧

Amy Numbers is the vice president of operations and ROI at Constructive Communication Inc. With more than 25 years of marketing and management experience, Amy provides CCI's clients with expertise in account management, project planning and execution, work flow organization and customer service. She can be reached at (614) 389-2742 or at anumbers@constructivecommunication.com.

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ARTISAN IN CONCRETE



Photos courtesy of Joshua James Artistry

Joshua Annis, Joshua James Artistry San Diego, California

by Jacqueline Valle

WITH a passion for art and a love of sculpting, painting and pottery, Joshua Annis had the opportunity of a lifetime presented to him at a young age and at a time when he had no direction in his life.

Born and raised in Lake Elsinore, California, Annis was selling perfume on commission when he was 18 to pay his way through junior college. After a serendipitous meeting with a color-blind sculptor who worked for a major theme park in California, Annis was offered a job to do color work on his projects. He promptly quit his sales job and hopped on board to work full time in this new venture.

"I was so intoxicated by his wealth of knowledge that I'd take my daytime job duties home at night," says Annis. He forfeited many leisure hours doing things like making rebar ties and cleaning tools so he could be at his boss's side while he was carving what he considered mind-blowing projects made out of concrete — things like woodgrain beams and chiseled boulders.

"For three months, I lived and breathed this job," says Annis. All went well until one day when they were building a 15-foot-tall rock waterfall structure for a client.



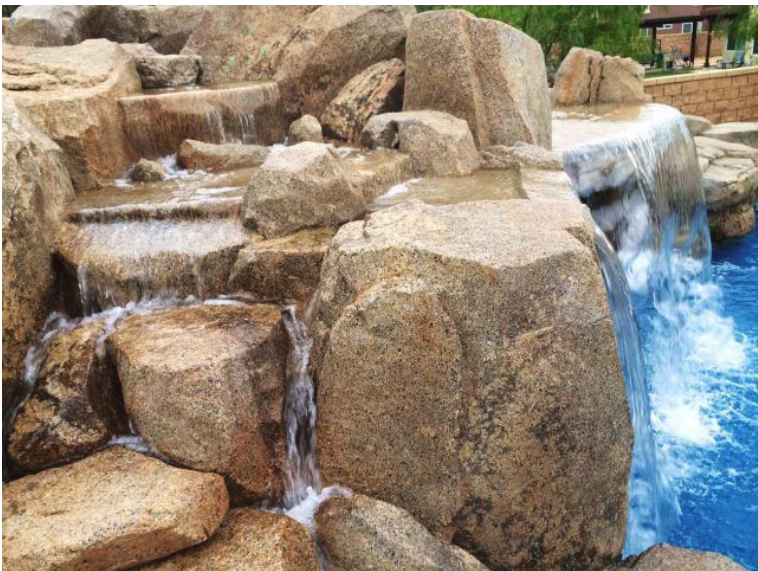
At the time, he notes, it was customary to frame an outer skeleton, or armature, out of #2 and #3 rebar. They would then place diamond mesh lath over the steel and apply a scratch coat. Next, they applied 2-3 inches of concrete for a carve coat.

"We had a 7 a.m. start time the morning we applied the carve coat," says Annis. "I was the nozzle man atop this structure with a Putzmeister Tommy Gun that was pumping out boatloads of concrete when suddenly the structure collapsed and I went flying off into the dirt." Thankfully, he didn't get injured.

Meanwhile, his calm and collected boss walked over to the homeowners to talk about pricing. He soon had a \$4,000 check in hand, which seemed like an outrageous amount back then. He waved

to Annis and said he'd return shortly but never came back. That's when opportunity knocked.

"I realized I could seize this opportunity, which led me to fixing this job and a long list of others soon after," says Annis. "I attended a school of 'what not to do' to learn my craft."



Big jobs are the norm

Slowly the jobs Annis was working on were affording him more tools, experience and knowledge. At 19 years old, he upped his prices, with some projects netting him as much as \$60,000. The rest is history.

Now, 39 years old and the owner of Joshua James Artistry in San Diego, California, Annis has worked on huge projects, with one of the latest and biggest ones done with artist Jonah Marius, aka the “Caveman of Georgia.”

“We were on an Ondra-Huyett job managed by my new life coach, John

Fineran,” says Annis. Here, they built a huge indoor rock pool on the second floor of a “Timber Kings” HGTV show home in Allentown, Pennsylvania. This project, says Annis, included a huge walk-through grotto, an old redwood slide and a rock spa. The cold temperature was a big factor of that job, says Annis. “The 5-degree weather made it difficult.”

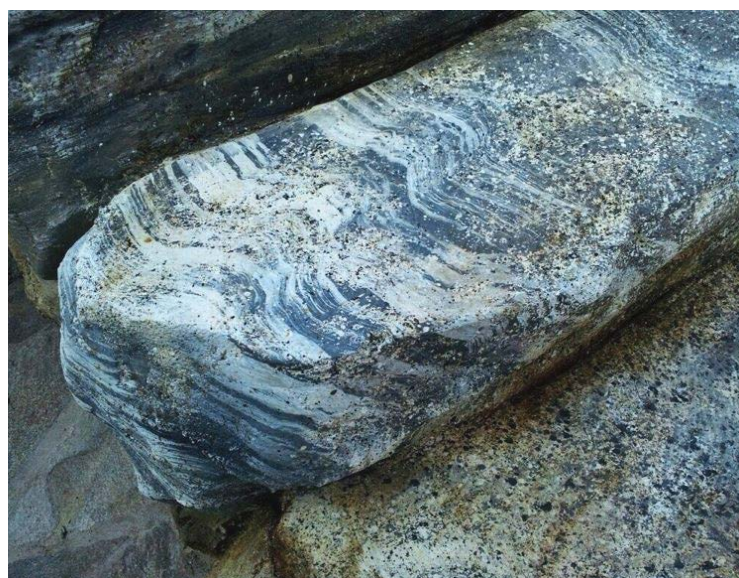
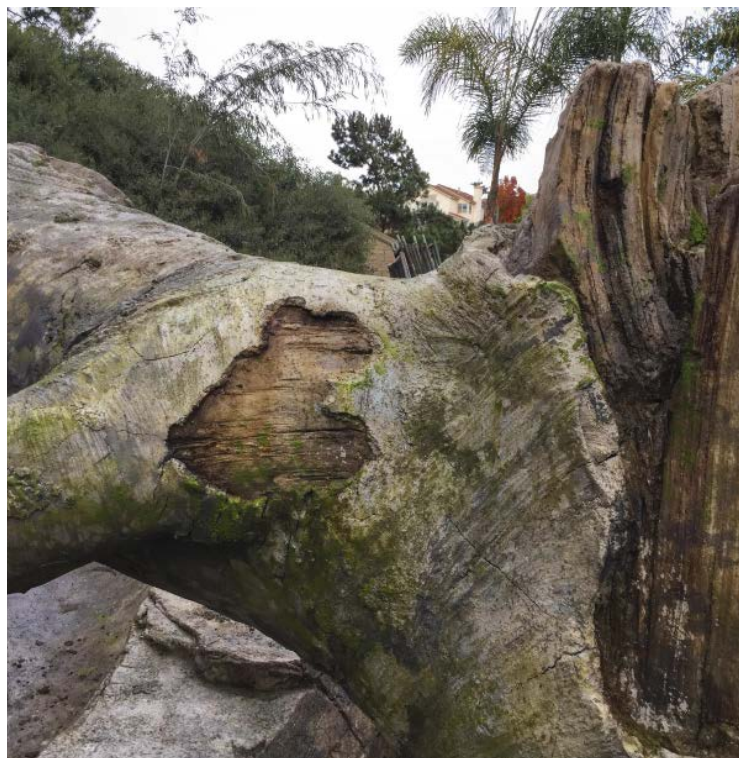
Simple mix is best

With 20 years’ experience in sculpting concrete, Annis notes that everyone is interested in his mix design. While he

uses different materials depending on the application, the most common are sand, cement, rebar, foam and paint. “Handmade foam tools and a variety of brushes are the lifeblood of my success with these effects,” says Annis. Besides those, he adds, “It’s very simple. Sand and cement work.”

When asked if he prefers projects that involve vertical concrete or horizontal surfaces, Annis understands that both are important to create a feel or environment that takes you somewhere else. “Every detail matters,” he says.

“I find myself reverse engineering the



things I find in nature, trying to figure out how to achieve an effective ‘trick’ to capture its realism,” he says. “The type of sand you mix with the cement plays the biggest part.”

Business is a blessing

Annis says he loves most of his undertakings and his favorite project is the one he’s currently working on.

“Growth is the key component to this industry,” says Annis. “Never stop learning, always push yourself out of your comfort level — your best work is still ahead of you.”

Some of the most challenging things

Annis has faced on a project are learning about materials in a foreign place and how they react. “Climate can also kick you in the butt,” he says.

While Annis may be his biggest critic, he notes that his best skill is seeing the color “work” while sculpting and carving. It gives an edge to all his projects and keeps him grounded.

“I’m blessed to be in a business that has like-minded vertical artisans who get to make money doing something they love and get the recognition for it,” Annis says. Having clients who are happy with the

custom art piece he’s produced for them is what he finds extremely rewarding.

As a final note, says Annis, “The people in this industry are amazing individuals and it’s been a pleasure to work alongside them on various projects. It has made me a better artist.” 📱

See more photos from this feature online at ConcreteDecor.net

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Decorative Concrete Award Winners Elevate Industry Expectations

by Amy Johnson

PASSION, precision, artistry and creativity were all on display at the L. M. Scofield Co. ninth annual Decorative Concrete Awards ceremony held during the World of Concrete 2017 in Las Vegas. Scofield, now a member of Sika, a specialty chemicals company with subsidiaries in 93 countries around the world, enlists professionals

from the concrete industry to judge submissions based on skill of installation, artistic expression and integration with the overall design intent.

This year there were Grand Prize winners in six categories and a first-ever Special Merit Award. Here are summaries of those projects:

Polished Concrete ▶▶

GRAND PRIZE WINNER

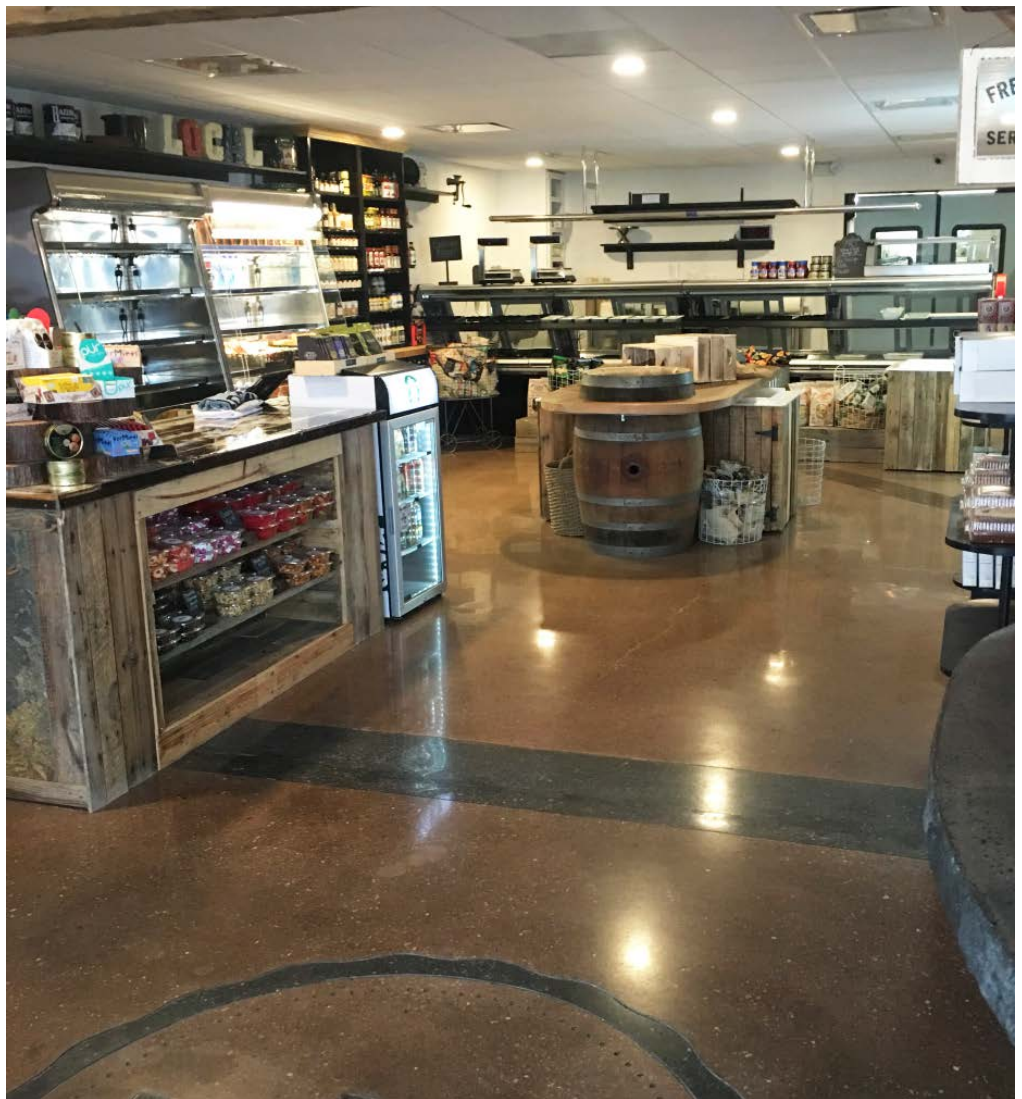
Philadelphia Polished Concrete, Philadelphia, Pennsylvania

Sustainable, fresh, recycled and, above all, local are hallmarks of The Local Market & Restaurant on Long Beach Island, New Jersey. So when the owners saw the polished concrete samples in the nearby showroom of Philadelphia Polished Concrete they knew that's what they wanted in renovating their vintage building.

PPC founder and owner Bart Rockett and his team started by removing three layers of vinyl composition tiles. Then they spent two weeks grinding and polishing the 2,000-square-foot floor. While some contractors take ghosting of old tiles and glue as a given, Rockett keeps grinding. "We wanted it to look like a brand-new floor, to be as perfect as we could get it," he says. "If you're going to do concrete, you need to do the extra work." Ultimately they removed a quarter inch of the old surface.

