

# concrete DECOR®

Vol. 19 No. 7  
October 2019  
[concretedecor.net](http://concretedecor.net)

***A Floor  
to Dye For***

**Inside: 2019 Concrete Decor Show Guide and 2019 Training Guide**





**BETTER MATERIALS, BETTER RESULTS.**

Top photo:  
Industrial Epoxy Floor System with  
Aurora Epoxy Dust



McKrete Concrete Overlay



River Rock and Industrial Epoxy



White Industrial Epoxy

### RIVER ROCK EPOXY

- Stone Bond — *above 70°F*
- Cool Weather — *between 50-70°F*
- Cold Weather — *below 50°F*
- UV — *reduces amber and prolongs shine*
- Reseal — *lower viscosity for re-coating*

### INDUSTRIAL EPOXY

- Tinted Industrial
- Clear Industrial
- Rapid Set Industrial

### SEALERS

- High Performance Urethane
- Polyaspartic
- Miracle Glaze H2O
- Crystal Coat
- Vinyl Supreme

### OTHER PRODUCTS

- McKrete Concrete Overlay
- Chromastain
- Etch and Degreaser
- Aurora Epoxy Dust

### OTHER EPOXIES

- EZ Coat – Table Top Epoxy
- Rubber Epoxy
- Water Borne Epoxy
- Primer Epoxy

Bottom photo:  
McKrete Concrete Overlay  
and River Rock



# concrete DECOR®

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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

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

**Writers:** Karen Keyes  
Chris Mayo  
Cory Olson  
Matt Sambol  
Jason Spangler  
Tyler Stephens  
Chris Sullivan

**Business Manager:** Sheri Mikkelsen  
sheri@protradepubinc.com  
(877) 935-8906 x205

**Circulation:** Meg Webb  
meg@protradepubinc.com  
(877) 935-8906 x200

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

**Subscriber Services:** (877) 935-8906 x200  
circulation@protradepub.com  
Fax: (541) 228-9972

**Mailing Address:** Professional Trade  
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American Institute  
of Building Design



## Publisher's Letter



### Dear Readers,

If you're a *Concrete Decor* subscriber, you'll receive an entirely new online version of the magazine this month. We're really pumped about the new online magazine because it creates an improved reader experience, one that complements the printed version. In fact, in some ways it's even better!

The online magazine now scrolls through content and responds to the device you're using to read it. Hold your smart phone vertically and it appears one way. Turn it horizontally and both ads and content will adjust. With the new format, you can enjoy the magazine's content without having to zoom in and out.

There's a Preview of each new issue appearing in the top left corner of [www.ConcreteDecor.net](http://www.ConcreteDecor.net) for the general public but subscribers will receive the full version in their inbox before it's available to anybody else. For those who subscribe to the print magazine, no worries! You'll continue receiving this great magazine curbside.

The Concrete Decor Show is upon us. If you're still thinking about buying a plane ticket so you can spend a few days with us, don't hesitate any longer. *Concrete Decor* always delivers on education and the companies that exhibit here are companies who understand your needs as a decorative concrete professional. There are so many hidden gems situated throughout this event, you just need to be here to discover them. Not having the nonprofit workshops to concern myself with, I'll be on the show floor eager to answer any questions and direct you to the best resources.

At the start of 2020, *Concrete Decor* begins to celebrate its 20th year. I'm amazed at how fast the time has passed but considering what's happened in that time — along with how the industry is thriving today — I can only imagine an extraordinary road ahead for our industry.

This magazine, the Concrete Decor Show, the product manufacturers, supply stores, associations constantly pushing for better standards and, most importantly, *you* define this industry's tomorrow. Enjoy this edition of *Concrete Decor*. An exciting year ahead awaits us. Let's tackle it together.

Sincerely,

Bent Mikkelsen  
Publisher



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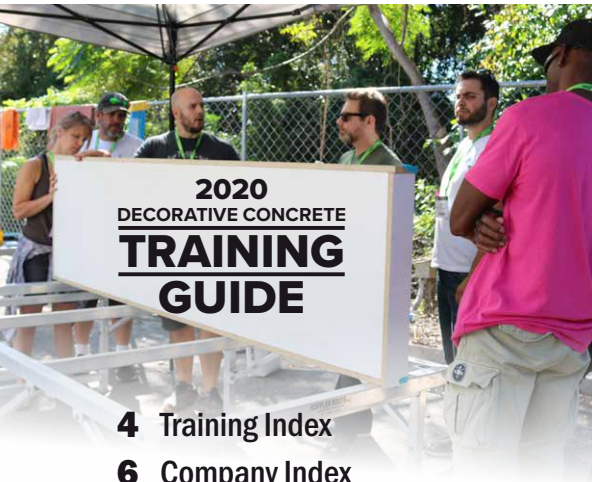


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**On the cover:** As part of a polished concrete class taught at the Decorative Concrete Institute in Temple, Georgia, student David Chambers of Obsidian Concrete LLC and instructor Lee Ann Harris color a 3-D Venetian design in the facility's new warehouse.

Photo courtesy of Bob and Lee Ann Harris





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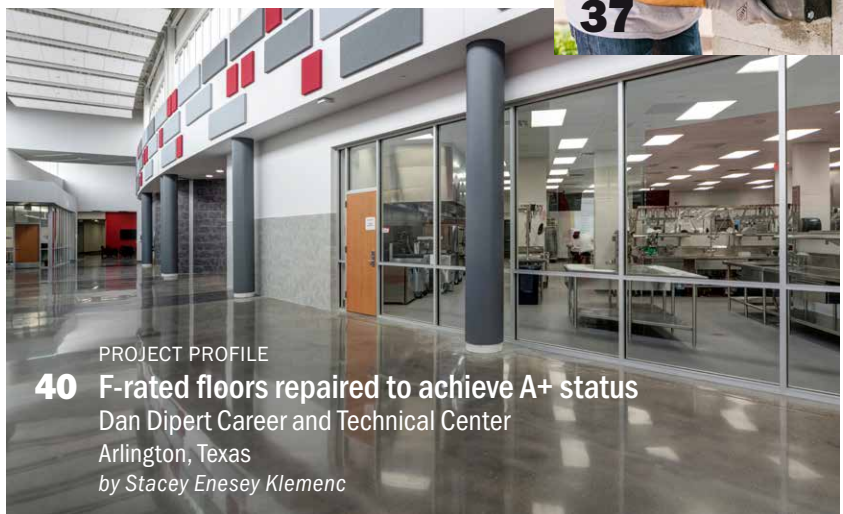
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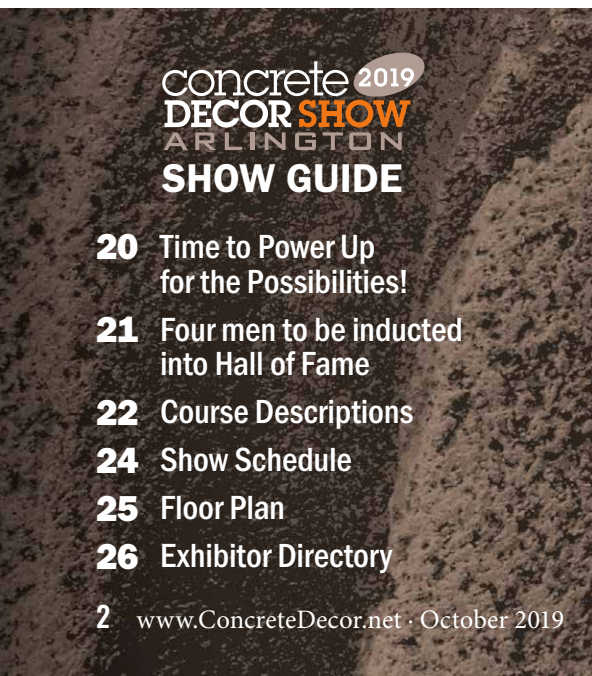


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## EXPERTS



As the owner of The Art of Concrete LLC out of Denver, Colorado, **Karen Keyes** has found her niche in the industry exploring the creative side of building and designing with concrete. She helps owners, architects and landscape architects design decorative concrete palettes to enhance space and its community. Reach her at [karen@theartofconcretellc.com](mailto:karen@theartofconcretellc.com). See Karen's article on page 12.



**Cory Olson**, senior vice president of Sakrete North America, leads the company's national product mix, independent sales and brand initiatives. He has worked for nearly 30 years in the building materials space, the last 20 with Oldcastle in various leadership roles. Questions should be directed to Sakrete's technical team at (866) 725-7383. See Cory's article on page 37.



**Matt Sambol**, manager of flooring and polymer systems at CTS Cement, has been with the company since 2002. He oversees product development, testing and field support for the Rapid Set Tru Flooring System, which includes the polishable self-leveling overlayment products. He can be reached at [msambol@ctscement.com](mailto:msambol@ctscement.com). See Matt's article on page 34.



**Jason Spangler**, Wagner Meters' flooring division manager, has more than 25 years' experience in sales and sales management. He has successfully launched various products to the market, including the original Rapid RH concrete moisture test and the new Rapid RH L6 Smart Sensors. He can be reached at (800) 634-9961. See Jason's article on page 16.



**Tyler Stephens** is president of Stephens Concrete Sealing, a surface restoration, cleaning and sealing company in Indianapolis, Indiana. The family-owned company, founded in 2009, services both homeowners and businesses. Tyler can be reached at (317) 264-9781 or [tyler@stephensconcretesealing.com](mailto:tyler@stephensconcretesealing.com). See Tyler's article on page 18.



**Chris Sullivan** is vice president of sales and marketing with ChemSystems Inc. and a member of the Decorative Concrete Hall of Fame. He has led seminars and product demonstrations throughout North America. Reach him at [questions@concretedecor.net](mailto:questions@concretedecor.net). See Chris' article on page 28.

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# 2020 DECORATIVE CONCRETE TRAINING GUIDE

**T**HIS TRAINING GUIDE helps you find training opportunities that fit the specific needs of decorative concrete experts, beginners and everyone in between.

The Training Index lists training opportunities offered by various service providers. Find the type of training you need in the tables below and click on the company name for more information.

The online Training & Events Calendar at [ConcreteDecor.net](http://ConcreteDecor.net) tells you when and where classes are being held. Online calendar information is updated daily. Have questions? Give Concrete Decor a call at (877) 935-8906.

## TRAINING INDEX

### BUSINESS MANAGEMENT

*(Includes Bookkeeping, Estimating, Human Resources, Marketing/Prospecting, Project Management)*

#### Concrete Decor Show

Seminars			Job Site Training/Consulting	Online		Books	Training Videos	AIA Credit	Offered in Spanish
Beginner	Intermediate	Advanced		Webinars	Technical Support				
●	●	●							

### COATINGS

*(Includes Epoxies, Floor Evaluation, Metallics, Polyaspartics, Polyurethanes, Sealers/Waxes, UV-Cured Coatings, Waterproofers)*

#### Concrete Decor Show

#### Increte Systems, the Decorative Brand of Euclid Chemical

SGM Inc.

**Trinic LLC**

Seminars			Job Site Training/Consulting	Online		Books	Training Videos	AIA Credit	Offered in Spanish
Beginner	Intermediate	Advanced		Webinars	Technical Support				
●	●	●							
●	●	●	●	●				●	●
●	●	●	●	●			●		●
●	●	●	●	●			●		●

### COUNTERTOPS & CAST CONCRETE

*(Includes Cast-In-Place Techniques, Designing & Choosing Mixes, Fireplaces, Forming, Furniture, Lighting Effects, Precasting, Reinforcement)*

#### Butterfield Color Inc.

The Concrete Countertop Institute

#### Concrete Decor Show

#### Kingdom Products

#### Something Better Corp.

#### Trinic LLC

	Seminars			Job Site Training/Consulting	Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Butterfield Color Inc.								●		
The Concrete Countertop Institute	●	●	●	●	●	●	●	●		
Concrete Decor Show	●	●	●							
Kingdom Products		●								
Something Better Corp.	●	●	●	●		●				
Trinic LLC	●	●	●	●	●	●				

### NEW CONCRETE

*(Includes Admixtures, Aggregates, Control Joints, Integral Color, Pervious Concrete, Pour-In-Place Applications, Radiant Heating, Ready-Mixed Concrete, Reinforcement)*

#### Butterfield Color Inc.

#### Concrete Decor Show

#### Increte Systems, the Decorative Brand of Euclid Chemical

	Seminars			Job Site Training/Consulting	Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced		Webinars	Technical Support				
Butterfield Color Inc.	●	●	●	●		●		●		
Concrete Decor Show	●	●	●							
Increte Systems, the Decorative Brand of Euclid Chemical	●	●	●	●		●			●	●



## OVERLAYS & TOPPINGS

(Includes Bonding & Profiling, Microtoppings, Prep and Repair, Polishable & Stampable Overlays, Self-Leveling Systems, Spray/Knockdown Techniques, Terrazzo)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
<b>Butterfield Color Inc.</b>	●	●	●	●	●		●	●	●
<b>Concrete Decor Show</b>	●	●	●						
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●			●	●
<b>Kingdom Products</b>		●							
Runyon Surface Prep Rental & Supply	●	●	●	●	●				
<b>Trinic LLC</b>	●	●	●	●	●				



## STAINING & COLORING

(Includes Acid/Reactive Stains, Acrylic/Water-Based Stains, Color Hardeners, Color Restoration, Color Theory, Dyes & Pigments, Effects, Floor Evaluation, Stenciling)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Aztec Products	●	●	●						
<b>Butterfield Color Inc.</b>	●	●	●	●	●		●	●	●
<b>Concrete Decor Show</b>	●	●	●						
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●			●	●
<b>Kingdom Products</b>		●							
Runyon Surface Prep Rental & Supply	●	●	●	●	●		●		
SGM Inc.	●	●	●	●	●		●	●	●
<b>Trinic LLC</b>	●	●	●	●	●		●		



## POLISHING & GRINDING

(Includes Densifiers, Diamond Pad Choices, Dyes, Floor Evaluation, Gloss Meters, Grinders, Polishers, Surface Preparation & Profiling)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Aztec Products	●	●	●	●					
<b>Concrete Decor Show</b>	●	●	●						
Runyon Surface Prep Rental & Supply	●	●	●	●	●		●		

## STAMPING & TEXTURING

(Includes Antiquing Agents, Borders/Liners, Engraving, Photo-Engraving, Releases, Sandblasting, Stamps, Texture Mats)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
<b>Butterfield Color Inc.</b>	●	●	●	●	●		●	●	●
<b>Concrete Decor Show</b>	●	●	●						
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●			●	●
<b>Kingdom Products</b>		●							

## RESTORATION & MAINTENANCE

(Includes Cleaning, Color & Aggregate Matching, Color Restoration, Crack Repair, Grout Repair, Patching, Resealing, Resurfacing, Sealing)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
Aztec Products	●	●	●	●					
<b>Concrete Decor Show</b>	●	●	●						
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●			●	●
<b>Kingdom Products</b>		●							
Runyon Surface Prep Rental & Supply	●	●	●	●	●		●		

## VERTICAL APPLICATIONS & HARDSCAPES

(Includes Faux Effects, Outdoor Space Design, Outdoor Kitchens, Shotcrete Applications, Wall Carving)

	Seminars			Online		Books	Training Videos	AIA Credit	Offered in Spanish
	Beginner	Intermediate	Advanced	Job Site Training/Consulting	Webinars				
<b>Butterfield Color Inc.</b>	●	●	●	●	●		●		
<b>Concrete Decor Show</b>	●	●	●						
<b>Increte Systems, the Decorative Brand of Euclid Chemical</b>	●	●	●	●	●			●	●
<b>Kingdom Products</b>		●							
<b>Trinic LLC</b>	●	●	●	●	●		●		



# 2020 DECORATIVE CONCRETE TRAINING GUIDE

## COMPANY INDEX



### Aztec Products

201 Commerce Dr.  
Montgomeryville, Pa. 18936  
(800) 331-1423  
[www.aztecproducts.com](http://www.aztecproducts.com)

Aztec's Concrete Training – get decorative concrete certified in the following specialties: crack repair, surface prep, grinding, polishing, refreshing, coloring and maintaining concrete floors. Training is open to contractors, distributors, product reps, and anyone who wants to learn more about the lucrative possibilities for concrete floors. Aztec is a family-owned USA manufacturer of concrete polishing and resurfacing machines. All equipment is proudly made in the USA, with CE, EPA, CARB, LEED and GS-42 certifications. Call your Aztec Rep today: (800) 331-1423 or email: [info@aztecproducts.com](mailto:info@aztecproducts.com)



### Butterfield Color Inc.

625 W Illinois Ave.  
Aurora, Ill. 60506  
(800) 282-3388  
[www.butterfieldcolor.com](http://www.butterfieldcolor.com)

Butterfield Color Inc. manufactures a complete line of decorative concrete products for the treatment of new and existing concrete including integral colors, color hardeners, stains, antiquing and release agents, overlays, sealers, stamping tools, form liners and countertop mix.

See our ad on page 29



### The Concrete Countertop Institute

2810 Yonkers Rd., Ste. 5C  
Raleigh, N.C. 27604  
(919) 275-2121  
[www.concretecountertopinstitute.com](http://www.concretecountertopinstitute.com)

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Junction City, Ore. 97402  
(541) 341-3390

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

The Concrete Decor Show is home to the largest focused gathering of expert decorative concrete trainers, educators and practicing artisans from around the world. Attendees include manufacturers, design professionals, distributors/suppliers, resellers and retailers as well as product end-users such as contractors.



### Increte Systems, the Decorative Brand of Euclid Chemical

1611 Gunn Hwy.  
Odessa, Fla. 33556  
(800) 752-4626  
[www.increte.com](http://www.increte.com)

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## KINGDOM PRODUCTS

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See our ad on page 35





Runyon Surface Prep  
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 (800) 896-8665  
 www.runyonsurfaceprep.com

Runyon Surface Prep Rental & Supply is a full-service sales and rental facility uniquely dedicated to the concrete polishing industry. Our uniqueness comes from providing our customers with a diverse equipment, product and supply portfolio. We offer training and support, such as technique workshops on prep, polishing or removal, and maintain a well-stocked inventory of consumables ready for your projects at a moment's notice. Rather than perform contract work ourselves, we consult on job sites when necessary. With the backing of our vendors, Runyon Surface Prep offers support at any level to assist in helping you get things done. We can deliver or ship wherever you need, or you can pick up from our main office in Indiana or our West Coast office.

SGM Inc.  
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 Pompano Beach, Fla. 33069  
 (800) 641-9247  
 www.sgm.cc

Founded in 1978 by Ron Picou, chief executive officer, SGM Inc. grew quickly to become the worldwide manufacturer of swimming pool, spa and deck finishes and installation systems for ceramic tile and dimension stone by developing and providing quality innovative products to thousands of distributors, builders and service professionals - leading to Diamond Brite's worldwide brand recognition. SGM Inc. manufactures a wide variety of quality products to meet every need of the installation process from start to finish. Each product serves an exact purpose and is designed to give precise performance to any detailed project and can satisfy your needs to ensure a successful installation for all types of construction.



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See our ad on page 13



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 fessional requirements**

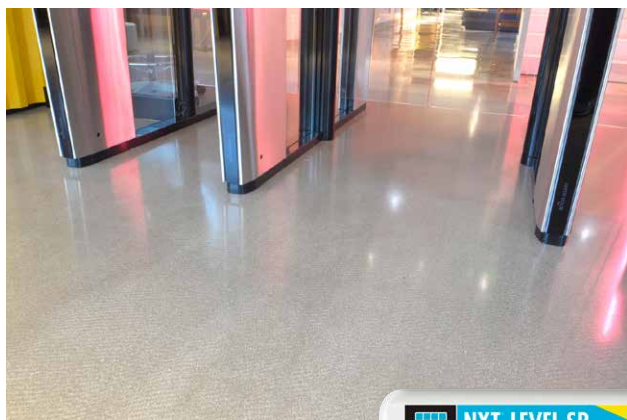


[www.collomixna.com](http://www.collomixna.com)

**See the ONLINE TRAINING GUIDE at  
[www.ConcreteDecor.net/education/training](http://www.ConcreteDecor.net/education/training)**

**Bold type** indicates premium listing. **Red type** indicates premium advertiser this issue.





**Polishable overlay can serve as underlayment or wear surface**

Laticrete, a leading manufacturer of construction solutions for the building industry, has introduced Nxt Level SP, a coarse-sanded, polishable, cementitious self-leveling concrete overlay designed to function as a high-strength wear surface or underlayment.

With its ability to be pourable and pumpable, the overlay is ideal for new construction and repairs to polished slabs in malls, department stores, supermarkets, hotels, apartment buildings, car dealerships and other high-traffic areas that need a durable, low-maintenance wear surface.

Nxt Level SP flattens floors that can be walked on in as little as two hours and polished as soon as one day after application. Once cured, the concrete overlay, which has a salt-and-pepper appearance, can remain as is or topped with a flooring material or coating.

The overlay's additional performance features include high abrasion resistance, which contributes to its low maintenance and longer appearance retention, and high compressive strength of 7,000 psi. The product also is equipped with an inorganic low-alkali cement-based formulation that won't contribute to or harbor growth of mold or mildew.

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

**Tape measures deliver standout**

Milwaukee Tool has taken tape measures to the next level with the introduction of its redesigned Stud Tape Measures, new Wide Blade Tape Measures and new Compact Tape Measures. These new tapes with enhanced durability will deliver best-in-class blade standout, reaching up to 14 feet.

**Stud** – Equipped with custom internal gearing, the new generation of Stud Tape Measures uses a smaller spring to reduce size and allow for a more compact, comfortable and ergonomic fit in your hand. This new design allows for an optimized spring to control blade retraction speed, minimizing whip.

The Stud's blade, which is printed on both sides, is wrapped entirely with a high-density nylon coating to prolong its use. It also has a fully reinforced frame that can survive an 80-foot drop. These tape measures are now offered in more sizes, including a 25-foot magnetic option.



**Wide Blade** – The new Wide Blade Tape Measures have the longest, straightest standout for extended reach and efficiency. With two-sided blade printing for increased readability, they allow users to easily measure long distances on their own. The Wide Blade Tape Measures have 16- and 25-foot magnetic options.