The fact that the concrete was in a humid environment for around 60 years meant that it was softer than many slabs that age, so grinding was not too slow or difficult. The floor's age also yielded a happy surprise – local aggregate, including colorful river stone, polished up to look almost like terrazzo. PPC used Scofield Formula One products, including a lithium densifier, liquid dyes and a water-based finish, to get the beautiful, durable floor the owner was after.

www.philadelphiapolishedconcrete.com



First Runner-up

Burgess Concrete Construction and Consumers Concrete Corp., Philadelphia, Pennsylvania
Stevensville Lakeshore Middle School

Second Runner-up

Architectural Concrete Inc., Louisville, Kentucky
Custom countertops



Stained Concrete

GRAND PRIZE WINNER

Concrete by Hallack, Turlock, California

Many of us dream of going home again, but this dream came true in a very unusual way for Julio A. Hallack, president of Concrete by Hallack based in California. His professional journey back home to Hermosillo, Mexico, took a circuitous route from landscaping, to colored concrete to decorative concrete to training.

It was at a training session he was conducting at World of Concrete when he connected with a contractor working on the beautiful El Museo de Arte back in his hometown. The contractor made introductions all around and soon Hallack was in Hermosillo meeting with Puebla Arquitectos, who designed the floor.

Architectural students at the University of Sonora drew the design on the floor, a Seri Indian floral motif that was also repeated in the ceiling. One challenge was setting up a cross-border project. With no big box supply store near the site, Hallack planned and purchased all the equipment and tools that would be needed and shipped them to Mexico.

Hallack and his senior staff saw cut the pattern the students had drawn, but timing did not allow him to remain on-site until the project's end. So he took the unusual approach of teaching a local contractor and student team how to apply the Lithochrome Chemstain Classic stains, neutralize the surface and apply sealers.

"They took this very personally," he says. "They were not like workers; they were like owners. When I went back to check, they were doing everything right."

Now on his trips back to Hermosillo to visit his parents, Hallack always visits El Museo. "It always looks beautiful!"

www.concretebyhallack.com

First Runner-up

Architectural Concrete Inc., Louisville, Kentucky
8 Up Restaurant

Second Runner-up

Fuller Industries, Nashville, Tennessee
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Integral/Color Hardener

GRAND PRIZE WINNER

Ruppert Landscape, Lilburn, Georgia

The renovation of the plaza at the Coca-Cola headquarters in Atlanta is truly an integrated project. It integrates the open area with the existing parking structure below. It integrates multiple elements — decorative concrete, precast walls, plant material and natural and artificial turf — into a unified design. It even integrates the signature shape of a classic Coke bottle! The concrete carries out this integrated theme, as it is integrally colored using Chromix Admixtures.

With the existing landscape settling, the hardscape cracking and the underlying parking structure leaking, the plaza had to be completely replaced. It was demolished to the original structural concrete. This structure was then waterproofed and Ruppert Landscape began work on the new outdoor space.

The biggest challenge was the formwork. To reduce weight, polystyrene foam was used to level the grade, so there was no firm foundation for the forms. Additionally, the forms had to be perfectly placed to accurately reproduce the bottle shape, which would be viewed from every floor of the two high-rise buildings on either side of the plaza. To accomplish this, Ruppert used sandbags to securely hold the forms.

Two colors of concrete were used. About 12,000 square feet were colored Slate Gray and then treated with a surface retarder and washed to expose the aggregate. Another 30,000 square feet were colored with Antique White in a mix with white cement. This surface was broom finished. The final result is a signature property with a landscape that refreshes, whether enjoyed outside or viewed from inside.

www.ruppertlandscape.com

First Runner-up

Landworks Studio/S&F Concrete, Boston, Massachusetts
Twenty/20 Gateway

Second Runner-up

S&F Concrete and Triad Associates, Hudson, Massachusetts
Boston Bruins facility



Heavy/Highway Concrete

GRAND PRIZE WINNER

Carolina Ready Mix, Swannanoa, North Carolina

The town of Montreat, near Asheville, North Carolina, takes its name from the local Mountain Retreat Association and is idyllically situated in the Flat Creek Valley with mountains on three sides. The area is notable for stone, both in the countryside and in the buildings, so when the town wanted to upgrade a dirt slope into a walking path, it needed a retaining wall that would fit in naturally.

Officials deemed stone to be prohibitively expensive and didn't think concrete looked natural, so what was the solution? Carolina Ready Mix answered that question with its licensed Verti-Block system of hollow precast blocks. These are anchored with gravel that reduces weight but allows water to drain. Aesthetically, they look like natural stone because they are cast with forms molded from natural stone. The trick was getting a natural-looking color.

Carolina Ready Mix cast the blocks using Chromix Admixtures for integral color and then added variations that would occur in stone by applying Lithochrome Color Hardeners and antique releases here and there. All of this took place at its plant before the blocks were delivered and installed.

Sales manager Marty Reinfeld says, "I'm not a very artistic person," but he knew that the colors Carolina Ready Mix typically offered as standard for this system weren't going to work in the walking path. He recommended a Lithochrome Color Hardener in Walnut and Antique Release in Pecan Tan to make the new retaining wall blend into its surroundings as if it had always been there.

www.carolinareadymixinc.com

First Runner-up

CNJ Enterprises, Spokane, Washington
California DOT bridge

Second Runner-up

Mar-Allen Concrete Products, Ephrata, Pennsylvania
Pennsylvania DOT wall

Stamped Concrete

GRAND PRIZE WINNER UCC Group, Orlando, Florida

The designers of Disney Springs in Orlando reached way back into Florida's past to bring a unified retail and dining area into the present. They selected UCC Group to help them recreate the Florida that early explorers and settlers would have seen. Part renovation, part new construction, the development is centered around a bubbling spring, surrounded by concrete that looks like tile, stone, dirt pathways, exposed shell paths, wooden decks and even railway turntables. In the end, 78 different types of concrete finishes were used.



Graham Duthie, UCC Group general manager, relied on experienced crews with five to 20 years' experience on Disney projects. UCC's general superintendent, Rui Soares, met all the demands of schedule, weather, design changes and the unforeseen. And Brad Melnyck, project manager, lived the Integrated Project Delivery method from start to finish. This model allowed him to offer real-time solutions and alternate means, methods and materials to adhere as closely as possible to budget, schedule, creative intent, quality and, most importantly, positive guest experience.

UCC used Chromix Admixtures for integral color and Lithotex Pavecrafters stamping tools and Lithochrome Color Hardener to stamp tile patterns. Rock salt and shell stone patterns were also imprinted and antiquing releases, stains and several sealers were integrated throughout. With a million square feet of hardscape and retail floors, Duthie says, "It's not a long shot to say that almost every product that Scofield manufactures was used in some form out here."

Duthie is convinced the client, vendors

and visitors at Disney Springs love the new development. How can he tell? The two brand-new parking garages for 6,000 cars are almost always full.

www.uccgroup.com

First Runner-up
OPC, Lowell, Arkansas
Sweeney residence

Second Runner-up
Lindsey Concrete Construction,
Solsberry, Indiana
Patio project

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Artistic Concrete

GRAND PRIZE WINNER

Capitol Decorative Concrete, Piedmont, South Carolina

“Pool Flower” may seem a fanciful name for a concrete project but it perfectly describes the effect Victoria Morgan Simpson achieved on a custom home patio. Actually, this was just one part of a large project at the home that also included a man cave in the basement and a showroom for the homeowners’ car collection, as well as a garage, kitchen and bar, each with its own theme.

These areas have their unique stories and charms, but it is the Pool Flower that won the Scofield Award Grand Prize for Artistic Concrete. Here Simpson, owner of Capitol Decorative Concrete, used her signature technique of allowing multiple colors of acid stain to mingle, creating a range of color effects not possible with one color alone.

In this case she felt fortunate to work with the concrete installers to get the best mix and best finish to make the acid stain work to its full potential. Then she took full advantage of the slope of the concrete to let the Lithochrome Chemstain Classic stains flow together until they reached the center drain. The one-of-a-kind effect looks like petals radiating from the center of a free-flowing flower.

The Pool Flower is on a landing that’s part of a multilevel deck connecting the pool to the house. Above the patio is an outdoor kitchen.



First Runner-up

Capitol Decorative Concrete, Piedmont, South Carolina
Outdoor grill project

Second Runner-up

White River Flooring, Searcy, Arkansas
Wolf mascot

Special Merit Award

Amedeo Cilli, Architectural Concrete Excellence, New York, New York

Sometimes timing, talent and technique come together in a way that might make you believe in a perfect storm. This certainly describes the man and the project that earned the first ever Special Merit Award at the Scofield Decorative Concrete Awards. Industry icon Amedeo Cilli — in his words “back and better than ever” after a two-year battle with cancer — was asked to create the floor for the new Eataly, an upscale food emporium at the iconic site, 4 World Trade Center in Manhattan, New York.

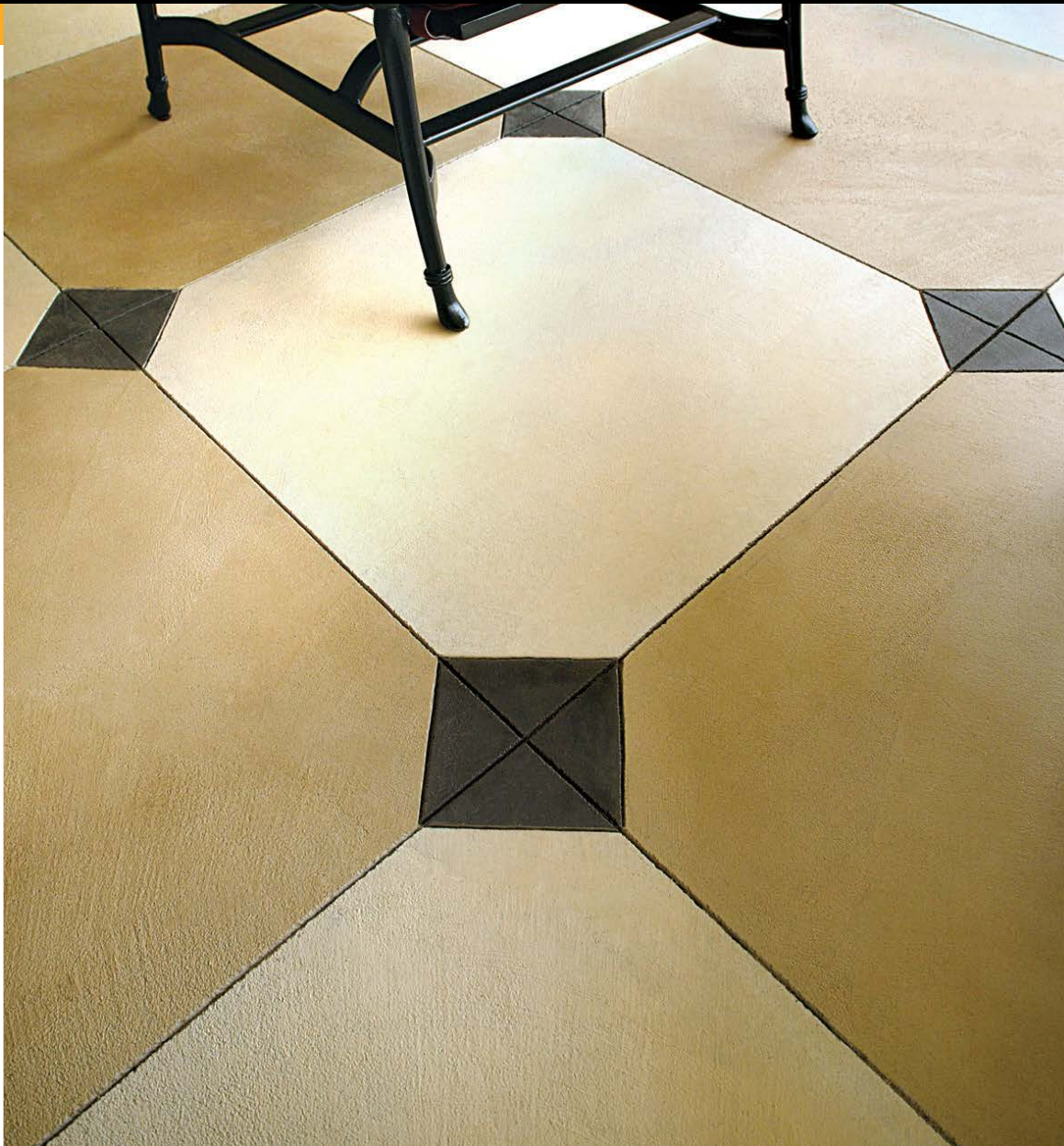
Attempts by other contractors to fulfill the architects’ vision had



fallen short, so Cilli very carefully studied the interplay of all the materials. First, he discovered that the self-leveling cementitious base was not reacting as required with the Lithochrome Chemstain Classic stains he wanted to use. He poured 10 mock-up slabs and stained one per day until he discovered that allowing the slab to cure for five days before applying the stain would get the best result.

Cilli also drew on years of experience and experimentation to develop a coating system that delivers the best color and protection. First he applied a layer of Sikafloor 216 epoxy coating. Then, to protect the epoxy from scratching, Cilli applied two thin coats of Sikafloor 304 W polyurethane. “This epoxy just pops the color beautifully – it just explodes the color,” he says. “It becomes so vivid. It’s really, really amazing.” 📱

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Texture Tactics

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Tom Ralston of Tom Ralston Concrete used concrete surface retarder to set a coastal mood for Splash on the Wharf, a Monterey Bay restaurant.

Photos courtesy of Tom Ralston Concrete

by David Searls

To decorative concrete contractors, surface retarders are valuable tools for both pragmatic and aesthetic reasons. They're easy to work with, relatively inexpensive — especially considering the costly alternatives of sandblasting or acid washing — and can be used to create endless textures and designs.

Surface retarders work by significantly delaying the set of the surface without disturbing the setting rate and strength gain of the underlying concrete. As a result, the contractor can, after a period of time in which the underlying cement sets, simply power wash or even sweep away the surface, exposing the aggregate.