**Compact** – The new Compact Wide Blade Tape Measures are a best-in-class compact size and deliver up to 12 feet of standout. They are also available in magnetic models that feature a finger stop.

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

(800) 729-3878

**Guard converts grinder into dustless tool**

Alpha Professional Tools has introduced the newest addition to its Ecoguard Dust Collection line. The Ecoguard W6 is designed for collecting dust/debris when using a high-speed angle grinder with a vacuum.

The guard fits on most 4½-, 5- and 6-inch angle grinders. It was built for heavy-duty applications and has unique features such as the support base for precise cuts as well as an adjustable cutting depth to a maximum of 1¾ inches. The clear cover allows for better visibility and is easy to install. It allows you to convert your existing dry angle grinder into a dustless tool without the expense of a second tool.

The guard has multiple connectors that fit most popular grinders on the market today, including inner flange, lock nut, spacers, collars for stainless-steel hose band, rubber hose adapter, side handle and pin wrench. It also has a flexible hose to conveniently attach to a vacuum.

[www.alpha-tools.com](http://www.alpha-tools.com)

(800) 648-7229

**Colored joint sealant line doesn't compromise quality for appearance**

W.R. Meadows not only offers non-sag and self-leveling versions of its dependable Pourthane joint sealant line, but both products are now available in a variety of colors as well.



Pourthane NS, an elastic, low-modulus, one-component, moisture-curing, non-sag, polyurethane sealant, maintains flexibility while providing outstanding durability in horizontal and vertical applications. It comes in 11 color choices to better match a variety of possible projects.

Pourthane SL, an elastic, one-component, self-leveling, polyurethane sealant specifically designed to be used in multipurpose horizontal joint sealing applications, is offered in three popular colors: gray, limestone and desert tan.

Sample cards showing the actual color of both products are available by request. A digital, printable PDF is also available with color options. The product's actual color may vary and final color matching should be done with actual material.

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



## Four-port battery charger is versatile

Metabo HPT, formerly Hitachi Power Tools, launches its first four-port battery charger. It conveniently charges multiple 36-volt MultiVolt and 18-volt Metabo HPT/Hitachi batteries along with two USB-compatible accessories. It's also equipped with two AC outlets to power additional electric devices.



Multiple ports can charge up to four lithium-ion slide batteries simultaneously or one by one, depending on which charging mode the user prefers. In multimode, the charger will uniformly charge all the batteries at the same time. In normal mode, the charger will charge batteries in sequence from port one to port four.

Rapid charging is convenient as the UC18YTSL can charge one 18V compact 3.0Ah battery in just 30 minutes or all four simultaneously in two hours. If charging a 4.0Ah MultiVolt battery, it can be fully charged in 52 minutes or all four simultaneously in 208 minutes. A mix of batteries with various voltages and amp hours can be charged simultaneously.

When charging, an indicator light activates until the cycle is complete. The charger will beep to indicate batteries are ready to go. It's also equipped with an overcharge system that protects against overheating through a built-in temperature sensor.

Two USB ports are located on the side of the charger to recharge cell phones or other USB-compatible accessories.

[www.metabo-hpt.com](http://www.metabo-hpt.com)

## Company unveils liquid colorant for overlays

Repair contractors, architects and building owners now have a safer, more consistent option to integrally add color to concrete flooring overlays.

Prosoco's new Integral Color for Overlays is a premeasured, concentrated liquid designed to integrally color cement mixtures for overlays and polishable overlays. Available in nine colors readily in stock, they blend easily into overlays during the mixing process to create attractive hard surfaces.

The UV-resistant, easy-to-mix colors produce uniform and consistent color results in overlay applications. The liquid formulations are less messy than powdered integral colors and safer. They're nonhazardous and water-based and come in 10-ounce packages for easy shipping.

The colorants are also VOC compliant, nonflammable, nontoxic, noncorrosive and low odor, and can be used for overlays in outdoor or indoor applications.

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

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**Guide released and screw anchor approved for cracked concrete**

Simpson Strong Tie, a leader in engineered structural connectors and building solutions, recently released its “Anchoring, Fastening Systems and Restoration Solutions for Concrete and Masonry” product guide, a comprehensive yet streamlined reference guide designed to aid customers in quickly identifying the right products across the company’s extensive line of concrete construction solutions.

Created for dealers, engineers and contractors, the concrete construction product guide makes it easy to specify project-appropriate solutions.

In other news, Simpson Strong-Tie has introduced a ¼-inch diameter stainless-steel screw anchor designed for lighter-duty applications in severely corrosive environments. It’s code listed for use in cracked concrete.

Part of the company’s broad line of code-listed stainless-steel Titen HD heavy-duty screw anchors, the new ¼-inch anchor combines the corrosion resistance of Type 316 stainless steel with the undercutting ability of harder, heat-treated carbon steel. The helical-coil threads feature a serrated carbon-steel leading thread that cuts a channel so the stainless-steel threading can securely interlock with concrete and masonry.

Traditional carbon-tipped stainless-steel anchors are vulnerable to rust and expansion that can crack the concrete, but the helical-coil carbon thread

greatly reduces the anchor’s overall carbon-steel quantity, making it much less likely to cause concrete damage if corrosion occurs. For comparison, a ½-by-5-inch screw anchor contains less than 1% carbon steel, while other stainless-steel screw anchors of the same size can contain as much as 18% carbon steel.

The addition of the ¼-inch diameter anchor to the THDSS lineup rounds out the company’s offering of stainless-steel anchors suitable for bridge, marine, water-treatment plant, and heavier civil-construction and retrofit applications where corrosive elements pose a hazard to standard carbon-steel screw anchors. In addition to their strength and environmental adaptability, all Titen HD screw anchors install easily with an impact wrench or hand tool.

Stainless-steel Titen HD anchors are code listed for a wide variety of applications in IAPMO UES ER-493 (for concrete) and ICC-ES ESR-1056 (for masonry).

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

**Circular saw blades last longer and cut-off wheels cut cost**

Spyder Products, a company that makes high-performance power tool accessories, recently launched longer-lasting circular saw blades and a cut-off wheel that cuts cost.

Equipped with nickel cobalt (NiCo) cutting teeth, alternating tooth bevel and an anti-friction coating, the blades are easier to use, safer and provide up to six times the working life of conventional blades.

The 24 rugged and resilient NiCo teeth on the 7¼-inch blades are triple-sharpened to ensure exceptionally clean cuts. Unlike conventional blades, they include an alternating tooth bevel that allows users to rip and crosscut with minimal effort.

In addition to the specialized tooth design, polymer stabilization vents are engineered to reduce friction, noise and vibrations. An interfused anti-friction coating protects the blade against heat, gumming and corrosion.

Spyder’s circular saw blade, designed for use on circular saws with a

maximum RPM of 10,000, includes a 5/8-inch arbor with diamond knockout that makes it compatible with a variety of arbor styles.

The new Diamond Edge Universal Cut-Off Wheel can power through almost any material a professional might encounter — metal, stone, tile, composites and concrete — while providing a significantly lower cost-per-cut than conventional bonded abrasive products.

The wheel features a diamond-abrasive edge, combined with a shatter-resistant steel core. Together, these ensure safe operation, reduced dust and debris, and a much longer working life than typical wheels. It’s designed to retain its cutting power up to 100 times longer than typical bonded abrasive products.


The wheel is designed for use on angle grinders with a maximum RPM of 13,000.

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

**Overlay system designed to eliminate installation problems**

Duraamen recently released its new Terrazzi Sprayable Polished Concrete Floor System, an innovative technology that helps eliminate poor results and reduce the costs and installation time of polished concrete floors.

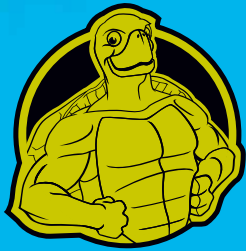
The Terrazzi Sprayer, an airless pump, is designed to spray apply the company’s Arapido microtopping, a polishable concrete overlay that produces an ultra-smooth, super-fine surface. Spraying eliminates many of the installation problems and difficulties associated with hand-tool installation.

Arapido doesn’t need heavy grinding and is compatible with integral colors and concrete dyes. It’s an ideal solution for covering existing concrete or wood subfloors. The microtopping produces consistent results on both horizontal and vertical surfaces. 

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

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Safety is scrutinized more closely in a commercial project than with a residential job, and organization is paramount to help with its success. Photos courtesy of The Art of Concrete LLC

# Pros and Cons of Commercial vs. Residential Construction

The debate is a draw

by Karen Keyes

**A**BOUT a week after having my fourth child, I received several kind comments and gestures from people across our industry. But two in particular stuck out. The first involved a residential client and the second was from a commercial general contractor. The interactions made me ponder the pros and cons of residential construction versus commercial.

## A residential review

When I was about eight months pregnant, I took on a small residential project, not because I like residential work, but because I had given a presentation to a group of landscape architects and one of them asked me to help out with mismatched concrete in a basement of one of his new-build residential projects.

Honestly, I cringed going into it. Throughout my career, I've been warned many times not to go "fix" other concrete contractor's mistakes because it only leads to trouble. The concrete contractor who placed the basement floor did a great job. However, like in most construction, something got missed and additional

plumbing had to be run through the floor. So, a portion of the floor was removed and replaced.

The floor was integrally colored, but the replaced section didn't appear to be — or at least not at the same dosing. The architect called to see if we could help match it. Again, a cringe-worthy call. We all know two different loads of concrete rarely match, especially if one was an integrally colored short load. But, as a new business trying to create a name with the design community, I agreed to look at the floor.

Well ... sure enough, the slabs weren't even close, and I could see why they were concerned. But more importantly, I fell in love with the cute couple who loved concrete and design almost as much as I do. The homeowners' personalities made me smile and want to help them. So, I agreed to do the job, which grew into a few others on the same property.

But, the initial portion of staining one slab to match the others, I took on myself ... at eight months pregnant. I sat on the cold basement floor finessing colors and watching paint dry (literally) until the pour-back resembled the same

color as the rest of the floor. I don't know who was more surprised and relieved — me or the owners — but we were all happy to problem-solve together.

What was most heartwarming to me is the homeowners insisted I bring Baby Boy to see them after he was born, which I did. The wife spoiled him with a very heartfelt gift. It's those personal connections that make me appreciate residential construction.

That encounter that made me wonder if residential concrete work wasn't as bad as I had believed all these years. With a great team in place, and reasonable/honest expectations set upfront, it can be very rewarding to help problem-solve with the end user.

## A commercial connection

The second scenario was similar, and maybe not quite as personal, but still it has to do with the connections in our industry. This year we won our largest contract to-date with a newer general contractor. Winning the project surprised me, and I wanted to make sure we gave them the attention they deserved — even when I was quite pregnant.

I made it a priority to personally go





The teamwork a commercial project takes to succeed requires fine tuning and attention to many moving parts. A design team returning to admire a completed project is definitely among the highlights of the job.

to one of the meetings to meet everyone involved and get the project started on the right foot. I met the team, but it was a whirlwind of a meeting. Before and after contracting, I corresponded with the project manager regularly. She was very thorough, and a great communicator and we sorted out our contract, scope and many other details about the job before I had Baby Boy. I only met her face-to-face at that one meeting, but she had the personality of someone we'd want to work for.

Very soon after having our boy, she texted me to say she was just thinking about us and wanted to know how we were doing. Nothing about submittals or RFIs or anything project related — just a genuine person-to-person check-in.

It was such an important reminder of why I love our industry — we work with real people every day. We relate to them, and they relate to us. Even in commercial construction when the client may seem like a big unknown entity, it's the day-to-day interactions and victories which make the work rewarding.

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Photo courtesy of Concrete Mystique Engraving

Rick Lobdell of Concrete Mystique Engraving in Nashville, Tennessee, says he prefers residential projects because he enjoys the one-on-one interaction with the homeowner.

## Contractors chime in

So, which is better? The debate of commercial versus residential construction dates back as far as I can remember. When I worked for my father's company, I remember some people had a strong preference toward one, while others preferred the other.

Upon starting my own company, I had to decide whether to focus on commercial construction or residential. My preference has always been commercial construction. I love the evolution of a commercial project — the beginning design ideas of architects, helping build upon those aspirations with the general contractor, working with the crew to help translate the desires into reality and then with a sense of accomplishment walking the final product with the owner.

The teamwork a commercial project takes to succeed requires fine tuning and attention of many moving parts, but the accomplishments produced by a well-run team always amazes me. However, my recent interaction with residential reminded me of the intimacy of that kind of work and the sense of accomplishment and pride that comes with helping homeowners achieve what they dreamed of in concrete.

On the fence about the subject, I posed the question to a Facebook concrete group and received some great responses. Greg Dahl in Illinois wrote, "Residential. I love meeting new people and helping them design outdoor living areas. Every

job I do is different, and I enjoy seeing their faces when we finish the project."

Meanwhile, Willie Barber in Idaho responded, "Commercial. More money, full benefits and better equipment. The work is more challenging than houses and is always changing."

I could relate well to Matt Murphy in Michigan who stated, "I've been on both sides ... they both have pros and drawbacks ... I personally prefer commercial ... a little more precision involved, and the tolerances are incredibly tight!"

And Danny Rosa in California had a similar yet slightly different take on the balance of the two, "I'll pour whatever I have to. That being said, it depends on the specific traits of the finisher. Each industry has its own pros and cons. Residential has a little more freedom as far as space and rules. Commercial is less picky on the quality but more volume. More wildcards to deal with as far as personalities in commercial as well. So, if I'm choosing: Residential all day long. I can use my creativity more and overall it really engages me."

And fellow *Concrete Decor* columnist Rick Lobdell in Tennessee reflected on the personal approach that comes with residential work. "I prefer residential. I like all the one-on-one time with the client. It helps to make sure design is what they were looking for. In commercial, it's impossible to get answers quickly because there are too many people making decisions."

## Weighing the pros and cons

So again, here we are weighing both, and realizing that it depends on personal preference and overall business goals. Here are the pros and cons of each as far as I see it:

### Residential pros

- Better payment terms.
- More intimate team.
- More profit if risks are mitigated properly.
- Personal connection with homeowner, builder and/or designer.
- Can help cash flow woes.
- You can usually determine all the players of the "team" before signing a contract or starting work.
- Creative canvas and freedoms.
- Usually a more flexible schedule.

### Residential cons

- Managing realistic expectations.
- Less safety enforcement.
- Contracts tend to be looser and can be harder to "win" if conflict arises.
- Smaller contract sizes — takes a lot more projects to fill a pipeline.
- The person writing the check may not be an expert in construction.
- Continuously "reselling" your company's capabilities.

### Commercial pros

- Realistic expectations are usually established and managed as a group of construction professionals (rather than a Pinterest page or DIY network).
- Larger contract sizes — stability for the crews.
- Safety enforcement and accountability.
- More detailed plans and specifications.
- Creative influence possibilities if established early on with the design team.
- Develop and grow relationships with people who can take you with them in their career.

- Typically, a more even playing field with competition and qualifications.

### Commercial cons

- Payment can lag.
- You're at the mercy of a larger schedule with many other outside influencers/trades.
- Sometimes the exact team you'll be working with is unknown until after you start the job.
- Price driven in a competitive bid situation.
- More legal implications.
- More complicated contracts.
- Mountains of paperwork.
- Union and/or prevailing wages when necessary.
- Insurance, bonding, retention, pre-qualifications.

Whether commercial or residential, you can still develop personal relationships and become the go-to expert in your field. Building a reputation based on expertise and respect benefits you in either market. I know many contractors who choose to do both to balance their company structure.

Whatever your preference, there is a strong case for either. Both require communication, quality, relationships and a personal approach when crafting decorative concrete. 🛠️

As the owner of *The Art of Concrete LLC* out of Denver, Colorado, Karen has found her niche in the industry exploring the creative side of building and designing with concrete. She helps owners, architects and landscape architects design decorative concrete palettes to enhance space and its community. At the Concrete Decor Show in Texas, Karen will present a seminar titled "The Secrets of a Decorative Concrete Entrepreneur" and co-present another with Jeff Wells titled "Sales & Marketing: Price and Value Are Two Different Animals." Reach her at [karen@theartofconcretelc.com](mailto:karen@theartofconcretelc.com).

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Keeping tabs just got better

# How Does Moisture Move Through Concrete?

by Jason Spangler

**U**NDERSTANDING how moisture moves through concrete is critical to successful flooring. It helps you reduce the risk for future moisture-related flooring failure during installation. It also helps you identify and assess the cause of moisture-related issues that have already occurred.

## Dynamics of moisture movement

Despite its outward appearance, concrete isn't solid. It's filled with air pockets and veins. When poured, the concrete slab contains the batch water from the mix. As it sets, water begins to evaporate, and the air pockets and veins begin to form within the slab. These veins are called capillaries. As concrete hardens, batch water and vapor get pulled into these air pockets. This process is called "capillary action."

Moisture also enters the concrete slab through external sources. Most slabs are poured over a vapor retarder because moisture from the ground below will seep into concrete. Sub-slab vapor is a primary cause of moisture-related distress in concrete floors that don't have a moisture vapor barrier.

Concrete will also pull moisture from the air and release moisture into it. It depends on whether the air is holding more or less moisture than the slab. This is why the relative humidity (RH) in the air and within the slab is so



Photo: iStock

To reduce the risk for moisture-related flooring failure during installation, you should understand how moisture moves through concrete.

critical. The RH indicates how much moisture is already present relative to what can be absorbed. If the air has an RH of 30%, it's holding 30% of the moisture it can. If the RH of the slab is higher, moisture will tend to move from the concrete into the air. The reverse is true if the RH in the slab is lower than the RH in the air.

Yet, if the air has reached its dew point, vapor can concentrate on the surface of the slab. The dew point is the air temperature at which it can hold no more moisture. It's determined by temperatures of the air and slab, and the RH in the air. If the temperature of the slab is below the dew point, condensation will appear on the slab's surface. Knowing the dew point of the environment around the concrete is vital to assessing drying times and the moisture condition of the slab.

## Excess moisture can cause problems

Excess moisture manifests itself in various ways that result in unsightly or possibly hazardous floor conditions. These are some of the ways moisture-related distress shows up on concrete flooring:

- Moisture pulled from the slab through an adhesive or synthetic resin gets trapped below a nonpermeable floor covering. The swelling results in osmotic blisters.

- Microbial growth occurs when there's excessive moisture in the concrete and high levels of humidity in the air. Microbial growth can corrode and weaken concrete. Signs of microbiologically induced deterioration include cracking and flaking on the surface.

- When moisture rises to the surface, it brings salts within the concrete with it. The moisture will eventually evaporate, but the salts remain. They can show up as efflorescence, those white streaks and stains that appear on concrete.

- The salts also cause adhesive degradation, which can result in floor coverings separating from the slab. Flooring separation can also occur due to coating debonding (also called delamination). Rising moisture trapped underneath impermeable flooring will bring very basic chemicals with it to break down the bonding agent or laminate agent.

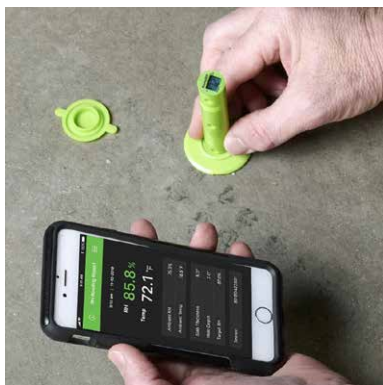


Photo courtesy of Wagner Meters

Wagner Meters' most recent RH test kit, the Rapid RH L6 Smart Sensor, uses digital technology to simplify reporting and improve data integrity.

## Test before flooring goes on

Ensuring the concrete slab has released enough excess moisture and has reached levels stipulated by the flooring or adhesive manufacturer before installation is your best opportunity to prevent moisture-related failure.

Measuring the RH of the air is straightforward. Measuring it in the concrete slab requires using RH sensors embedded into the slab. ASTM F2170 (Standard Test Method for Determining Relative Humidity in Concrete Floor Slabs Using In Situ Probes) sets out the requirements for conducting an RH test properly.

Based on decades of scientific research, the RH in situ probe is the most reliable and accurate method of



Photo: iStock

There are many ways moisture-related distress can show up on concrete flooring.


measuring the RH within the slab. It's the only concrete moisture test that measures moisture below the surface. Knowing how moisture moves through concrete, it's clear why tests that measure the surface are unreliable.

Since the ASTM F2170 standard was first published in 2002, the science on RH testing has evolved and so has F2170. Most recently, the standard reduced the waiting period needed between inserting the RH probe and taking a reading from three days down to 24 hours.

As technology has improved, RH in situ test kits have also evolved. Today, there's a test kit on the market that uses a pen-sized electronic device to capture

readings from the RH probes and send the data via Bluetooth to an app. The app automatically logs the data from these "smart sensors" and produces emailable F2170 reports, eliminating the possibility of human error.

These "smart sensors" can be installed very early in the concrete slab drying process to collect periodic readings that will help users more accurately estimate drying time. More accurate estimations allow for tighter scheduling and less downtime.

Regardless of which kit you choose to use, RH in situ testing is always the most accurate method to determine a concrete slab's moisture condition. 

*Jason Spangler, Wagner Meters' flooring division manager, has more than 25 years' experience in sales and sales management across a broad spectrum of industries. He has successfully launched a variety of products to the market, including the original Rapid RH concrete moisture test and the new Rapid RH L6 Smart Sensors. Spangler, who received an MBA from West Texas A&M University in November 2018, is a member of the National Wood Flooring Association and the International Certified Flooring Installers Association, and is vice chairman of Associations for The Flooring Contractors Association. For more information, call him at (800) 634-9961 or visit [www.wagnermeters.com](http://www.wagnermeters.com).*

## More on moisture

**D**o you want to learn more about moisture in concrete and the hardening process? Check out Wagner Meters' library of resources at [www.wagnermeters.com/concrete-moisture-test/concrete-info/](http://www.wagnermeters.com/concrete-moisture-test/concrete-info/).