Concrete workers use surface retarders for three basic reasons: slip resistance, structural integrity and cosmetic appeal.

“Functionally, an exposed aggregate finish provides added traction and slip

resistance to a concrete surface,” says Matt Kwiecien, product manager of liquid construction products at Euclid Chemical in Cleveland. “The exposed finishes also reveal specially procured decorative aggregates to add a pleasing look to a concrete surface.”

Practical considerations

Tom Ralston, president of Tom Ralston Concrete in Santa Cruz, California, explains why the larger aggregate tends to settle below the surface in the first place.

“It could be because of gravity and maybe because the vibration of a tamper tool known as a jitterbug forces the heavier aggregate to settle to the bottom,” he says.

Meanwhile, the finer sands stay near the top if too much troweling is done while the surface is still wet or if water has been added for enhanced workability — and that's where trouble awaits.

“What's left at the surface is the cream, which is the cement and the finest sands, and it doesn't have much structural integrity to it,” says Ralston. “If there isn't enough fine aggregate to act as a binder with the sand and cement, then the surface's integrity isn't going to be strong and it can craze, crack and even crumble. You always need a blended amount of aggregate in with the cement.”

Contractors use surface retarders to bring aggregate to the top to solve the challenge and increase the grip.

Ralston has used several brands, but a current favorite is Top-Cast Yellow 15 from Dayton Superior.

Lance Boyer, president of Trademark Concrete Systems, with offices in Southern California, points out another big advantage of chemically retarding over other ways of texturing the pour. “Our customers



Much like an artist uses a brush for creative effects, Ralston sometimes uses a turkey baster filled with retarder to expose aggregate for stunning results (below).

Express yourself

While some concrete contractors might consider surface retarder to be a purely utilitarian product to provide traction, Tom Ralston of Tom Ralston Concrete sometimes uses it more like a paint brush on a hard, horizontal canvas. Or a turkey baster.

"When all you have is a blanket exposure of sand, it's very hard to see it in a way that's dramatic," he says.

So he uses retarder as a tool to add decorative veining and aid in exposing such organic-looking embeds as shells, sea glass and aquarium sand. He selectively drips retarder to create special effects or swirls of pattern to suggest water streams or other specialty effects once the underlying aggregate is revealed.

Cam Villar, director of marketing and creative at L. M. Scofield, recommends concrete artistry through aggregate exposure and color. Scofield sells Lithotex Top Surface Retarder and Chromix Admixtures, and advocates both as a way of expanding your color palette. He mentions Quarry Red, a Scofield color additive, as an example.

"You can add bands of surface

retarder to give it a texture and color variation while only using one color product," he says. "The aggregate doesn't have the color, only the binding concrete around it. So the net effect is that you will have created a lighter shade or even another color."

All of this creative expression takes practice. Ralston recommends working on your own time on a 10-by-10-foot slab. Villar says it's a good idea to commit your artistry to a job site sample first and let the client see what you're up to.

"Make sure you're working from the same mix design, since there are endless factors, from the product used to the application process and the skill of the worker," he says, "that can affect your work."



prefer really fine etches that resemble acid wash, but top surface retarders are safer for workers and better for the environment than acid etching or sandblasting," says Boyer. "Surface retarders produce a similar result without the use of caustic chemicals, dust, noise, or gasoline or diesel engines. But avoid contact with the skin and use eye and respiratory protection."

This is especially critical in states such as California, with its tough environmental rules and regulations. Or, for that matter, anytime work is done in populated areas.

"In Los Angeles, if you throw up a cloud of dust you're definitely going to call attention to yourself," says Boyer.

"Sandblasting is a more expensive process," adds Cam Villar, director of marketing and creative at L. M. Scofield in Atlanta. "Sand can't be recaptured, so once you've blasted it out of the wand it's gone. You're just constantly feeding more sand — i.e., more money — at the surface."

Boyer says that the material cost of a top surface retarder is typically 10 to 15 cents per square foot. There's added labor costs in the reveal process, but there would be with sandblasting or other finishing processes as well.

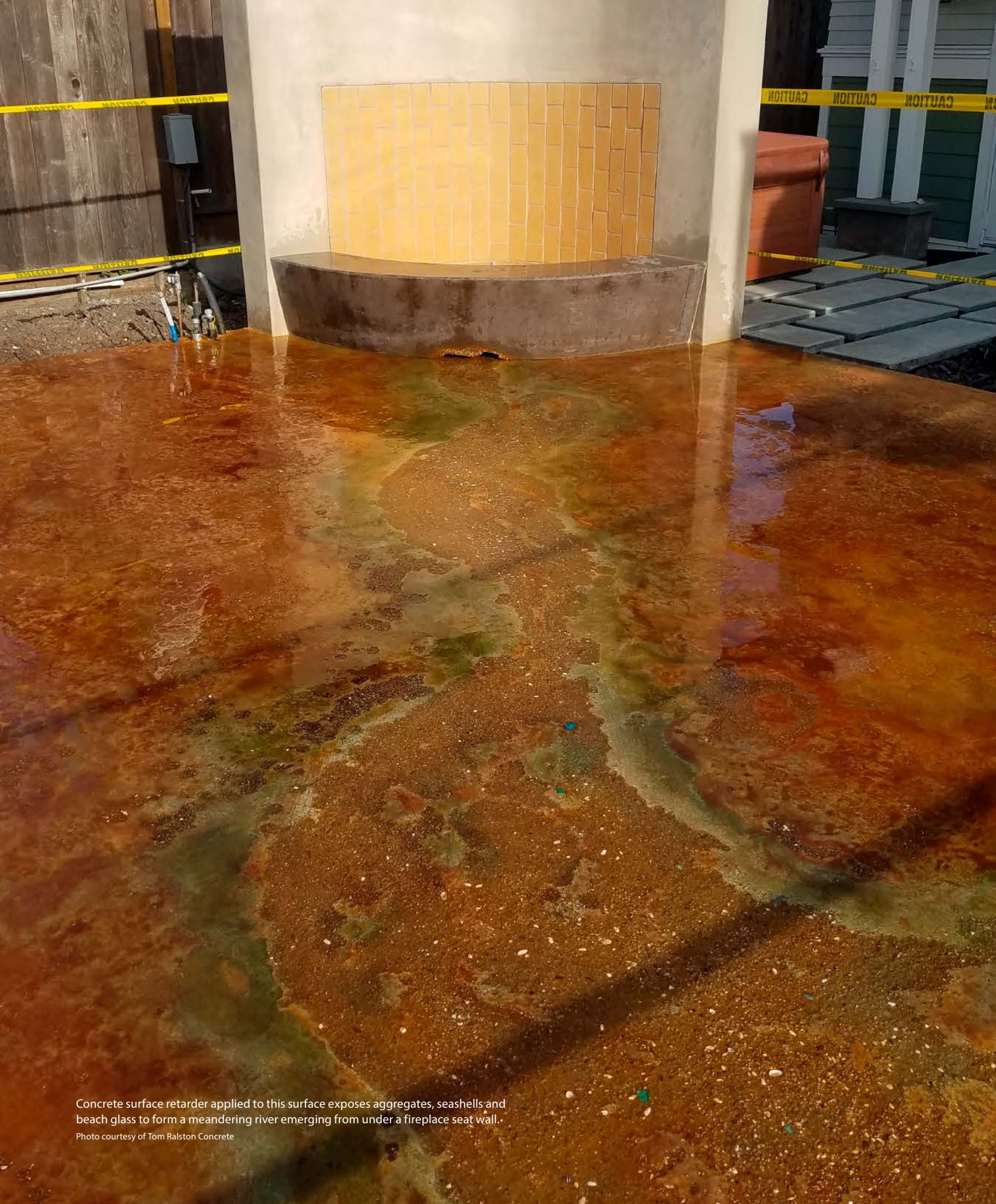
A textured look

In bringing the aggregate to the surface, retarding results in a rough-hewn, highly textured look, one that's popular with many of today's customers.

"It gives concrete an exposed aggregate finish, anywhere between a sandblasted look all the way up to the rough texture of exposed coarse aggregate, depending on the product used," says Kwiecien. "Retarding depths depend on the concentration and chemical makeup of the active ingredients in the product."

Euclid Chemical carries three different concrete surface retarders. Concrete Surface Retarder Formula S is for use on flatwork and provides aggregate exposures from 1/8 to 3/16 inch. Concrete Surface Retarder Formula F is for painting on forms for vertical surfaces and provides an etch of up to 1/4 inch deep. Increte EZ Expose is also used for flatwork, but is available in four different grades, providing aggregate exposures from a micro-etch to an inch in depth.

"In Southern California retarders are commonly used because architects and landscape architects want concrete to look like concrete, not to mimic stone or brick



Concrete surface retarder applied to this surface exposes aggregates, seashells and beach glass to form a meandering river emerging from under a fireplace seat wall.

Photo courtesy of Tom Ralston Concrete

or tile,” says Boyer. “They’re not real big on stamped concrete out here, so the finishes achieved with top surface retarders are probably specified on 90 percent of my jobs, to give them more of a contemporary look.”

The dos and the don’ts

Application of a concrete surface retarder is easy. Boyer simply uses a low-pressure garden hose sprayer. Contractors can also brush on the product. After that, the surface is typically covered in plastic for anywhere from eight to 24 hours, depending on air temperature, humidity and other factors.

California weather can speed up the timeframe even more. “If it’s a hot or humid day, it can be washed off in six hours,” says Boyer. “On a more typical day, maybe below 85 degrees, cover the surface with plastic after the retarder has sufficiently hardened and wash it the next day — in 18 or 24 hours.”

What’s left after you’ve hit your surface with the hose or broom is what Boyer refers to as “the muck.” The surface material removed includes retarded hydrated cement paste, fine aggregate and coarse aggregate that can result in alkali wash water and cement solids. “You can’t just wash it into a storm drain,” he says. “But when it dries, it’s a solid paste you can dispose of legally in a

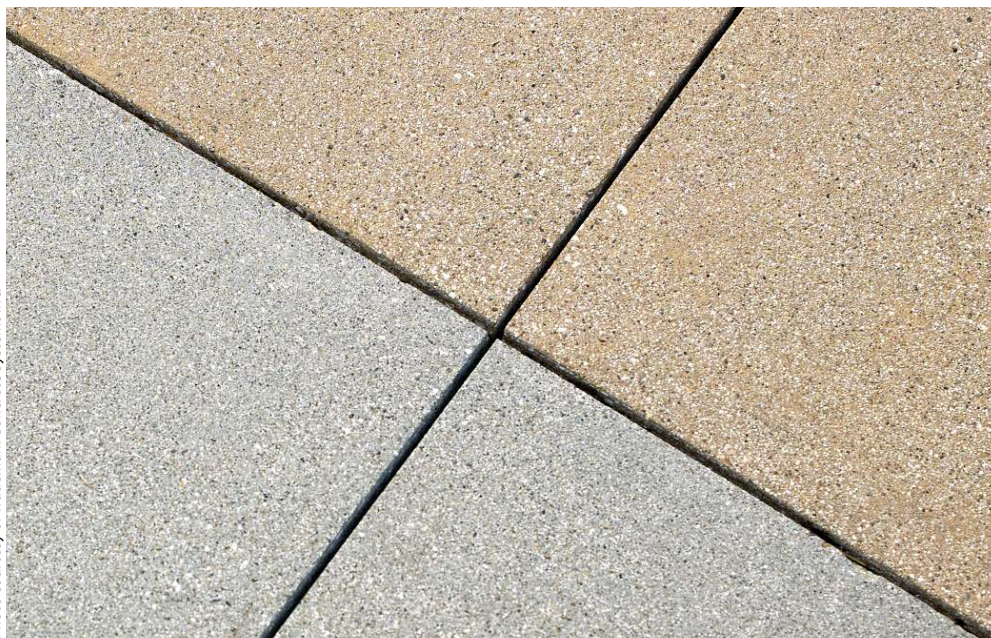


Photo courtesy of Trademark Concrete Systems Inc.

Top Surface retarder creates a consistent sand finish in two adjacent colored concrete placements separated by saw cuts.

trash barrel.”

“We recommend a pretty harsh mix design for retarding,” says Villar. “It should have the highest possible percentage of coarse aggregate, with the lowest possible slump.”

As for the degree of reveal or etch, that depends on the product and the application. “Different products retard up to different

depths,” says Kwiecien. “It depends on the concentration and chemical makeup of the active ingredients in the product.”

It takes some degree of experimentation and experience to learn how to properly use surface retarders. Boyer, who’s chairman of ACI Committee C601D – Decorative Concrete Finisher Certification, recommends starting by boning up on your homework. “The ACI has a publication called ‘Placing and Finishing Decorative Concrete Flatwork.’ It’s got an entire chapter on surface retarders that discusses it in depth,” he says.

He also offers one caution: “You’ve only got one shot.”

Retarder can only be used on a newly laid surface. So know what you’re doing before you do it. As with any mix procedure, concrete surface retarder is an art as much as it’s a contractor’s tool.

“Concrete is one building material that’s not made until you get to the job site,” says Villar. “Architects can look at a door handle or a window anywhere and know what they’re getting. But concrete doesn’t work that way.”

And neither does surface retarder. But once you gain expertise, you can use it like an artist — to provide your customers with a finished product that has the look and the feel they want at a cost they can afford. 🛠️

🌐 www.daytonsuperior.com

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Photo courtesy of L. M. Scofield Co.

Lithotex Top Surface Retarder and Chromix Admixtures from L. M. Scofield expand color palette and artistry options in decorative concrete.



TRANSFORMING THE SLAB

TEXTURING TOOLS CAN TAKE
CONCRETE FROM DRAB TO FAB

At the 2016 Concrete Decor Show in San Diego, students in Cindee Lundin's bas-relief public mural workshop learn various texturing, sculpting, coloring and design techniques.

by K. Schipper

In this world, there are two types of concrete: concrete that's flat, gray and utilitarian, and concrete that's been shaped, colored and/or textured — and is considered art.