Wagner also offers a free webinar twice a month that takes a deep dive into the science of moisture and concrete. You can sign up for the online training course at [www.wagnermeters.com/concrete-moisture-test/free-concrete-moisture-webinar/](http://www.wagnermeters.com/concrete-moisture-test/free-concrete-moisture-webinar/).



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WHAT CAN HAPPEN WITH AND WITHOUT STIFEL PROTECTION





# INTERIOR CONCRETE FLOORS

Sell clean-and-seal as an alternative to epoxy coatings, acid staining or polishing

After two coats of sealer, the concrete will shine and show imperfections similar to the look you get with acid staining.

Photos courtesy of Stephens Concrete Sealing

by Tyler Stephens

**W**HEN someone calls us for a quote about sealing their concrete, it's usually a driveway, sidewalk, patio or pool deck. Sealing exterior concrete surfaces that get exposed to Mother Nature 24/7/365 with her summer heat and winter snow and ice makes sense to customers and contractors alike.

However, when it comes to garage floors, most clients lean toward epoxy flake flooring, while for basements they typically request epoxy or acid stained floors. Many suffer from sticker shock when they find out how expensive epoxy is and few realize how strong an odor it emits.

The same goes with acid staining in terms of expense and odor ... not to mention it's a tough technique for most contractors to learn and master.

So what's a contractor to do for clients on a budget? One alternative for interior concrete floors is just a simple clean and seal.

## Year-round benefits

You can easily charge from \$1.50 to \$3 a square foot to seal interior concrete, which is a great deal more than what you can charge for exterior concrete. The sealers for interior floors last between five and 10 years compared to the typical two years a sealer will last on a driveway subjected to harsh year-round weather elements.

Homeowners have the option of installing carpet over a sealed floor if they tire of the concrete look. If the floor is sealed with a water-based sealer, they can put down epoxy or acid stain

or even polish the sealed concrete floor with no issues.

Offering a simple clean and seal for interior concrete floors has allowed our business to work year-round. It lets us provide a service that we're able to net a comfortable profit because the alternatives are so expensive.

Where I live in Indiana, we only have eight or nine months of good weather when we can install concrete and we lose some of that time due to rainy days. By adding the service of sealing interior concrete floors in garages and basements we no longer have to factor in the weather. And by using a water-based sealer, we don't have to contend with the heavy odors associated with solvent-based sealers that will carry throughout the client's home.

## Prep for success

When it comes to the prep work for interior floors, cleaning is the key. I prefer to use a 17-inch floor buffer with black pads and plenty of water to scrub the floor clean.



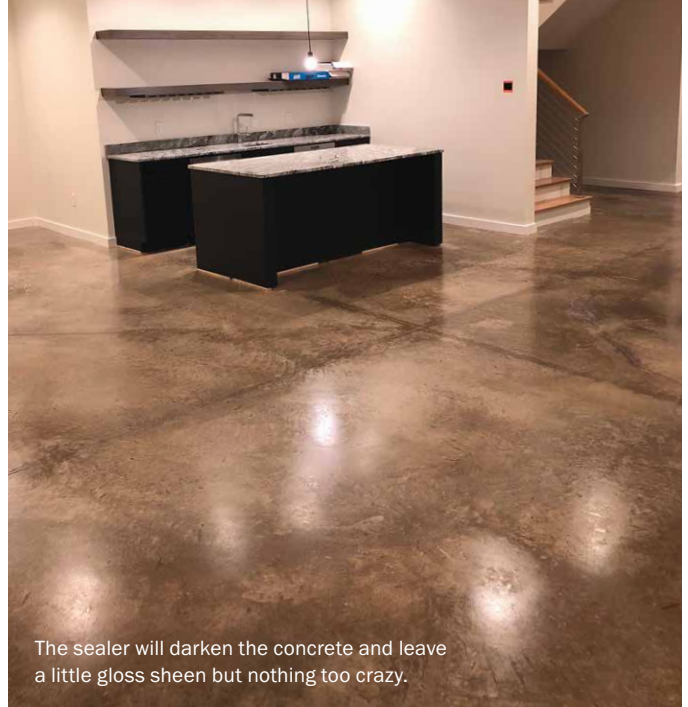
You can easily charge from \$1.50 to \$3 a square foot to seal interior concrete.

For all the excess water, you'll need to use a shop vac to vacuum it up because there just isn't anywhere for the water to go. You also need to protect the walls by putting up plastic along the drywall and covering up anything else that could be harmed by water.

Once you clean the floor and let it dry for 12 to 24 hours, the sealing process is a breeze. All you need is a pump-up sprayer, a water-based sealer (I prefer to use a 30% solid content acrylic) and a microfiber pad. When you spray the sealer onto the floors, use the microfiber pad to glide along and rub in the sealer.

Results will vary depending on how the concrete cures. After two coats of sealer, the concrete will shine and show the imperfections. The imperfections in the concrete give the floors a one-of-a-kind look similar to acid staining.

The sealer will darken the concrete and leave a little gloss sheen but nothing too crazy. Take it from me. We've sealed hundreds of basement floors and this method creates a



The sealer will darken the concrete and leave a little gloss sheen but nothing too crazy.

wow factor at an affordable price that most customers find irresistible. 🛠️

*Tyler Stephens is president of Stephens Concrete Sealing, a surface restoration, cleaning and sealing company in Indianapolis, Indiana. The family-owned company, founded in 2009, services both homeowners and businesses. Tyler can be reached at (317) 264-9781 or tyler@stephensconcretesealing.com.*

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# 2019 Concrete Decor Show

Oct. 28-31, Arlington, Texas

## Time to Power Up for the Possibilities!

**W**ELCOME to the ninth installment of the Concrete Decor Show, a now biennial event put on by the folks from Professional Trade Publications. It's being held Monday through Thursday, Oct. 28-31, at the Arlington Convention Center in Arlington, Texas, with lodging accommodations at the nearby Arlington Sheraton Hotel.

The show — dedicated wholly to those whose livelihood centers on the business of decorative concrete — begins at 7 a.m. Monday with a presentation titled “**Safety Comes First**” at the center’s Show Floor Four.

Moderated by Chris Sullivan, the decorative concrete specialist for the American Society of Concrete Contractors/Decorative Concrete Council and a regular columnist for *Concrete Decor*, the early morning tailgater will address how you can build a job site environment that’s safe and free of hazards while winning the support of your co-workers. Doughnuts and coffee will be served.

Following the tailgater, **seminars and workshops** will be held throughout the morning and into the afternoon.

Monday’s scheduled evening activity

is the **Decorative Concrete Hall of Fame ceremony and dinner** beginning at 7 p.m. Four men will be inducted. Tickets are required to attend.

The show continues Tuesday with a **Daily Devotion** at 6 a.m. in the Super Bowl Room at the Sheraton Arlington Hotel, followed by another round of **seminars and workshops** in the morning and afternoon.

Tuesday evening from 5:30 to 7:30, show participants are invited to get a sneak preview of this year’s Expo during a **welcome reception** in the exhibit hall. Refreshments and hors d’oeuvres will be served.

Wednesday’s agenda begins with a 6 a.m. **Daily Devotion** followed by a series of **seminars and workshops** held between 8 a.m. and noon. At noon, the **Expo** officially opens to attendees until 6 p.m.

The popular **Women in Decorative Concrete Reception** will be held beginning at 6:30 p.m. Wednesday. Open to all female attendees, presenters, exhibitors and trainers, the informal gathering is a networking opportunity ladies in attendance shouldn’t miss. Expect tasty



refreshments and lively conversation. Tickets are required.

Thursday’s schedule begins with the **Daily Devotion**, followed by morning **seminars** and the **Expo** in the afternoon until 6 p.m. Headlining the afternoon’s activities, a **demonstration** titled “**Selecting the Right Sealer for the Job**,” will be featured beginning at 12:15 p.m. in the exhibit hall. Brian Farnsworth of Cement Colors will compare various choices from water-based acrylic-urethanes and water- and solvent-based penetrating sealers to hybrid sealers and high-performance coatings.

(If sealers are of interest, contractors are encouraged to attend Chris Sullivan’s seminar, “**Sealer Selection**

**Can Make or Break Job Satisfaction**,” to be held at 10 a.m. Thursday, prior to the demonstration. Another seminar on coatings, “**High-Performance Coatings and Sealers for Industrial and Decorative Concrete**,” is being held at 3 p.m. Tuesday.

The presenter is Steven Reinstadtler of Covestro, the show’s coating technology sponsor.)

Throughout the show in specially designated areas



inside the exhibit hall, supply store representatives from BC Decorative, Cement Colors and DreamKrete will conduct **demos** with products exhibited at the show. Representatives will demonstrate creative ways to use tools and apply materials.

Whether you're a novice or a seasoned contractor whose native language is English or Spanish, there will be opportunities to help you refine your current skills and learn new techniques. See pages 22-23 for a short synopsis of the scheduled educational offerings and hand-on workshops. More details are listed online at [www.concretedecorshow.com](http://www.concretedecorshow.com).

### Costs

**Admission** to the exhibition hall: \$40 at the door

Full-conference participants: \$425 at the door. Fee covers two-day Expo, seminars and workshops.

**Get money back:** Full-conference participants are eligible to receive **\$150 rebate** if they spend \$500 or more on products displayed at the show using the online Marketplace at [store.concretedecor.net](http://store.concretedecor.net). Some restrictions apply.

### Special events

**Hall of Fame dinner**, 7 p.m. Monday, Oct. 28. Tickets \$110

**Women in Decorative Concrete Reception**, 6:30 p.m. Wednesday, Oct. 30. Tickets \$20

**BBQ Texas style**, open to all show participants. Details to come.

For more information about the show, call (877) 935-8906. For general information, visit [www.concretedecorshow.com](http://www.concretedecorshow.com).

### Media Partners

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# Four men to be inducted into Hall of Fame

**T**HIS year, four men will join the ranks of those honored in the Decorative Concrete Hall of Fame at an induction ceremony and dinner held Oct. 28 at the 2019 Concrete Decor Show in Arlington, Texas. They are:

### Marshall Barabasch Sr.

Currently head of Shaw & Sons Special Project Division, Barabasch has more than 40 years of themed, stamped and architectural concrete experience under his trowel. His specialty is themed concrete and he is well-known and highly respected in the Southern California theme park circuit. He has probably placed more concrete for the Disney resorts in California than anybody else in his 30+ years of doing business with the Mouse. Barabasch has also done work for the Disney resorts in Florida, China and Japan.



### Lance Boyer

Boyer is CEO of Trademark Concrete Systems, a company he founded in 1997 that has grown into one of the largest decorative concrete contractors in the



U.S. Constantly giving back to the industry, he is very active in both the ASCC and ACI and chaired the ACI C-601D committee that developed "Placing and Finishing Decorative Concrete Flatwork." Boyer is the driving force behind Trademark's ongoing community outreach programs that involve decorative concrete presentations and workshops, all of which are AIA accredited.

### Jeff Irwin and Paul Sowa

Irwin and Sowa, co-owners of Proline Decorative Concrete Systems, have been life-long friends and business associates for more years than they care to count. They introduced their first seamless textured mat in 1990 during the World of Concrete in Las Vegas, where mega casinos such as Caesar's Palace and Bellagio were among their constituents' first customers. Today, the company's inventory is about 150 patterns and growing. Most recently Proline introduced magnetic pattern stamps that are touted as a real game-changer that could revolutionize the decorative industry. 🛠️



shop

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## WORKSHOPS

**The Sky's the Limit with Vertical Carved Concrete**

8 A.M. MONDAY, OCT. 28 &amp; TUESDAY, OCT. 29

**Area: Show Floor One**

*Trainers: Troy Lemon of Cornerstone Decorative Concrete and Emil Gera of Emil J Gera Concrete Contractor Inc. Workshop assistants: Danny Carillo of Graco and Matt Sampson of Matthew Buckley Sampson Inc.*

This workshop for intermediate to advanced applicators will focus on productively using the latest products, tools and equipment to turn vertical concrete carving applications into one of your company's most lucrative services. Participants will learn valuable techniques that will fool anyone into believing stone, brick and modern plaster veneers — along with carved steps and other custom finishes — are the real deal.

**Boost Profits with Engraving and Stencils**

8 A.M. MONDAY, OCT. 28 &amp; TUESDAY, OCT. 29

**Area: Show Floor Two**

*Trainers: Rick Lobdell of Concrete Mystique Engraving and Debbie Ohland of Engrave-A-Crete*

In this workshop participants will learn multiple ways to not only use engraving to their advantage, but also methods to incorporate stencils for added details.

**Harder, Thicker, Longer ... Concrete Countertops**

8 A.M. MONDAY, OCT. 28 &amp; TUESDAY, OCT. 29

**Area: Show Floor Zero**

*Trainer: Jake Brady of Jake Brady Concrete by Design*

This hands-on workshop will provide both beginners and veteran concrete contractors with the opportunity to learn the instructor's innovative way to make massive seamless pieces of concrete out of GFRC. This workshop will focus on a "pour once" method starting with mold making, pouring, demolding, back-grinding, polishing and sealing.

**Creating a Faux Bois Sculpture for Indoor or Outdoor Use**

8 A.M. TUESDAY, OCT. 29; WEDNESDAY, OCT. 30; &amp; THURSDAY, OCT. 31

**Area: Show Floor Three**

*Trainer: Cindee Lundin of The Studio by Cindee Lundin*

This three-day, beginner to advanced workshop focuses on faux bois and carved stone concrete sculpture. Creating a stable armature, deciding on concrete mix designs, sculpting, creating textures, coloring and business training will weave its way through this exciting workshop for the concrete enthusiast, landscaper and decorative artist.

**Carpentry for Concrete Forming**

1 P.M. MONDAY, OCT. 28 &amp; TUESDAY, OCT. 29

**Area: Show Floor Four**

*Trainer: Rich Robertson of T.B. Penick & Sons*

This workshop will demonstrate best practices for framing and forming retaining walls, steps, stairs, radiuses, wall caps, flatwork applications and more. It will also cover the use of laser guidance, forming materials, fasteners, reinforcements and coping along with the necessary tools to ensure a productive and safe work environment.



## TECHNICAL SEMINARS

— MONDAY —

**ICFs Answer the Call for an Energy-Minded Society**

10 A.M. MONDAY, OCT. 28

**Room: Champions I**

*Presenter: Glen Klassen of Fox Blocks*

Numerous examples of ICF building projects, application challenges, best practices and commonly asked questions will be covered in this inspiring introduction to ICF construction.

**The Secrets of a Decorative Concrete Entrepreneur**

1 P.M. MONDAY, OCT. 28

**Room: Champions I**

*Presenter: Karen Keyes of The Art of Concrete LLC*

Starting a company today is completely different than it was 15-20 years ago, especially if you want to compete for commercial jobs. This presentation will cover top survival tips for new companies; how to integrate technology into our tangible industry; and why and how we all must collaborate to contribute to our industry's success.

**Designing and Specifying Decorative Concrete**

3 P.M. MONDAY, OCT. 28

**Room: Champions I**

*Presenters: Chris Klemaske of Sundek and Byron Klemaske of T.B. Penick & Sons*

Award-winning hardscaping projects that highlight a diverse range of color, design and product applications for both new construction and renovations will be discussed. You'll gain a clear understanding of the contractor's role starting with a project's concept on through project management while learning ways to address design challenges and coordinate customer input. Presentation sponsored by Sundek.

— TUESDAY —

**Building and Designing Sizzling Outdoor Kitchens**

8 A.M. TUESDAY, OCT. 29

**Room: Champions I**

*Presenter: Scott Cohen of The Green Scene Landscaping & Pools*

Participants will learn how to design, build and polish cast-in-place decorative concrete barbecue counters, bars and outdoor kitchens and incorporate colorful accents such as glass embeds and lighting. This class is for beginner to intermediate concrete contractors.

**Polishing 101**

8 A.M. TUESDAY, OCT. 29

**Room: Champions II**

*Presenter: Adrian Henry of NEX Systems*

Back by popular demand, this introduction to polishing class presented by one of the nation's top polishing contractors will show you how to build a profitable polishing business.

**Confronting Common Failures in the Acid Stain Process**

10 A.M. TUESDAY, OCT. 29

**Room: Champions II**

*Presenter: Federico Jasso of Kemiko*

This class will cover common failures in the acid stain process. Topics will be organized by technique and concept, and will cover common mistakes in concrete surface preparation including how to prevent, detect and remedy problems whether they're your own or inherited with the job.

**Make a Splash with Decorative Concrete Around Swimming Pools**

10 A.M. TUESDAY, OCT. 29

**Room: Champions I**

*Presenter: Scott Cohen of The Green Scene Landscaping & Pools*

Emphasizing considerations contractors should take when installing decorative concrete around swimming pools, this class will cover casting concrete coping, design sizing, drainage options, waterfalls, fire features, swim-up bars, and built-in tables, chess boards and other pool furniture.



## Speaking to the Strengths of Polished Concrete

1 P.M. TUESDAY, OCT. 29

Room: Champions I

Presenters: Award-winning Architect Sloan Harris of VLK Architects and David Stephenson of Retail Polishing Management

The presenters will share the formulas for some notable award-winning polished concrete projects. You'll learn about the ways decorative concrete has changed how schools are built, the challenges that arise, how issues are overcome and why three- and four-step polishing processes are used.

## Get in the Know with Architectural Exposed Concrete Finishes

1 P.M. TUESDAY, OCT. 29

Room: Champions II

Presenter: Brian Farnsworth of Cement Colors

This class will focus on the latest technology relating to high-end exposed finishes and give attendees installation techniques to achieve success on the job. Methods covered will include sand-finished concrete, wet-on-wet exposed and exposed aggregate with color hardeners.

## High-Performance Coatings and Sealers for Industrial and Decorative Concrete

3 P.M. TUESDAY, OCT. 29

Room: Champions I

Presenter: Steven Reinstadtler of Covestro

The history and basic science behind modern polyurethane and polyaspartic technology will be explored, particularly focusing on high-performance coatings and sealers. Attendees



will leave with an understanding of desired traits, surface prep and proper application associated with these coating technologies, safe-use and handling requirements, and a variety of end-use applications.

TAMBIÉN SE OFRECE EN ESPAÑOL

## Enfrentando Fallas Comunes en el Proceso de Tinción Ácida

3 P.M. TUESDAY, OCT. 29

Room: Champions II

Presenter: Federico Jasso of Kemiko

Esta clase cubrirá las fallas más comunes en el proceso de oxidación del concreto (Acid Stain). La clase cubrirá el proceso de aplicación paso a paso y explicará a detalle cómo detectar, prevenir y reparar los problemas más frecuentes. Además, incluye la selección adecuada de la protección de la superficie y programas de mantenimiento para cada uno de los diferentes tipos de protección.

## The Decorative Concrete Contractor's Blueprint to Dominate Instagram

8 A.M., WED., OCT. 30

Room: Champions III

Presenter: Danny Barrera of Concrete Marketing Crew  
Learn how to capitalize on the most engaged visual media platform, Instagram. This class will show you all the strategies you need to gain momentum, attract more followers, increase engagement and get more business from Instagram.

## Trends in Decorative Concrete

8 A.M. WEDNESDAY, OCT. 30

Room: Champions I

Presenter: Chris Sullivan of ChemSystems

The presenter will discuss current decorative concrete trends regarding color, design, finishes and products for all the major decorative concrete market segments. Award-winning projects from around the country will be used as case studies.



## Polishable Overlays: Keys to Consistent Success

8 A.M. WEDNESDAY, OCT. 30

Room: Champions II

Presenter: Jason Ryan of Cement Colors

This course will examine environmental variables that can compromise a polished overlay project, as well as the steps and best practices required for a proper installation. The course's objective is to help prepare contractors overcome inevitable challenges with these high-demand flooring solutions that are so in-demand today.

## Coatings for Concrete: One Type Does Not Fit All

10 A.M. WEDNESDAY, OCT. 30

Room: Champions I

Presenter: Mark Haen of Tenec Coatings

Restoration of nonstructural concrete applications, indoors or outdoors, begins with a clear understanding of today's concrete coating products. In this presentation, you'll get to know these products with firsthand examples of where and why they're best used.

## Sales & Marketing: Price and Value Are Two Different Animals

10 A.M. WEDNESDAY, OCT. 30

Room: Champions II

Presenters: Jeff Wells of Sundeck Products Inc. and Karen Keyes of The Art of Concrete LLC

As billionaire Warren Buffett puts it, "Price is what you pay. Value is what you get." The presenters will discuss methods you can use that will help customers better understand the difference between the two, including traditional marketing, business development techniques and one-on-one presentations.

## Un Plano Para Dominar Instagram Para El Contratista De Concreto Decorativo

8 A.M., THURS., OCT. 31

Room: Champions III

Presenter: Danny Barrera of Concrete Marketing Crew  
Aprenda a capitalizar usando la plataforma vista por más de 1 billion+ de personas diariamente... Instagram. Aun si nunca ha usado Instagram, aprenderás un plan probado para aprovechar al máximo de tu cuenta personal y de negocio.

## Surface Refinement for Polished Concrete

8 A.M. THURSDAY, OCT. 31

Room: Champions I

Presenter: Clark Branum of Diamatic USA

This class will define surface refinement in detail and cover ways to fully achieve it. Participants will learn how to measure it, how to determine which measurements are useful to a contractor and how to use these measurements in a specification or on a job site. Class also includes an overview of emerging industry standards and updates from the Concrete Polishing Council and ACI 310 - Decorative Concrete, a joint committee of the ACI and the ASCC.

## Public Art — Get the Winning Hand with Public Works Projects

8 A.M. THURSDAY, OCT. 31

Room: Champions II

Presenter: Robin Brailsford of Brailsford Public Art

This presentation by the LithoMosaic patent holder will discuss the role of the decorative concrete professional in creating collaborations that increasingly move decision makers toward decorative concrete for public art projects.

## Sealer Selection Can Make or Break Job Satisfaction

10 A.M. THURSDAY, OCT. 31

Room: Champions I

Presenter: Chris Sullivan of ChemSystems

This seminar will explain the different concrete sealer options, provide a basic understanding of their makeup, explore the pros and cons of each, and present guidelines for sealer selection. It will also cover application methods and troubleshooting.