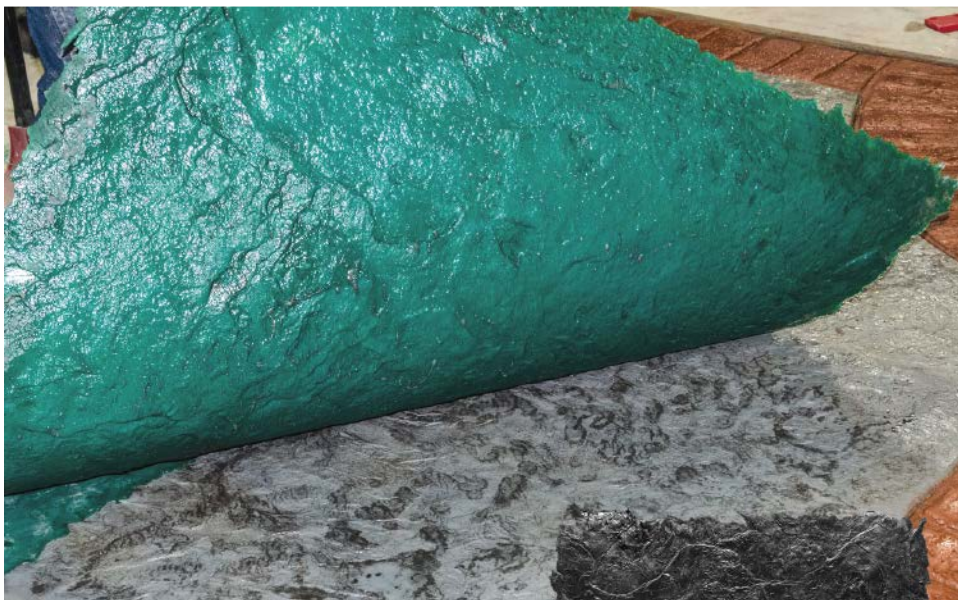
As art, it requires a fair amount of skill and patience to complete the transformation. Fortunately, for those inclined to add texture, there's also a wide range of tools available that, with some mastery, can take either horizontal or vertical concrete from dull to fantastic.

Welcome mats

Ask concrete tool manufacturers the first texturing method they recommend newcomers master, and the answer is almost uniformly seamless skins.

"They'll want to know seamless skins," says Tyler Irwin of the Oceanside, California-based Proline Concrete Tools. "They're the quickest, easiest way to impart a texture to concrete." He personally recommends starting with something such as a Roman slate skin, in part because of its popularity. Another option is a granite skin.

These thin polyurethane skins are easy to work with simply because there's no wrong way to use them, although Cameron Morgan



Working with seamless skins allows those new to the process the opportunity to apply a texture while getting familiar with the ins and outs of texturing concrete. Their best attribute: they don't have to be matched.

of Pacific Concrete Images in Laguna Hills, California, observes that when you use them you may still have to score or saw-cut the concrete for proper control joints.

Photos courtesy of Butterfield Color



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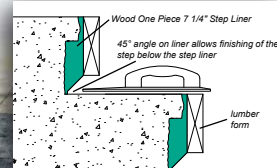
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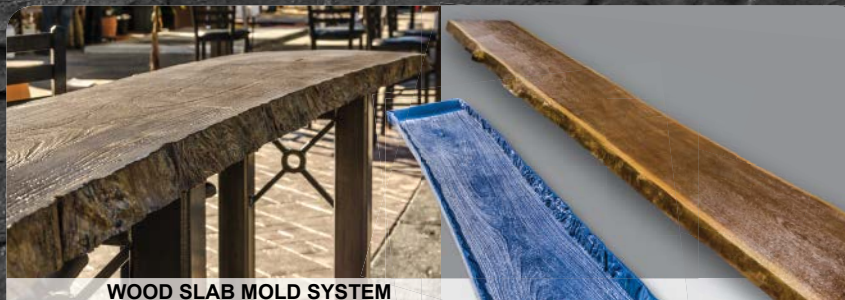
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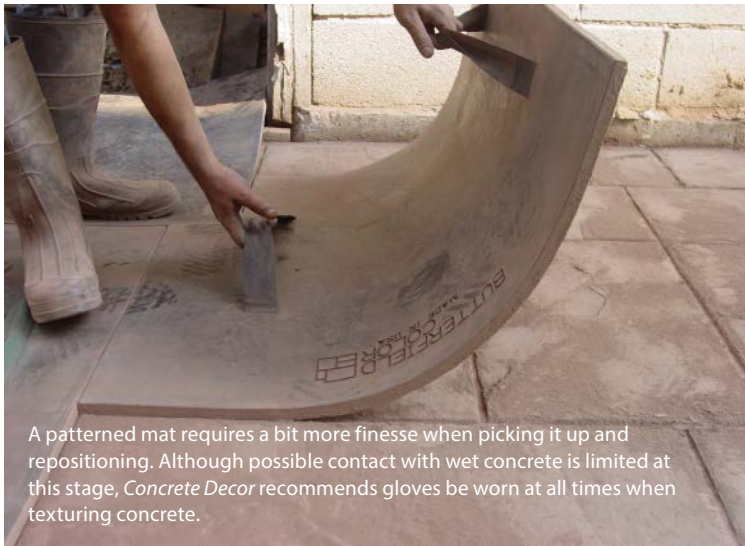
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A patterned mat requires a bit more finesse when picking it up and repositioning. Although possible contact with wet concrete is limited at this stage, *Concrete Decor* recommends gloves be worn at all times when texturing concrete.

Photo courtesy of Butterfield Color

However, once you're comfortable with those seamless skins, it's an easy step to move on to mats or stamps with definite patterns.

"Once you get beyond the skins, you can probably handle stamping tools that create a pattern and a texture, with the most popular being the random stone and ashlar slate," says Morgan. "There are patterns for creating brick and cobblestones in running bond, herringbone, basket-weave and fish-scale-type patterns called European fans."

Some tool manufacturers offer scores of different designs for stamps, including a variety of stone, brick and wood patterns. Because they leave deeper patterns and even grout lines, stamps are also made of heavier latex than the skins.

"The pattern systems are a heavier-made tool so you can actually walk on them and pound the impressions into the surface of the slab," says Dave Blasdel, who offers training and technical support to clients of the Aurora, Illinois-based Butterfield Color. "Of course, there are flex stamps for getting into tight areas, but the rigid stamps are twice the thickness of the flex stamps."

The big problem with patterned stamps is developing the ability to pick them up and reposition them precisely. Steve Maycock, vice president of sales and marketing with Laredo, Texas-based QC Construction Products, is one of several who says the best way to master that part of the job is practice, practice, practice.

Maycock says one option for new imprinters is to set up an area with fine sand, dampen it a bit and then practice lining up the tools and turning them.

One other aspect to be considered when using skins or stamps is whether the job is being done on a freshly poured slab or if it's going on an overlay. Depending on the tool, it may make a difference.

"With our line, we design them with a quarter-inch overlay in mind," says Proline's Irwin. "The only limitation is when you get into groutable patterns. Those get too deep for a quarter-inch overlay."

Maycock says QC makes an overlay designed specifically to be stampable, and while generally overlays that tend to be more than a half inch can be problematic, "I'd estimate 95 percent of texture mats are relatively shallow in their impressions," and suitable for overlays, he says.



Photo courtesy of Butterfield Color

Rolling along

Skins and stamps certainly aren't the end-all and be-all when it comes to concrete texturing. Rollers are another option, and while they don't have the learning curve stamps do, they have limitations, especially along walls, in corners and working around objects.

Still, texture rollers can be beneficial when working with overlays, says John Bongiovanni, president of Gibsonsia, Pennsylvania-based Bon Tool.

"We offer a seamless texture roller, although there are some that create a joint, as well," he says. "But, you can imagine trying to roll your texture roller out across a concrete slab 20 feet and then roll it back in the exact same lines. It's next to impossible."

The Bon Tool roller has a tapered edge so that as it's rolled back, no matching is required. By moving it in different directions it can keep the pattern random, Bongiovanni says.

Nathan Giffin, marketing director of Chicago-based Waltools who also owns Vertical Artisans, says he has even taught others to create their own texture rollers from regular paint rollers.

"I brought some of them to Waltools and they began making prototypes," he says. "They fit on a regular roller sleeve handle."

John Reynolds, director of training for Solomon Colors/Brickform in Springfield, Illinois, feels textured rollers are particularly great for doing borders — in certain situations.

"Generally, rollers tend to be for areas that are a little more controlled," he says. "With stamps there's a greater degree of flexibility. If there's a wall or an odd shape or an obstruction, stamps give a little more flexibility for working around them."

Butterfield's Blasdel agrees with Bongiovanni that rollers tend to work better on overlays than on slabs, even ones as large as Butterfield's newest roller design, which is 18 inches wide and has a 3 1/2-inch diameter.

"You can save a huge amount of time with an 18-inch roller if you're doing smaller jobs," he says. "However, it isn't heavy enough on a slab to give you enough of an impression. That's when you need a seamless skin."

Besides saving time on a job, there's also less fatigue involved when using a roller. And when it comes to creating borders, many rollers are flexible enough to create curved as well as straight patterns.

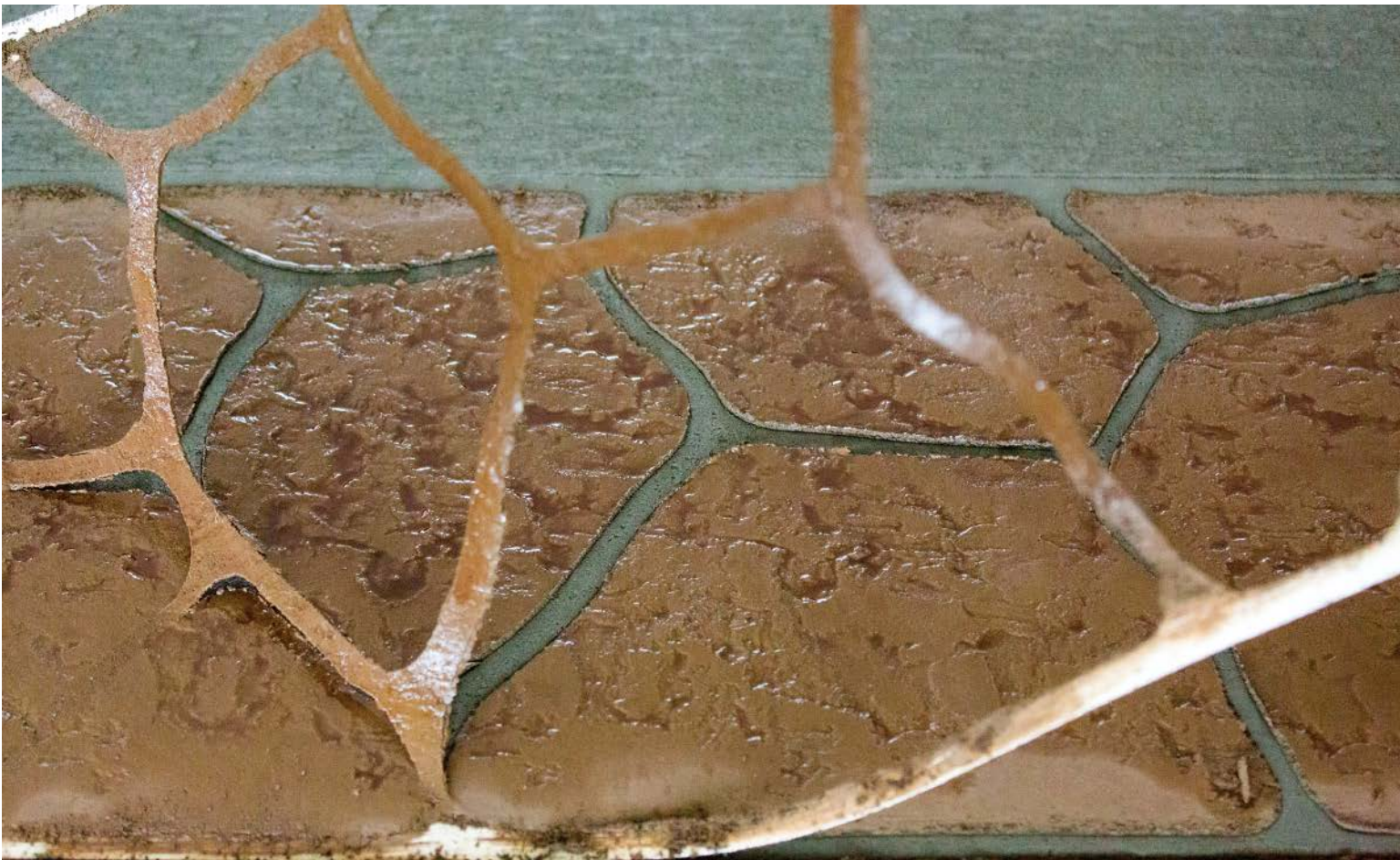


© Butterfield Color Patent No. 9,079,330



This Old World Soldier Course roller produces highly detailed limestone bricks in straight or curved patterns. Border rollers can often be used sooner than traditional stamping tools.

Photos courtesy of Waltools



Although stencils probably work best with small areas, any flat surface where they can be applied is fair game.

Let's get creative

While skins, stamps and rollers tend to fill the day-to-day needs for many concrete contractors, that's not to say there aren't other options out there.

One product that seems to fall in and out of favor — and could be argued is decorative rather than a texture — is stencils. But, for every company such as QC, which has dropped its stencil line, there are others, including Butterfield and Solomon Colors/Brickform, who still find some market for them for both horizontal and vertical concrete.

"Stencils are actually pretty universal," says Blasdel. "They're great for doing border systems, but you can also do texture stenciling of entire slabs. They're popular with tilt-up buildings where they'll use a stencil system and just roll a little texture over it and make the building look like brick."

Todd Rose, sales manager for ready mix and decorative concrete for Brickform's Mid-South region, says one attractive thing about stencils is that once the texturing and coloring process is done and the stencil is

pulled, there's a totally different-colored grout or imprint line.

And, when used as borders, they can offer a lower-cost option, whether outdoors or in a room that's done mostly with a seamless texture skin for the main body.

"If a person doesn't want to spend \$20,000-\$30,000 on a driveway, they can do something simple with a border stencil on the outside and really dress it up for only a couple thousand dollars," Rose says.