## Concrete Mix Design — The Contractor's Guide to On-site Concrete Chemistry

10 A.M. THURSDAY, OCT. 31

Room: Champions II

Presenter: David Ojeda of Fritz-Pak Corp.

When it comes to delivering a load of concrete for architectural and decorative applications, it's imperative to have accessible tools to ensure the placed concrete results in a finish that achieves customer expectations while meeting industry standards. This presentation looks at concrete's geographic challenges, common mishaps at the plant and handy chemical additives.



# SHOW SCHEDULE

MONDAY, OCT. 28

8 AM	10:00	1 PM	3:00
	<b>ICFs Answer the Call for an Energy-Minded Society</b> <i>Glen Klassen</i> Champions I	<b>The Secrets of a Decorative Concrete Entrepreneur</b> <i>Karen Keyes</i> Champions I	<b>Designing and Specifying Decorative Concrete</b> <i>Chris Klemaske and Byron Klemaske</i> Champions I
		<b>Carpentry for Concrete Forming (Day 1)</b> <i>Rich Robertson</i>	Show Floor Four
<b>The Sky's the Limit with Vertical Carved Concrete (Day 1)</b> <i>Troy Lemon and Emil Gera</i>			Show Floor One
<b>Boost Profits with Engraving and Stencils (Day 1)</b> <i>Rick Lobdell and Debbie Ohland</i>			Show Floor Two
<b>Harder, Thicker, Longer ... Concrete Countertops (Day 1)</b> <i>Jake Brady</i>			Show Floor Zero

7:00 a.m. **Tailgater Meeting**, Show Floor Four, Chris Sullivan (open to all show attendees, mandatory for trainers and product demonstrators)  
7:00 p.m. **Hall of Fame Dinner**, Plaza on the Hill (Sheraton Arlington Hotel)

TUESDAY, OCT. 29

8 AM	10:00	1 PM	3:00
<b>Building and Designing Sizzling Outdoor Kitchens</b> <i>Scott Cohen</i> Champions I	<b>Make a Splash with Decorative Concrete Around Swimming Pools</b> <i>Scott Cohen</i> Champions I	<b>Speaking to the Strengths of Polished Concrete</b> <i>Sloan Harris and David Stephenson</i> Champions I	<b>High-Performance Coatings and Sealers for Industrial and Decorative Concrete</b> <i>Steven Reinstadtler</i> Champions I
<b>Polishing 101</b> <i>Adrian Henry</i> Champions II	<b>Confronting Common Failures in the Acid Stain Process</b> <i>Federico Jasso</i> Champions II	<b>Get in the Know with Architectural Exposed Concrete Finishes</b> <i>Brian Farnsworth</i> Champions II	<b>Enfrentando Fallas Comunes en el Proceso de Tinción Ácida</b> <i>Federico Jasso</i> Champions II
<b>The Sky's the Limit with Vertical Carved Concrete (Day 2)</b> <i>Troy Lemon and Emil Gera</i>			Show Floor One
<b>Boost Profits with Engraving and Stencils (Day 2)</b> <i>Rick Lobdell and Debbie Ohland</i>			Show Floor Two
<b>Creating a Faux Bois Sculpture for Indoor or Outdoor Use (Day 1)</b> <i>Cindee Lundin</i>		<b>Carpentry for Concrete Forming (Day 2)</b> <i>Rich Robertson</i>	Show Floor Four
<b>Harder, Thicker, Longer ... Concrete Countertops (Day 2)</b> <i>Jake Brady</i>			Show Floor Zero

Exhibit Hall Open 5:30-7:30 p.m. Exhibit Hall Floor

Daily Devotion 6:00 a.m., Super Bowl Room  
Welcome Reception 5:00 p.m., Exhibit Hall Floor

WEDNESDAY, OCT. 30

8 AM	10:00	1 PM	3:00
<b>Trends in Decorative Concrete</b> <i>Chris Sullivan</i> Champions I	<b>Coatings for Concrete: One Type Does Not Fit All</b> <i>Mark Haen</i> Champions I		
<b>Polishable Overlays: Keys to Consistent Success</b> <i>Jason Ryan</i> Champions II	<b>Sales &amp; Marketing: Price and Value Are Two Different Animals</b> <i>Jeff Wells and Karen Keyes</i> Champions II		
<b>How to Dominate Instagram</b> <i>Danny Barrera</i> Champions III			
<b>Creating a Faux Bois Sculpture for Indoor or Outdoor Use (Day 2)</b> <i>Cindee Lundin</i>		<b>Exhibit Hall Open Noon-6 p.m.</b> Exhibit Hall Floor	

Daily Devotion 6:00 a.m., Super Bowl Room  
Women in Decorative Concrete Reception 6:30 p.m., Yacht Club (Sheraton Arlington Hotel)

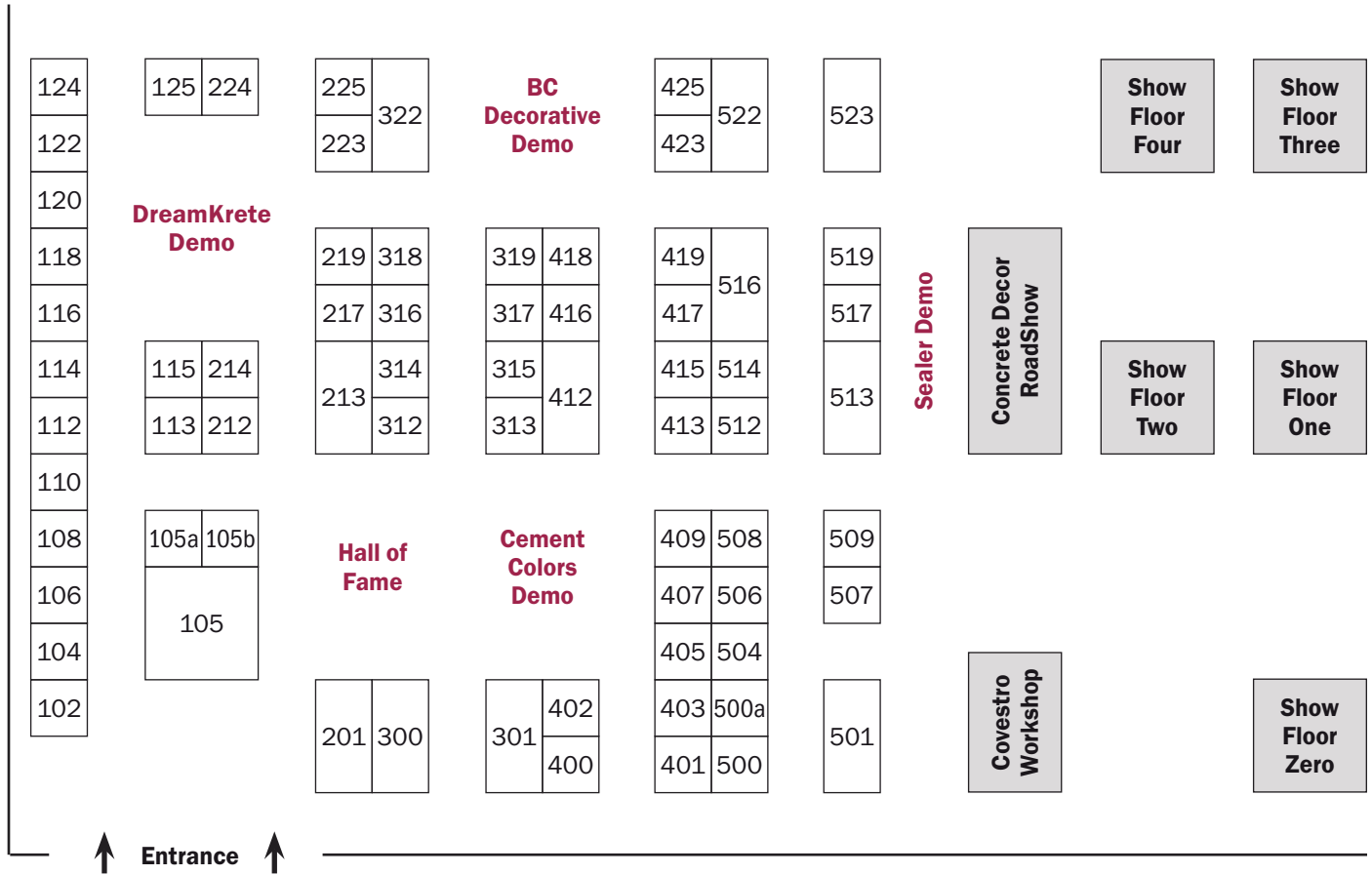
THURSDAY, OCT. 31

8 AM	10:00	12:15PM	1:00	3:00
<b>Surface Refinement for Polished Concrete</b> <i>Clark Branum</i> Champions I	<b>Sealer Selection Can Make or Break Job Satisfaction</b> <i>Chris Sullivan</i> Champions I	<b>Sealer Demo</b> <i>Brian Farnsworth</i> Exhibit Hall		
<b>Public Art - Get the Winning Hand with Public Works Projects</b> <i>Robin Brailsford</i> Champions II	<b>Concrete Mix Design - The Contractor's Guide to On-site Concrete Chemistry</b> <i>David Ojeda</i> Champions II			
<b>Como Dominar Instagram</b> <i>Danny Barrera</i> Champions III				
<b>Creating a Faux Bois Sculpture for Indoor or Outdoor Use (Day 3)</b> <i>Cindee Lundin</i>		<b>Exhibit Hall Open Noon-6 p.m.</b> Exhibit Hall Floor		

Daily Devotion 6:00 a.m., Super Bowl Room Class locations subject to change.

# FLOOR PLAN

## ARLINGTON CONVENTION CENTER



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## EXHIBITOR DIRECTORY

- Aggretex** 314  
5637 LaRibera St., Livermore, CA 94550  
(800) 350-6021 · www.aggretex.com
- Ardex Engineered Cements Inc.** 405  
400 Ardex Park Dr., Aliquippa, PA 15001  
(724) 203-5000 · www.ardexamericas.com
- Barnsco  
Decorative Concrete Supply** 105  
13880 N Stemmons Freeway, Dallas, TX 75234  
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# Concrete Decor Show: I'll be there ... will you?

by Chris Sullivan

Is there value in having a dedicated trade show for the decorative concrete industry? The short answer is yes. There's tremendous value in having an industry-focused show. While there are decorative-devoted pavilions at other shows, they are just that — areas within other events.

I get that money talks. As a small business owner, I understand return on investment and the ability to recoup expenses are critical. My company has exhibited in three of the eight shows to date, and we will have a booth at the upcoming ninth show in Arlington, Texas. We make the decision to attend based primarily on where the show is located and the “bang for the buck” we anticipate.

While the volume of attendees doesn't match other larger shows, the quality far exceeds. We gained new business as a direct result of exhibiting that exceeded the expense. Bottom line: The shows paid for themselves multiple times over.

## Bigger isn't always better

Along the lines of volume, the mindset that the Concrete Decor Show should be as big as the World of Concrete or other national shows is unrealistic and sets up a false expectation. I have been vocal for years that the show needs to be less about a “trade show” and more along the lines of a technical conference. Education, technical service and meaningful networking are what this show is all about.