And, he adds, stencils can be much less expensive for beginners to add to their repertoire and more forgiving to work with than stamps. Other texture options include using brooms and brushes, and even trowels. Again, opinion is mixed as to how decorative broom finishes really are.

Pacific Concrete's Morgan says a broom finish is standard fare for city sidewalks and driveways. "What you're doing is breaking the glaze and adding ridges so the concrete isn't as slippery as it normally would be," he says.



Rolling texture over a stencil can create the look of stone or brick in a fraction of the time it would take to build with the real thing.

STICKS & Stones

By K. Schipper

During this year's debut of Decorative Concrete Live! in Las Vegas, artisans from around the country converged at the makeshift residential setting hosted by *Concrete Decor*. There they demonstrated their skills on how they transform ordinary concrete into extraordinary finished pieces.

Two of the participants that wowed the crowds with their talents share some insights on how they work their magic through texture and color.

Keefe Duhon

Keefe Duhon, owner of Concrete Revolution LLC in New Iberia, Louisiana, says for him the artistic use of brushes and varying textures are the keys to achieving woodgrain on both vertical and horizontal surfaces.

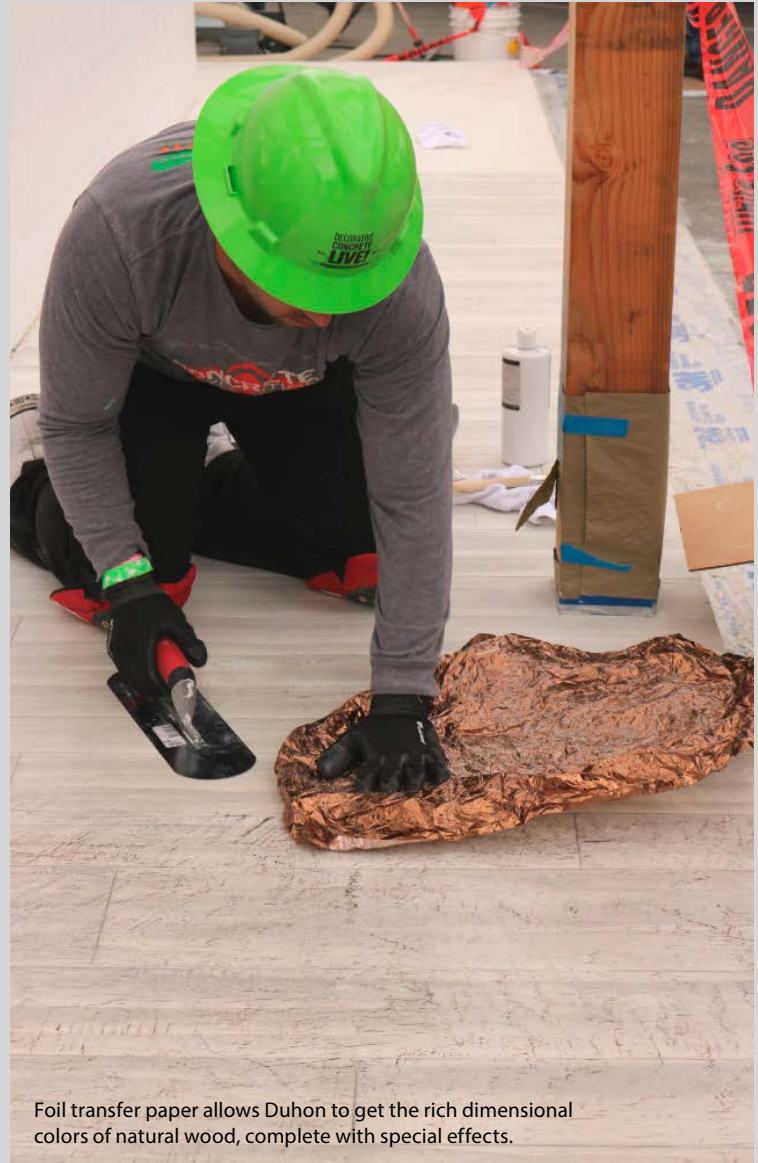
"First, we do a scratch-coat surface, especially if we have cracks we have to treat," he says. "We address those issues then squeegee out a scratch-coat overlay to give us a new canvas to work on. Then, we apply a micro-topping overlay using hand trowels to create the visual effects of woodgrain textures.

"Next, we apply our stains," Duhon continues. "We use both water-based stains and acid stains applied with a 4-inch brush. We color the planks one by one, hand-brushing each plank."

When multiple people are coloring on a job, they intermittently swap places to prevent repetitive color patterns. Duhon firmly believes that a great deal of the success of his "wood" planking comes from the color, rather than the texture.

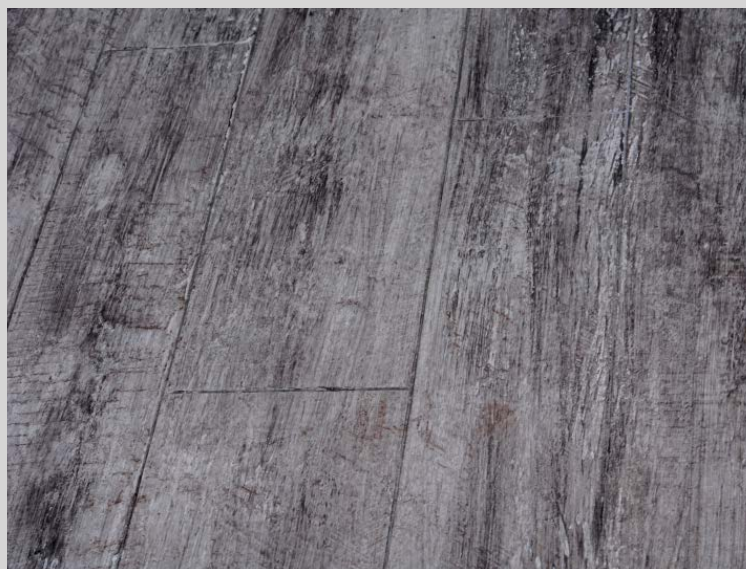
Natural wood, he says, typically has three layers of color in it, and that's what he applies to his concrete wood planks. Additionally, a new technique that involves foil transfer papers provides visual effects on the highest points of the wood grain texture.

"We apply an adhesive material on the surface and then apply the transfer paper with a rigid trowel," he explains. "We then rub the transfer paper to achieve the desired crackle effects and saw marks of the texture that colors only the high



Foil transfer paper allows Duhon to get the rich dimensional colors of natural wood, complete with special effects.

Photos by Concrete Decor staff



points of the micro-topping overlay." This technique is the third and final level of the wood plank texturing and coloring.

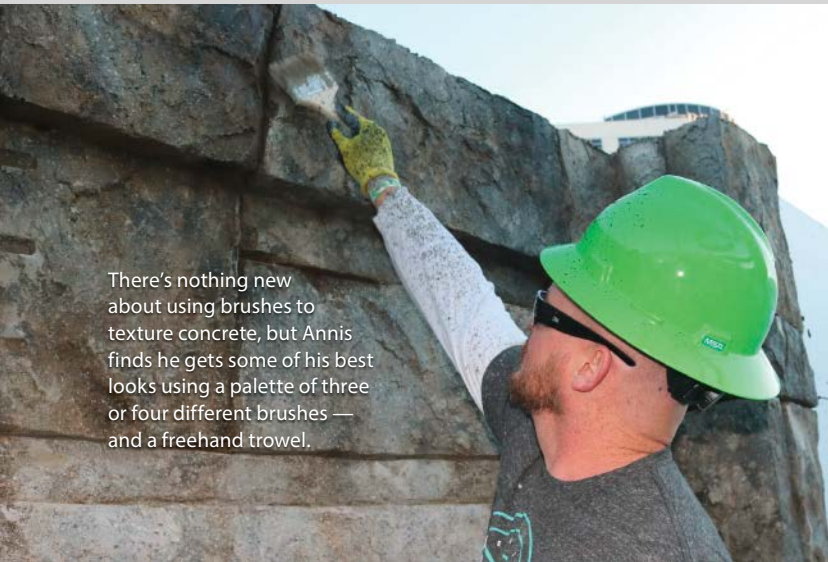
While Duhon acknowledges that the same work can be done with stamping tools — even on a micro-topping — his method is faster and less expensive than doing a stamped overlay, especially for residential clients who have pulled-up carpet or tile. It's also personal to Duhon. Hand texturizing and coloring provides him the artistic freedom to freely create a one-of-a-kind custom floor.

While floors are his specialty, Duhon is branching out with countertops, fireplaces, showers and walls. He's also expanding his portfolio by creating what appears to be solid-cast concrete but is really a wooden armature top-coated with micro-toppings — a product that offers cost savings to clients.

Duhon believes that imagination is the limit to creativity, and says the secret to success is to not be afraid to experiment — just not on the client's time or dime.

"Stay open to new ideas and really look at your surroundings," advises Duhon. "Keep being inspired and always keep your imagination moving."

Duhon colored and textured a porch area at the show.



There's nothing new about using brushes to texture concrete, but Annis finds he gets some of his best looks using a palette of three or four different brushes — and a freehand trowel.

Josh Annis

Sometimes a concrete artisan comes along to whom the title artist, rather than craftsman, applies. Take, for example, Joshua Annis, owner of Murrieta, California-based Joshua James Artistry and this issue's featured artisan. He says he was fortunate that as a teenager he was influenced by a union plasterer who worked for Disney.

"All he did was play with cement," says Annis.

"Unfortunately, he was colorblind, and he asked me to paint some of his outside projects. I was lucky enough to see some of the techniques he used."

Over the last 20 years, he's put his own spin on some of those techniques and has learned how to use different things to achieve his goals.

"I either tweak them or use the everyday tools we already have," he says. "I use a lot of various brushes to get the right texture for the job we're doing."

It's not that he doesn't use stamps; he does. He just doesn't like the repetitive look of commercial products.

"I use a lot of foam," he says. "I'll take regular Styrofoam and shred it into different shapes or different textures and use that as mats. Or, I'll shave the foam with sandpaper to get a desired effect when I press it into the concrete. I also make a lot of tools out of wood."

While he relies on three or four different brushes with different lengths and hardnesses to create woodgrain in concrete, Annis is also well-known for his concrete rock fireplaces. There, he says the trick is often in the troweling.

"I get a lot of my textures by the way I trowel," he says.

"I want the pores in the concrete to be open, so I'll blade the cement with the side of the trowel and leave skipped trowel areas open. Then, I'll come back in with foam. I shred the foam in different designs and I'll texture it in areas that I think need texturing."

Annis created a concrete rock fireplace and wood beam replicas during the show.



With some stamp patterns, it's not unusual to go back and cut grout lines by hand for a more realistic look.

Photo courtesy of Solomon Colors/Brickform

However, Blasdel says using a broom on colored concrete can be quite decorative. "You can change the color of a concrete slab by brooming it in different directions," he says. "Say that you have slabs in a 10-by-10 grid. By going in different directions with each one, you can get a look that's become very popular."

Proline's Irwin agrees. He says in many parts of the world concrete is broomed into swirls and other designs.

Still another option involves trowels. Blasdel says they're just the thing to enhance other texturing methods. "When we educate people, we like to show the versatility of the tools themselves: the rubber urethane mats, the roller systems and the stencil systems," he says. "Then, we use trowels to install different textures on the surface of the overlay. We can make them look like stone or wood, just by using a trowel."

As for success with any type of texturing, education is certainly a key. Blasdel says it's important to familiarize yourself with all aspects of concrete, not just texturing, and Pacific Concrete's Morgan agrees.

"You have to have a good basic knowledge of concrete and the dynamics behind it," says Morgan. "You not only have to have good coordination between your placement methods, but also the timing on the trucks, and even the mix plant. Mastering all those aspects is going to make any job go smoother."

Then, pay close attention to the world around you, especially natural phenomena, says Walttools' Giffin. Early in his career, he says he would go out and make latex mats of different natural textures he'd find. To this day, he keeps a close eye on Mother Nature's creations and tries to figure out ways to incorporate her influences into his work.

"Experiment, sample different textures, cross-contaminate with another texture, and see what you get," he says. 🛠️

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In Search of New Revenue?

Offer resealing option as part of your bid

by Greg Iannone

WHAT if I told you that you could get paid over and over again for a project you completed a year or two ago. Would you be interested? No, this isn't some slick marketing idea or even a take-off of a multilevel marketing or pyramid scheme. Rather, this is working smarter not harder with a fair amount of common sense mixed in.

What we're talking about is the maintenance and resealing of decorative concrete. In a previous article, we noted a decline in contractors who, for various reasons, weren't including sealing as part of their bid package or were "opting out" and subcontracting with a specialty contractor to fulfill that part of the contract.

Why throw away the opportunity to create a revenue stream that will grow exponentially as your client base grows? I recently asked an insurance agent friend of mine how the insurance industry business model worked. He explained that when he sold a policy, he received a nice "payout" and, depending on the type of policy, he'd

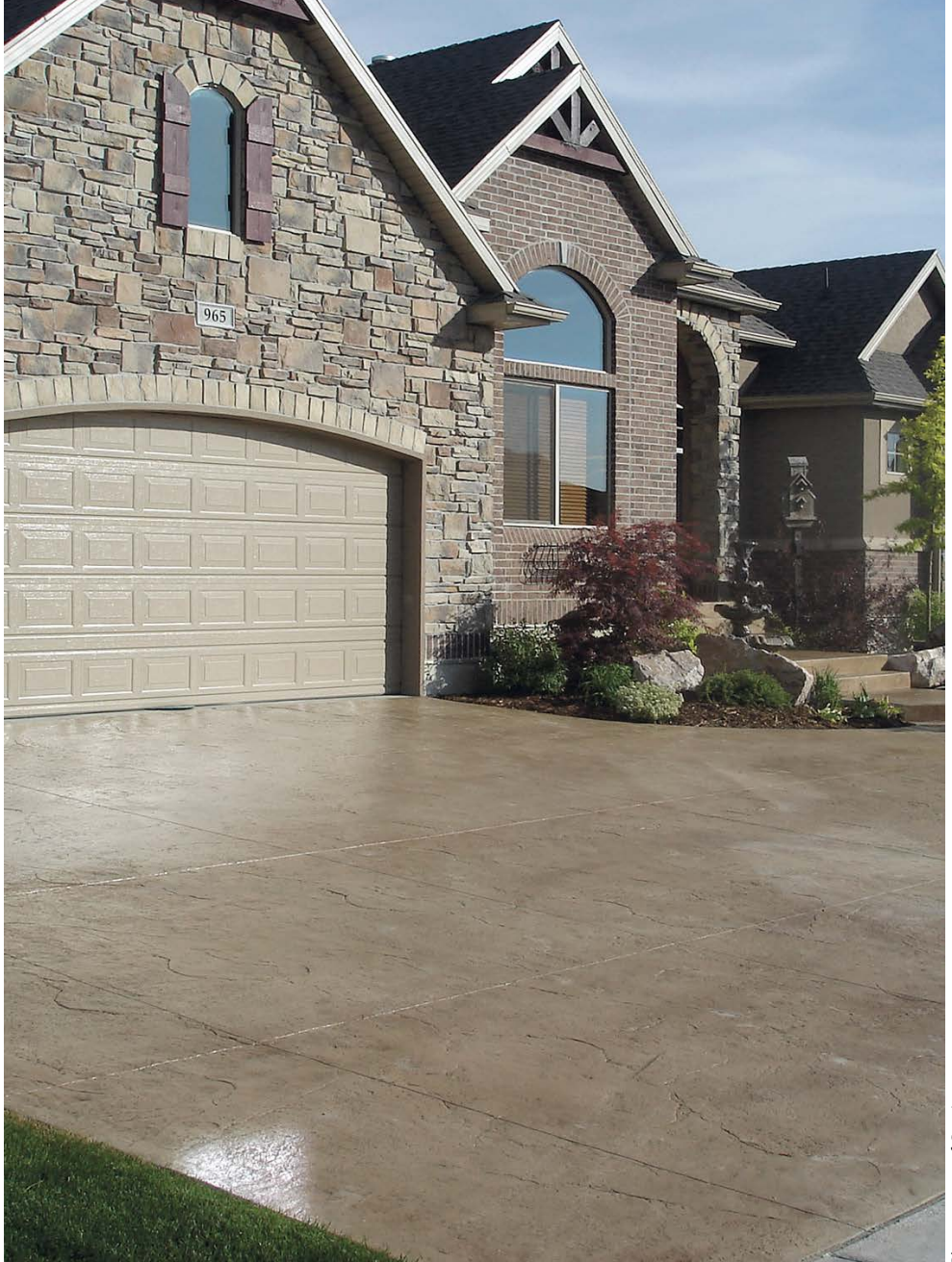


Photo courtesy of Greg Iannone

Resealing services is a revenue stream that's often overlooked by decorative concrete contractors. You can claim your piece of the pie by offering a periodic maintenance plan after the initial installation is complete.

receive a residual "payout" every year it was "in effect." He added that keeping his existing customers happy required less work than selling the initial policy.

This translates perfectly to our industry. Every time a project is completed the contractor receives a "payout." Unfortunately, in many cases, this is where the "payout" ends. One and done and onto the next project, right? Fortunately, it doesn't always have to end this way.

Here are a couple of things to consider when bidding your next project.

- Get educated. To paraphrase Stephen Covey, "Start with the end in mind."
- Well-maintained decorative concrete is free advertising.

- When bidding on a project, give two bids — a standard bid for installation only and a supplemental bid (based on the cost per square foot) that includes a reseal one to two years after the initial project is complete.
- A proper reseal means residual "payouts" for years to come.

Start with the end in mind

Get educated on sealers and look to the end of the project and work backwards. What appearance are you trying to achieve: a high-gloss, low-gloss or matte finish? Will you be using a solvent-based or water-based sealer, a curing and sealing solution, or an architectural sealer? This will dictate what



Photo courtesy of Carolina Bomanite

Well-maintained decorative concrete is free advertising for you and the decorative concrete industry as a whole.

type of product you'll use and when and how it should be applied.

Remember, not all products are created equal. Make sure the type of product you ultimately select will be conducive to receiving additional applications in the future, with the least amount of surface preparation required.

Free advertising

Decorative concrete done well, and properly maintained, is long-term free advertising. It's like having a huge billboard on the side of the road showcasing your work. Word-of-mouth advertising is one of the most effective ways to grow our industry. Conversely, poorly maintained or neglected decorative concrete is a black mark on the decorative industry.

Supplemental bidding

Giving a second or supplemental bid, with a breakout for resealing a year or two in the future, does two things:

- It sets an expectation for the customer about proper care and maintenance.
- It puts you, the contractor, in the driver's seat to do this work.

It's easier to keep existing customers happy and reap the benefits of additional paydays than to always count on new business as your only source of income. The average cost to the customer for resealing decorative concrete can range from 50 to 75 cents a square foot.

High profits

A respected decorative contractor who runs a successful business told me resealing decorative concrete that's less than three years old usually means high profits and, in many cases, as high as a 70 percent gross profit. This isn't to say that you can't or shouldn't reseat concrete older than three years. His point is projects that fall into the less than three-year category typically require less preparation and time on-site. On the other hand, concrete neglected for many years can sometimes cost more than the original project to bring it back to life.

Working smarter, but not necessarily harder, requires thought, preparation and some organizational skills. Building a client base you can go back to again and again for residual "payouts" through regular maintenance reseat work every couple of years, or on an as-needed basis, keeps you

in contact with your customers. Remember what my insurance agent friend said: It's easier to keep a customer happy than to constantly look for new customers as one's sole source of income.

The added benefit we've only lightly touched on is the free advertising aspect of maintaining a relationship with your customer. Proper maintenance not only keeps your work looking fresh and new, it also can help increase your client base. It provides you the opportunity to go back to your customers from time to time to ask them if they know of anyone interested in having some decorative concrete work done.

I know what many of you may be thinking: this is really outside my comfort zone. I get that. However, it works.

Contractors who produce quality work make themselves invaluable by keeping their work looking fresh and getting paid for the effort. It opens up a whole new revenue stream far beyond just doing maintenance/reseat work. The leads that come back from your clients are now "qualified leads" with you sitting firmly in the prime position to create additional revenue streams through new work and, yes,



Photo courtesy of Greg Iannone

maintenance/reseat work. Your client base will grow and your residual "payouts" will grow right along with it. 📞

Greg Iannone is sales manager for Innotech Decorative Concrete Products headquartered in Twinsburg, Ohio. He has worked in the concrete construction industry for more than 30 years and has provided training seminars throughout the U.S. and Puerto Rico, as well as Mexico and Japan. He can be reached at (877) 829-7880 or GregI@innotechdcp.com.

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Circle Reader Service Number 22

New is in the Eyes of the Beholder

by Chris Sullivan

WHAT'S new in decorative concrete? That was a popular question that came my way multiple times during the recent World of Concrete. I realize my name is out there, but I'm a long way from having a crystal ball to be able to predict what the future of our industry holds.

I often remind people that when asked a few years ago if the metallic epoxy market was here to stay, I said it was a passing fancy, and I couldn't see how that market would ever develop into much of anything. Missed that one by a mile! Since then I've been better about doing research, listening to all walks of the industry, and watching for trends as they phase in and out.

So, what is new in the decorative industry? Lately, the most popular response has been nothing! One could argue that there haven't been any major or significant market-altering innovations or developments, but I think that's short-sighted.

I often hear, "It's the same stuff as last year" or "There hasn't been anything new in many years." That's an easy mindset to develop if you spend your time waiting for the next "big thing." I'm not sure there will ever be a next "big thing" in our industry, but that doesn't mean there isn't anything new. It might just be that you haven't looked in the right place.

Subtle but significant changes

Sure, there's a lot of the same old, same old each year when it comes to concrete products, systems and all things decorative that we see at trade shows each winter. We can also throw away all the "nano" and "alpha particle" pixie dust marketing garbage that looks good in print but is just a new ribbon on the same old package. But when we move past the sales pitch, bypass the repeat products and stop looking for earth-shattering developments, we see there actually is a lot of "new" out there. Often, it's right in front of our eyes.

I think most of us are looking to be blown away by some earth-shattering new technology or methodology. Take for instance the cell phone. I recently heard a speaker talk about how the cell phone industry has changed over the last decade. He noted when the new generation



Photo courtesy of Jon Kopp/Quality Epoxy

Years ago, someone asked *Concrete Decor* columnist Chris Sullivan what he thought about the metallic epoxy craze. He said he thought it was "a passing fancy," a remark he admits was way off the mark.

of smart phones first appeared, it was groundbreaking and lifechanging.

Since then, however, the innovation hasn't decreased but it has become more subtle. Today, the changes — like a better camera or curved glass screen — are less earth-shattering, but innovative nonetheless. I think this is where we are in the decorative industry. The core decorative markets are established and arguably there hasn't been much new regarding major breakthroughs the last few years. The innovation and what is "new," much like the smart phone industry, has been subtle.

Venture out of your comfort zone

By "new" I'm not necessarily talking about a new product. New can mean a process that's been around for years, but you just discovered it. New is a tool used in other industries, but with a little tweaking it can create a niche market for you in the decorative arena. New is attending a class at one of the trade shows or signing up for training from one of your distributors instead of just walking the aisles. Don't wait for something new to come to you. Seek it

out and gain the benefits.

The decorative concrete industry was born out of innovation created at all levels. When was the last time you stepped outside your comfort zone and looked at a new process or product? Consistency is important and I preach you should "be an expert at what you do." But I also want to emphasize that you shouldn't get so caught up in routine that before you know it, innovation and "new" are foreign or, worse yet, something to fear.

I'm often reminded of an analogy a good friend and decorative installer told me many years ago. Apples are either green, ripe or rotten. You need to always figure out a way to stay green, because when you're ripe, you're one step from being rotten. It's our responsibility to keep this great industry green! 📱

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.



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Every Breath You Take

Protect your lungs before damage sets in

by Deven Johnson

How often in the course of your day do you think about breathing? Unless you're one of those unfortunate people who suffers from a respiratory illness, it's unlikely you give it any thought at all. The fact that breathing is a somewhat involuntary action is probably why we so easily take it for granted. It's only when we have difficulty with it that we become concerned and by then it may be too late.

Workers in the concrete construction industry face numerous hazards on any given job site but respiratory hazards can be particularly dangerous. Whether it be airborne silica particulates from cutting or grinding concrete or chemical inhalation hazards in the form of mists, vapors, fumes, dusts or exhausts, precautions must be taken to ensure the safety and health of all employees.

We often pay more attention to those hazards that immediately affect our safety or health and less attention to other hazards that, while still very dangerous, manifest as a chronic or long-term danger.

Frequently, workers themselves don't recognize the need for proper respiratory protection. Younger workers feel healthy and invincible and older workers often say, "I've been doing this for years and I'm fine" — right up until the time they lose a portion of their lung function or are diagnosed with a life-threatening illness. This is why proper training and supervision are needed at all levels on a job site. Respiratory protection for construction workers can be at times inadequate and, worse yet, nonexistent.

Legal requirements

Section 5(a)(1) of the federal Occupational Safety and Health Act states: "Each employer shall furnish to each of his employees employment and a place of employment which is free from recognized hazards that are causing or are likely to cause death or serious physical harm to his employees."

The respiratory protection standard for the construction industry is found in General Industry Standard 29 CFR 1910.134



Photo courtesy of MSA Safety

(a) (1). This OSHA standard spells out the construction employers' responsibilities regarding respiratory protection for their employees.

Providing a safe and healthful job site is not only a legal requirement but has ancillary benefits as well. Lost-time injuries are reduced, labor and industry insurance rates are lower, the cost of training replacement workers goes down, and morale and productivity can go up.

Any successful health and safety program must have the key element of a solid commitment from top leadership. They must always lead by example and cannot tolerate safety becoming a second- or third-tier priority when production schedules become tight or some other distraction comes into play.

Safety controls

The higher hierarchy of safety controls should always be used when making any decisions regarding worker safety and is especially important regarding respiratory protection.

The hierarchies of safety controls are ordered as progressive methods used to protect workers. The steps are elimination, substitution, engineering controls, administrative controls and personal protective equipment (PPE). The chart on the next page offers a good graphic representation of the controls in order of effectiveness.

Too often PPE is used as a default "solution" to a respiratory hazard. A worker

may be handed a dust mask or some type of respirator and be expected to complete a task when, with a proper job hazard analysis and the implementation of the hierarchy of safety controls, the level of PPE may be lowered or eliminated altogether.

If there's another way to protect workers' lungs other than with a PPE, that method should be used. However, some work may require using a respirator. When it is, employers are required to provide the proper respirator, training and fit-testing to ensure the PPE is effective.

SDS availability is critical

A Safety Data Sheet (SDS), formerly known as a Material Safety Data Sheet (MSDS), has a wealth of information regarding hazards associated with products and chemicals found in construction. They are supplied by the manufacturer and can be accessed in either a paper or digital format.

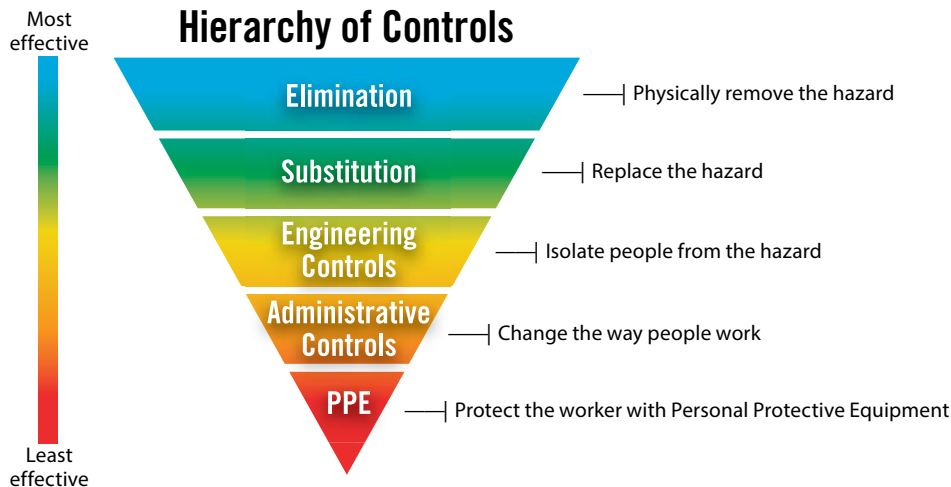
The Hazard Communication Standard - 29 CFR 1910.1200 requires employers to make an SDS available to employees on the job site and the employer is required to provide training in the use and understanding of an SDS. These sheets contain important information needed to determine what safety protocols to use.

An SDS should always be referenced anytime a new product is introduced or when a new employee will be using the product. The SDS provides important information including inhalation hazards, vapor density, vapor pressure, and physical and health hazards. Reading and understanding the SDS is critical when planning for respiratory protection.

The power of HEPA

Technology has made great strides regarding dust mitigation in construction. High Efficient Particulate Air (HEPA) filters on saws, grinders, chipping guns, polishers and vacuums have significantly reduced worker exposures to concrete and silica particulates.

In fact, hundreds of products today let contractors control dust and other particulates



on a job site. Virtually every dust-generating power tool used in concrete construction can now be purchased with a powered collection system and HEPA filters in place.

These tools not only protect workers who perform the work, but they also protect those working nearby from hazardous dust exposure. Workers' family members also benefit by not being exposed to these hazardous substances that would otherwise be brought home on workers' clothing.

Cleanup time and expense are also reduced by capturing the dust at the

generation source. Most suppliers of HEPA-equipped tools and equipment provide free training in the proper use and maintenance of their products.

Helpful websites

CPWR, The Center for Construction Research and Training, has an excellent website, Work Safely With Silica. This site has online tools for developing a safe work plan when working with respirable silica dust. The site and all its resources are available to the public. An employer can

develop a safe work plan online, save it, use it and modify it for the next job.

With good job hazard analysis, proper planning and quality training for both supervisors and workers, everyone can return to their families healthy and safe every day.

There are many good websites online dealing with respiratory protection in the construction industry. Two I recommend are "OSHA's Final Rule to Protect Workers from Exposure to Respirable Crystalline Silica" [<https://www.osha.gov/silica/index.html>] and "Respiratory Protection in Construction: An Overview of Hazards & OSHA'S Program Requirements" [https://www.osha.gov/video/respiratory_protection/construction_transcript.html].

Deven Johnson is the director of training, health and safety for the Operative Plasterers' & Cement Masons' International Association. With 35 years of experience in the construction industry as a journeyman cement mason, former training coordinator, instructor and business manager, he has a unique perspective on worker safety issues and the challenges associated with them. He can be reached at (301) 623-1000 or djohnson@opcmia.org.

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The Polishing Consultant Polished Concrete Industry is not Sheltered from the Effects of Politics

by David Stephenson

WHETHER you're a Republican, Democrat, an alternative party supporter or you have absolutely zero interest in politics, you must be aware that we have a new president in office. Donald Trump's ascension to the highest position in the land has been discussed everywhere over the last year.

The ushering of the Republican Party nominee into the White House, coupled with the fact that the same Republican Party is in control of the legislative branches of government, means that new agendas and changing positions will be taken on everything from military spending to foreign relations to taxes. While you may or may not care what these changes mean for the country, there are some specific changes that could significantly impact the polished concrete industry.

As a consultant who works with contractors and manufacturers alike, I sometimes see things that aren't typically discussed that I feel are important to share. So I'm going to attempt to tie together the various strings of thought on tax updates and how these will affect our industry specifically.

Tax increases and you

My last article focused on tooling used for grinding and polishing, and I noted a good portion of the industry's tooling is manufactured in Asia. Competitive pricing has forced this reality on most manufacturers to maintain their market share and stay relevant.

While Trump was on the campaign trail, he often mentioned the possibility of imposing a 45 percent import tariff on goods from China, as well as a 35 percent tariff on imports from Mexico. The intention was always to give manufacturers an incentive to move their production back to the U.S. to create job growth and boost the economy. You may think, "That wouldn't affect me or the business I'm running," so I'll put some historical context



on what a change this drastic could mean.

In 2004, the average price for a gallon of gasoline was \$1.79 per gallon. By the spring of 2005 the price had reached an average of \$2.70 and by 2006 we were seeing prices around \$3.75 a gallon. The repercussions of a 47 percent increase in pricing was felt in every industry. I remember getting invoices for materials that had a line for "Fuel Surcharge." It was costing more to go meet with customers, deliver the products and do support calls to sites. Everywhere you turned, the effects of high fuel prices were felt. I think there's the potential for a similar situation related to tax increases.

Imported goods

As President Trump has settled into office, the numbers have been reduced somewhat from those campaign discussion figures. Per several articles I have read, the Trump Administration is mulling a possible 10 percent direct tax on all imported goods with additional adjustments based on the country or region.

Mexico, for example, would have a higher country-specific tax to offset the cost to beef up southern immigration control, including

the "wall," as well as increased agents and technology investments. Another example would be China because of its artificially depressed currency which makes it cheaper to manufacture goods there because of the high relative value of our dollar. I also feel certain that traditional regional allies that house U.S. military installations — such as Japan, Korea, Germany and Poland — will get exemptions or lower overall tax burdens.

A bill that's currently working its way through the House of Representatives proposes a 20 percent "border-adjustment tax" that would be tacked onto goods from all countries. This tax would exempt exports heading out of the U.S. from current taxes while preventing the existing deduction of imports as a business cost. This will effectively raise taxes for companies that largely depend on imported materials or parts.

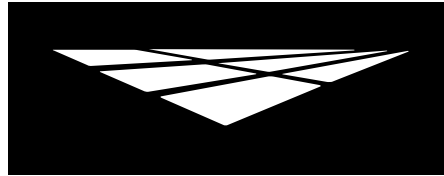
The border-adjustment tax, outlined in the plan, would require U.S. retailers that currently pay taxes only on the profit made from the sale of an imported product to also pay taxes on what it costs to purchase it from abroad. To give you a more specific and easy-to-understand example, retailers that buy a metal bond diamond segment

from China, Malaysia or Taiwan for \$10 and sells it in the U.S. for \$30 currently pays taxes on just the \$20 of actual profit. But under the current House proposal, manufacturers would have to pay taxes on the full \$30 sales price, as well as the original \$10 purchase price, effectively increasing their tax burden by a total of almost 50 percent.

Machinery will be affected

Tooling won't be the only thing affected by modifications to the current import/export laws. The machinery used to grind and polish will be affected as well. While I don't have specifics as to what manufacturers have which parts manufactured where, one of the most expensive parts — the on-board computers — are typically manufactured in China. I know that other components of these machines are manufactured overseas even if the assembly is completed in the U.S.

There have been significant advantages to this model for many years. In my travels, I've seen handle assemblies, gear boxes, shrouds and computers being made outside the country for different manufacturers.



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You can bet that a significant increase of the costs for these parts will result in a sharp increase in the overall cost of the equipment, at least until alternative manufacturing locations are found.

These alternative sites will either be in friendly, exempt countries or in the U.S. Changing suppliers will impact the quality as well as the price. In some cases, the quality significantly rises as better quality control requirements are put into place. I see this happening in the tooling market more than the machinery parts. Tooling made in the U.S. or Europe are typically higher priced but have a much higher quality level. That translates to a longer lifespan and more square footage completed per set.

Factor in the U.S. dollar

Another aspect to consider is how these proposed tax modifications will affect the dollar. Some experts think the proposed tax changes will lift the value of the U.S. dollar compared to foreign currencies, allowing prices to stay put. There is some truth to this as taxes and subsidies usually directly impact the supply and demand of goods, which in turn impacts their market prices. If the value of the dollar increases significantly, the price for the original imported goods will effectively go down.

Currently the Chinese currency (the Yuan) is valued at just under seven Chinese dollars to one American dollar. If the dollar increased in value to \$1 U.S. to 10 Yuan, the price of the goods purchased would decrease from \$10 per diamond segment to \$6 or \$7. This would then lower the total tax owed on the imported item.

Even if the sales price remained the same as the \$30 example discussed earlier, the total profit would buy more goods because the increased value of the dollar would offset the increased tax amount. I don't claim to be an economist, but I can see the value in an increased strength of the U.S. dollar. I'm not sure it would be a total wash though as it relates specifically to construction or our industry.

Consider other countries

Of less importance is the reciprocating effect an increase in American tax rates could have on other countries. When the U.S. increases import taxes, other countries may respond by increasing their tax on American goods exported to their countries. Many American manufacturers

have large portions of their total sales in foreign countries.

The reality is that America is the innovator of much of the machinery, tooling and chemical products and the rest of the world follows us. This allows our goods to excite the markets to purchase our exports. If many of the current markets increase their tax rates on imported American goods, this will lower these U.S. companies' overall sales.

One machinery manufacturer I talked to explained that one of its markets is preparing to add a 35 percent surcharge to equipment sent in from America. This high tariff will effectively price that equipment out of the market in that country. A lowering of overall sales will put increased pressure on the American market to buy more of those goods to keep the economy of scale pricing that we are currently enjoying. This will probably also result in price increases from the affected companies.

If you're in the market for equipment, my recommendation is to purchase it sooner rather than later.

Planning ahead

In the long run, there will be winners out of all of this. A portion of these goods will shift manufacturing back to the U.S. and add jobs related to the decorative concrete industry. Some manufacturers already making their goods here will become much more competitive as the prices of imported goods rise. I also think the overall quality of U.S. goods will go up. This will result in increased footage from the tooling, longer lifespans for the equipment and less repairs overall. Those are all big wins for the industry.

As a consultant, I see what I call "a race to the bottom" with everything from the cost of equipment to a project's cost per square foot of completed work. Companies are pushing so hard to gain market share that they're looking for every opportunity to lower their prices.

The price per foot charged today for the work needed to complete the project correctly with high quality results doesn't match up. It's hard to make a profit in the current

environment. I think a sudden increase in costs will result in an across-the-board price increase, but this will be good for the overall health of the decorative concrete industry. Some customers will have heartburn, but overall the value of the product being provided is high and customers will continue to want polished floors.

Regardless of the specifics, changes to today's tax plans will be made. Current information points to these changes increasing the price of imported goods. Price increases to the manufacturers or retailers will mean increases in retail costs. I just want contractors and customers alike to prepare for this potential rise.

I don't believe anyone was prepared when the price of gas doubled and it led to a lot of headaches and frustrated customers. The sudden increase in costs also led to serious issues from contractors who were locked into fixed-price contracts. If you are aware of the impact of these tax discussions on the industry, you'll better be able to respond and prepare.

At press time, the language for the House bill has been widely reported on. The two big questions are what the Trump Administration puts out as its final plan and what a Senate equivalent bill will look like. The best guesses from a wide variety of sources suggest that an average increase of 15 to 25 percent will be the net result on imported goods. Watch the news to see what the final language looks like and quickly adjust your pricing accordingly.

If you're in the market for equipment, my recommendation is to purchase it sooner rather than later. Be assured that whatever language finally makes it into law, the changes will happen very quickly as it relates to pricing.

The implementation of taxes on these goods is easy to adjust. Expect the affects to be felt in days or weeks rather than months. Don't hesitate to talk to your suppliers as you see things unfolding. 📱

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.

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by Jeffrey Girard, P.E.

SUCCESSFULLY forming countertops and other creative architectural concrete elements involves common woodworking techniques, sculpture, careful planning and a touch of mental gymnastics.

We ask a lot from something as humble as a box. The forms or molds we build for our concrete creations are the devices that create the shape and texture of the concrete we make. Without molds, our concrete would be shapeless.

Forms serve many functions beyond simply containing the concrete. The formwork defines the precision and, to some extent, the quality of the casting. Well-made forms create straight lines, fair curves and right angles and lead to easy, effortless installation. Good forming techniques can increase efficiency, boost the bottom line, and reduce the amount of material we use and discard. And finally, formwork is often the vehicle by which we explore and satisfy our creativity, for the forms are also things we make with our hands.

Forming basics

The most basic formwork we use is a simple rectangular box with four sides and a base plate for the foundation. The construction process to determine size and shape starts with a template for a kitchen countertop, or a drawing or set of plans for a piece of furniture or freestanding island. Generally, the base plate is the exact size and shape of the finished concrete piece.

The size of the completed box is



Photos courtesy of The Concrete Countertop Institute

determined by the desired thickness of the slab, the thickness of the forming material and how the sides are fastened to the box. For example, most melamine is $\frac{3}{4}$ inch (or 0.75 inch) thick, or 19 mm thick. If a countertop is constructed to be 2 inches thick, then the interior of the forms are 2 inches deep, but the four sides that form the walls of the mold are 2.75 inches tall. This means that the sides wrap around the outside of the base plate, and this permits the sides to be easily attached with screws drilled in perpendicularly.

Alternatively, the base plate can be made larger than the desired piece and the sides attached on top of it using pocket-hole joinery.



A pocket-hole screw

Pocket-hole screws are special wood screws used in pocket-hole joinery. However, these versatile screws can also be used for normal fastening. What makes them useful is that the underside of the head is flat. No countersink is needed, and overtightening the screw only strips out the drilled hole, whereas overtightening a normal flat-head screw (that has a conical

underside) will crack the formwork.

Note that even though these screws are self-tapping, it's still important to predrill the formwork. Driving a screw into undrilled melamine will cause the material to bulge or split. Bulges in the melamine surface will create dimples in the cast concrete surface. These will be very evident if they occur along the front edge of a countertop.

To use the pocket-hole technique, you first use a jig to drill the pocket-screw hole, as shown in this photo:



The larger photo at the top of this page shows a completed form using the technique of attaching the sides on top of an oversized base plate, using pocket-hole joinery.

Forming materials

What the forms are made of is influenced by a variety of factors, not least of which is the final appearance that the customer requests. The choice of forming material, and the process and care by which the forms are assembled, is both influenced by and significantly affects how the finished concrete looks.

The precision and quality of the formwork for a cement cream finish are different (and greater) than that needed for exposed aggregate concrete. Balancing the needs for flawless formwork and speed, reusability and economy are the convoluted path we all navigate when deciding what our forms are made of and how they're built.

With few exceptions, two prime characteristics that are important for most formwork materials include being waterproof and being nonreactive with the concrete. The formwork should neither change nor deform during casting or after it hardens. It should maintain the desired shape under the weight of the concrete during and after casting. Other beneficial characteristics are availability and strength.

Melamine

Forms can be constructed from a wide variety of building materials, and one of the most commonly used is melamine (which refers to the hard, waterproof coating applied to particleboard). Melamine is used in cabinet construction, often for the carcass and shelving.

The upside of melamine is that it's cheap, readily available and works well for many applications. One of its major downsides is that its particleboard core, which gives the sheets structure, is moisture sensitive. That makes building the forms — and waterproofing the seams — important.

Moisture lost from concrete will create discoloration, where the water-to-cement ratio of the cement paste drops near the leaky seam, and the concrete in that zone cures a different shade (often darker). Also, moisture that's absorbed by the particleboard causes the core to swell. Sometimes the swelling occurs faster than the concrete sets and gains strength, so the swollen formwork distorts the concrete while it's setting.

The other downside of melamine is its lack of durability. If the hard coating gets scratched, moisture can penetrate and cause the moisture problems noted above.

Steel

Steel is often used for multiuse formwork, usually as steel-topped casting tables, but also steel angle-iron as edge forms. Using steel for formwork works best when you're not trying to achieve an as-cast cement cream finish. Exposing aggregate naturally removes the surface texture during the grinding process, as does honing to create a salt-and-pepper finish.

Steel can be hot-rolled, cold-rolled, plain carbon or stainless. Cold-rolled steel is better for concrete that doesn't need much post-

cast processing, because the steel has better dimensional tolerances and it has a smoother surface texture. Hot-rolled steel is suitable for concrete that will be honed or will have exposed aggregate, because hot-rolled steel still has the mill-scale (the dark grayish-blue surface) left from the steel mill. This leaves a more textured surface on the concrete.

Both stainless and plain carbon steel require a form-release agent. Many commercial form-release agents designed for steel incorporate an anti-corrosion agent that keeps bare steel from rusting. Plain-carbon



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steel will rust if left unprotected, but is cheaper than stainless steel.

Foam

Foam is a versatile and common forming material, particularly insulation foam (usually pink or blue in the U.S.). Because it's fairly dense, it can be easily cut, sanded,



Foam can be used to create a curved table top form. The concrete will be cast inside the hole in the foam.

routed and shaped. It makes a great material for curves, blockouts and custom-edge moldings.

Foam is a very good material to use for undermount sink blockouts. It's rigid enough to withstand the pressure of fresh concrete, but soft enough to be easily removed after casting without fear of cracking the concrete during blockout extraction. Some people wrap smooth tape around the outside of the foam blockout to achieve a glossier cast surface, and others leave the foam bare.

Forming curves

Curves in concrete can be formed in various ways. Foam can be cut and sanded to nearly any shape, so in that respect it's very versatile. But foam sheets only come in certain thicknesses, and while gluing and stacking foam to create thicker sections is possible, dealing with the gaps and seams between the layers is more challenging.

Flexible strips of thin material can be bent into an arc. Melamine will bend to some degree, but tighter curves may require plastic. Laminate is a good material to bend, but it requires a backer material



Here, class participants shape a foam sink knock-out on a router table to fit a wooden sink-hole template.

for support. Often bendable plywood or even foam provides the support to keep the thin laminate sheet in alignment. Or, the laminate can be secured to rigid side plates using 2-by-4 spines placed behind the laminate sheet.

Good plastics to cast against include acrylic, polycarbonate, laminate, high-density polyethylene and polystyrene, among others. Usually plastic yields smooth surfaces that require little or no processing.

Conclusion

Other forming materials include rubber, fiberglass, high density overlay and formply. A complete explanation of every possible forming material and technique would take an entire book. The most important ingredients for success with forming countertops and other architectural concrete elements are precision and creativity. "Think outside the box" when creating your form "boxes"! 📦

Jeffrey Girard is founder and president of The Concrete Countertop Institute and a pioneer of engineered concrete countertops. He can be reached at info@concretecountertopinstitute.com.

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Medallions, Part 1: A Compass Full of Triangles

by Rick Lobdell

EVER since I began writing Design Theory, I've anxiously awaited medallions. The first one I ever did was exciting and a definite "aha" moment because it changed the direction of my career. At the time, I had just started out working for the company I now own. Back then, all we engraved were 2-foot tile and brick patterns. Bored with these, I asked my boss why we couldn't do more. Why not do a 3-foot tile pattern and add a medallion in the middle? Why not make a larger border? Why can't we change the color of the border and the medallion?

Eventually, boredom got the best of me and when I started this one project I approached the clients with an idea. I told them it would take me the same amount of time to install a larger tile pattern with a medallion in the middle as it would to do the 2-foot tile pattern they were sold. I

also promised to stain the borders and the medallion darker. After the project was complete, I showed my boss pictures of what I had done. He liked it but really had no interest in doing it.

So I made a deal with him. I told him I thought I could raise revenue by adding these to a project for an additional fee. I charged an extra \$500 for a medallion and another \$500 for a darker border. The next week, I showed him pictures of this job and handed over a check for an extra \$1,000.

We realized that a salesman must be able to see each sale's options. When you first arrive at a sale, most clients have little to no idea what they actually want. It's up to us to guide them and find what appeals to them.

When I bought my company back in 2007, I changed the way we sold each project. I stopped selling only what I knew



Photos courtesy of Concrete Mystique Engraving

DESIGN THEORY

and started selling a dream full of all the possibilities. I had a 60 percent increase in profits my first year in business. I was designing more projects than I had time to draw. It was an amazing feeling to be able to explode my art all over my town.

A rose by any other name

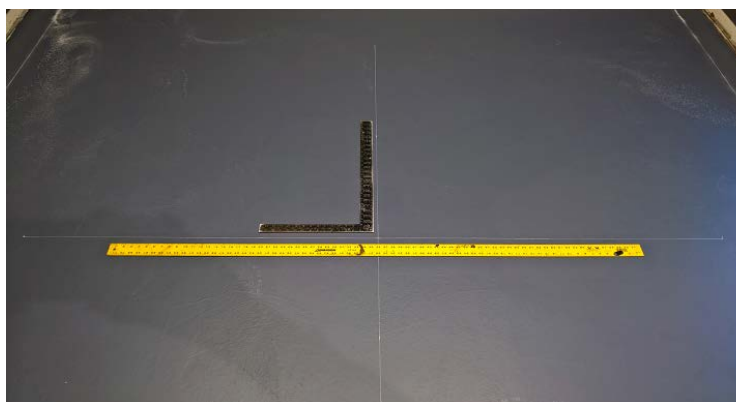
It's crazy to think how everything changed for me because of that first medallion. I never would have imagined that within the next 10 years I'd win 16 national awards, compete in artistry at World of Concrete three years in a row, teach classes at the Concrete Decor Show and now have my own column. It all started with that first medallion, that first time I saw the potential to incorporate art into what I was doing. Now that I'm writing about my favorite style of design, I've decided to savor this topic and write a mini series of articles on how to draw different medallions.

It all starts with a compass, the easiest of all medallions. Some of us call it a compass rose or a starburst. A friend of mine asked me to create a play-by-play breakdown of how to draw a compass rose and I didn't understand why. I thought everyone knew how to draw one. So, if you don't, relax. I want to help you out.

Make the right connections

Like every other design, start with a border around the room and then find the center of the room. From that point, make two perpendicular lines. Be careful not to make this medallion too small or too large. If it is tiny, it will disappear when furniture goes in. Too large and it will overpower the space.

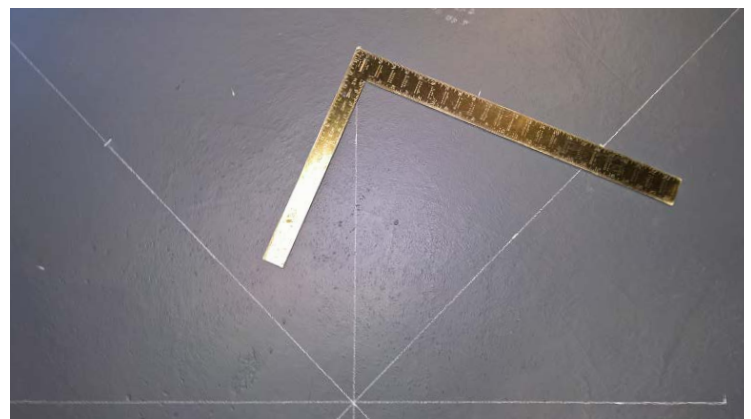
For this article, I'm working in my 12-by-12-foot room at my office and using my tape measure as a visual guide. You want space between the border and the medallion. You don't want them to be so close that there's a sense of tension in the room between them. I've separated them by 16 inches. My perpendicular lines are 8-feet long. These are the longest lines and typically a good size for one of my medallions.



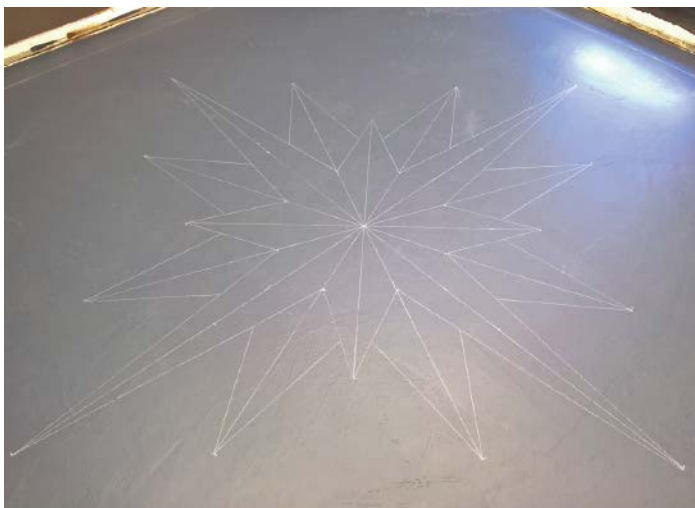
Next, find the center between these lines so you can make a 45-degree turn for the next two perpendicular lines. Measure 2-feet out in three directions from center on the existing lines. Take your straight edge and measure the distance diagonally between each of the three dashes and the center of the medallion. Draw two 4-foot lines through the center point, using the center as the other guide line for your straight edge. Now you have two 8-foot lines and two 4-foot lines in the shape of an asterisk.



Now do the same thing to half of the medallion. You will find center four times between the current lines using your 2-foot dashes and the end of your 4-foot lines. Again, draw a line using those new dashes and the center of the medallion. This time do 2-foot lines. You should see a pattern forming now. At this point, there should be two 8-foot, two 4-foot and four 2-foot lines. Now connect all the outside points and you have a compass.



If you want to create another layer you can extend off the shortest lines and add any length you want. Most of the time I make them the smallest triangles but for this article I added two more feet.



The result is a nice clean look. With practice, this design should take you 20-30 minutes, not all day. Like I always say, keep it simple. You can never go wrong with a compass rose to upsell a project. 📱

Rick Lobdell, a classically trained artist with a masters in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee will explain how he lays out his well-known designs. He can be reached at rick@concretemystique.com.

For a GoPro video tutorial on these instructions, view here:
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Pure Project: St. Thomas Aquinas Seminary

by Jacqueline Valle

In his 40 years of working in the masonry and general construction industry, Dominick Freda has never been involved with a project of the magnitude of the St. Thomas Aquinas Seminary, a traditional Roman Catholic facility situated on 1,100 acres in Dillwyn, Virginia, not far from Charlottesville. Unlike seminaries across the nation that are experiencing dwindling enrollment numbers, St. Thomas relocated from Minnesota to Virginia to accommodate an ever-increasing student population.

Honored to have his product chosen to help construct the new sanctuary, the owner of Pure Texture in Greensboro, North Carolina, says his coating system covers more than 600,000 square feet of interior walls. Phase 1 of the project, which consists of about 140,000 square feet in various buildings and doesn't include a church, broke ground in 2012. This first phase wrapped up in December 2016.

With a project of this scale, Pure Texture did whatever it could to ensure that the application process went smoothly. Members of the company visited the location five times to train crews with R.F. Howerton, the project's general contractor



headed by John Turner. In turn, the Howerton crews trained a small group of seminarians to help with various tasks.

"(The seminarians) applied product to six dorm rooms and will be doing the same for the areas in the basement that were not part of our contract," says Turner.

Currently, Pure Texture offers 29 custom colors. On larger projects such as the seminary, the company supplies colored product premixed to keep the color consistent. This project involved a soft, neutral cream color.

"It eliminates that chance of human error," says Freda. If the pigment added to each bag varies just a little, it can throw the color off a shade.

"We also simplified (the product) by creating a 'one bag does it all' mix instead of creating a separate mix for vertical, horizontal, wood and concrete," says Freda. Pure Texture is stronger than most coatings, he adds, with mix rated at 7,200 psi.

As far as project challenges, weather had the biggest impact.

"Application started in the spring and ended in the winter," says Freda. "Temperature and humidity were a huge factor" mainly because the HVAC system wasn't completely installed. "Adjustments



Photos by Carmine Freda, Project Consultant for Pure Texture

were constantly being made to the amounts of liquids to ensure that dry time and adhesion were kept constant."

All public areas were finished with Pure Texture products including the walls in the chapel, refectory, hallways, stairwells, dorms, recreation rooms, classrooms and bathrooms.

The seminary is currently undergoing Phase 2 and Freda plans to return to train more seminarians to continue construction. 🚧

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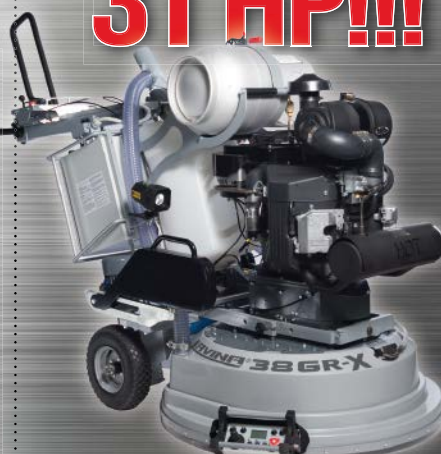
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