The first — and, in my opinion, most



Chris Sullivan converses with Concrete Decor Show attendees at his company's booth. Truly a font of knowledge, he regularly addresses decorative concrete trends in the educational lineup, as he will do again this year.

Photos by Concrete Decor staff

important reason the Concrete Decor Show is valuable — is that our industry, part of the concrete construction industry, still does business face-to-face.

I realize that Amazon and other online sales outlets are an option, but in my day-to-day conversations with professional installers, the life blood of the industry, having that go-to person or brick-and-mortar outlet still means something. Decorative concrete is a relationship business, and there is nowhere better to expand those relationships than a trade show. Better yet, a show that has one focus — decorative concrete.

## Take another look

I want to be clear that while I've attended every Concrete Decor Show, and I see value in attending, things aren't perfect. Attendance has been lower than expected in some venues and many big names in the industry don't exhibit.

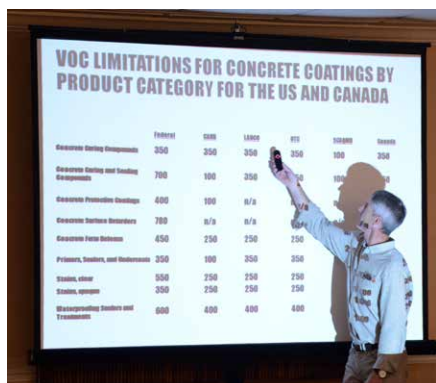
I've shared my thoughts with show management. Some of my ideas have made an impact; others not so much. So why do some say the show has been slow to gain momentum? Maybe it's

a little bit of the chicken or the egg ... which comes first? Attendees want to see who is exhibiting, and exhibitors want to see the halls full of eager show attendees.

A case can also be made that when the show debuted in spring 2010, the entire U.S. was in the thick of the worst recession since the Great Depression. Many companies were in survival mode and attending a new market-specific trade show was the last thing on their mind. If you're among those people or companies who took a pass then, I encourage you to take another look and discover what you're been missing now that business is on the upswing.

I've been part of many conversations that discuss how important it is to have a magazine and trade show dedicated to the decorative industry. “It would be a shame to see it go away,” or “they make the industry relevant” are a few of the more common comments.

If they're so important, then why are some still standing on the sidelines? Many times the same people making the comments are nowhere to be seen when the Concrete Decor Show rolls around. Now I'm not advocating “all in,



all the time,” but instead of whispering in the back room, step up and be heard and practice what you preach.

### We need to be in this together

Decorative concrete competes directly with pavers, wood flooring, tile and asphalt, to name a few categories. The smallest of those manufacturing companies generate sales in the hundreds of millions with many being part of billion-dollar multinational corporations. Each has an advertising budget that exceeds the combined revenue of the top manufacturing companies in the decorative industry.

We need to think about staying relevant as an industry. It’s easy to blow this off when everyone is busy and the economy is kicking, but that won’t last forever. Let’s start thinking past this year and consider the next decade. What are we leaving for the next generation?

Since we don’t have the individual power to compete against competitive industries, we must band together. I submit that an industry isn’t

healthy without a robust industry network, trade show, educational circuit and publication. For decorative concrete to maintain its place with the big boys of flooring and hardscapes, it’ll require a group effort.

As a small business owner, I understand the importance of getting the most out of any investment, and every person and company has their own priorities. I would never go so far as to say any one event works for everyone, or *Concrete Decor* magazine or the Concrete Decor Show is critical to the survival of your business. However, if you consider the importance of a healthy trade show as the forum for introducing new products, education and meaningful networking, I believe it’s a good investment.

Hope to see you at the show. 🖱️



(From left) Bob Harris meets up with his pals Randy Klassen and Jim Petersen at the 2010 Concrete Decor Show in Phoenix.

As part of the expert line-up of educators and presenters at the 2019 Concrete Decor Show in Arlington, Chris will address “Trends in Decorative Concrete” at 8 a.m. Wednesday, Oct. 30, and “Sealer Selection Can Make or Break Job Satisfaction” at 10 a.m. Thursday, Oct. 31. He’ll also lead “Safety Comes First,” the Concrete Decor Show tailgater open to all, at 7 a.m. Monday, Oct. 28, on the show floor.

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Lee Ann and Bob Harris (pictured below) decided the time was right to dazzle their students with Venetian-inspired saw-cut and colored floors in their new DCI training center in Temple, Georgia. The floor pictured above is in the warehouse.



Photos courtesy of Bob and Lee Ann Harris

## Fantastic Floor

New facility emulates Old World beauty

by Stacey Enesey Klemenc

**B**OB Harris had wanted to tackle replicating the breathtaking floors of the Santa Maria della Salute, commonly known as La Salute, ever since he first laid eyes on them. The founder of the Decorative Concrete Institute and senior decorative concrete consultant for Structural Services Inc. had visited the Catholic basilica in Venice seven or eight times and had studied the cut marble floors in detail. He thought how cool it would be to pay homage to the 15th-century Venetians by recreating their artwork in his own backyard.

But his wife, Lee Ann — president of DCI and the more practical of the two — kept putting off the project by asking if he realized how long it would take to complete, how many cuts would be involved and how many hours

the coloring alone would consume.

Bob had tried to convince her three times at their old facility and when they began building the new DCI training center in Temple, Georgia, “I knew the subject would come up again and I wouldn’t stand a chance of talking him out of it,” Lee Ann says.

And, as usual, she was right.

### Design details

The first challenge the couple encountered when designing their remake of the Salute floor in their showroom was scaling down the design from about 120 feet across to fit into an area roughly 25 feet in diameter. There were three elements to incorporate: an inner circle with a floral design, a mid portion with an arching 3-D pattern



and an outer circle comprising different medallions.

Starting in the center using a radius pivot point to lay it out, the Harrises hand drew the design on the concrete with chalk, soapstone and pencils. To keep things consistent, they made various-sized rectangular and diamond-shaped templates that they moved around so they didn't have to measure every single facet of the design.

Each medallion, however, was individually laid out by hand. The detailed rose design in the center and repeated in a band in the mid portion was created with Flattoo stencils from Surface Gel Tek, Bob says.

Drawing the design — a version of 16 concentric circles — on the showroom floor took about three days to complete.

Then the cutting commenced. Bob estimates more than 13,000 independent saw cuts were made. And as incredible as this may seem, he and Lee Ann used two tools to recreate these Venetian masterpieces: a 4-inch grinder with a diamond blade and a shop vac to collect the dust.



"I cut the whole thing freehand and bent over like a football lineman in a crouched position," Bob says, adding that at 56 years old he wasn't built to be in that position for as long as he was.

Although he says there are some great tools on the market for engraving, such as Engrave-A-Crete's Mongoose, the 4-inch grinder was the ticket he needed for this job. "There were so many stopping and starting points in the design that not overcutting was a real challenge. The 4-inch grinder gave me the ability to control that," Bob says.

Overall, the saw cuts add another dimension to the design whereas stencils, because they are part of the same level surface, don't create that 3-D profile. Stencils were only used on



The roses and greenery in the center of the saw-cut showroom floor are made with Flattoo stencils from Surface Gel Tek. Stencils only comprise about 10% of the floor's design.

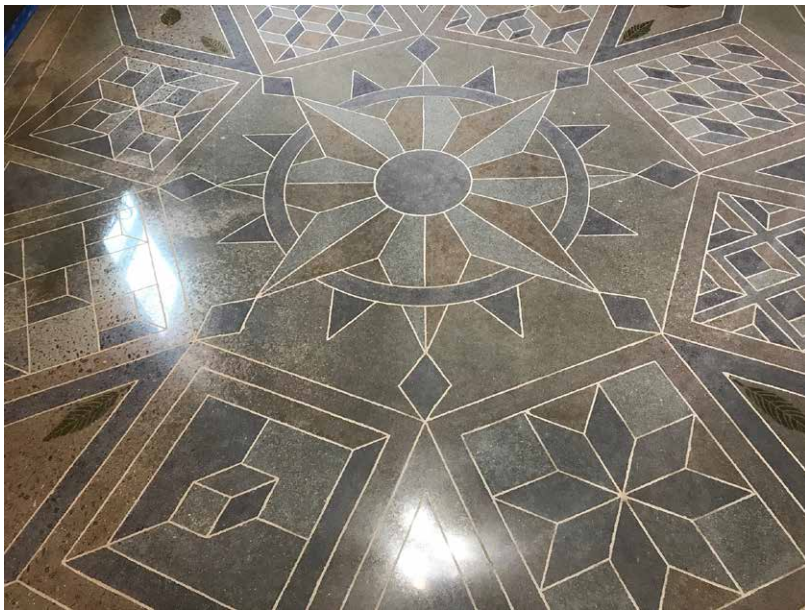
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Photos courtesy of Bob and Lee Ann Harris

The office (left) and warehouse floors (above and far right) feature Venetian-inspired 3-D designs. All designs were cut free-hand with a 4-inch grinder.

about 1/10 of the floor, he estimates.

When the cutting was complete, the floor was polished and brought up to a 400 grit. Next Bob and Lee Ann used DCI's water-based dyes to color the modern-day masterpiece. The colors were Onyx, Mahogany, Wheat and a blend of Sunbaked Orange and Tree Bark.

The floor was then lightly cleaned and DCI densifier was applied until refusal. This was followed by 30-40

minutes of auto scrubbing to clean it again. Once the floor dried, 800- and 1500-grit resins were run and a coat of polish guard was applied. Finally, the floor was grouted with sanded tile grout to fill in the saw cuts and burnished.

"The grout fills the joints, making it easier to keep clean," Bob explains. At the same time, "The grout defines the pattern, making it stand out, and adds a very important dimension to the floor."

In addition to the showroom

floor, Bob and Lee Ann created 3-D Venetian-inspired designs with very detailed saw cuts on the office floor and in the warehouse. A recent DCI polished concrete class helped with the warehouse design. Aside from the Flattoos, all the designs were free-hand cut with a 4-inch grinder.

### Lighting a spark

Lee Ann says her favorite part of this project was watching it come alive.

## La Salute inspires

On his and his wife's many visits to Venice, Italy, Bob Harris was always in awe of one Catholic church near the entrance of the Grand Canal. In particular, the concrete floor specialist marveled at the precision involved with the hand-cut marble pieces that formed the unforgettable floors of the Santa Maria della Salute (Saint Mary of Health). After all, they were built centuries ago – from 1631-87 to be precise.

Prior to the Salute's construction, the plague had ravaged the city in 1630-31 and wiped out about a third of the population. The Venetian Senate prayed to the virgin mother to intervene on Venice's behalf and stop the pestilence from claiming more lives. The epidemic was stemmed and in return for prayers answered a magnificent Catholic basilica was to be erected in Mary's honor – with no expense or effort spared.

A competition was held to design the "plague church" and Baldassare Longhena, an up-and-coming 26-year-old architect, was selected. He designed the crown-like, domed octagonal structure in the then-fashionable baroque style ringed with classic and Byzantine elements.

According to the Lonely Planet, "The lines of the building converge beneath the dome to form a vortex on the inlaid

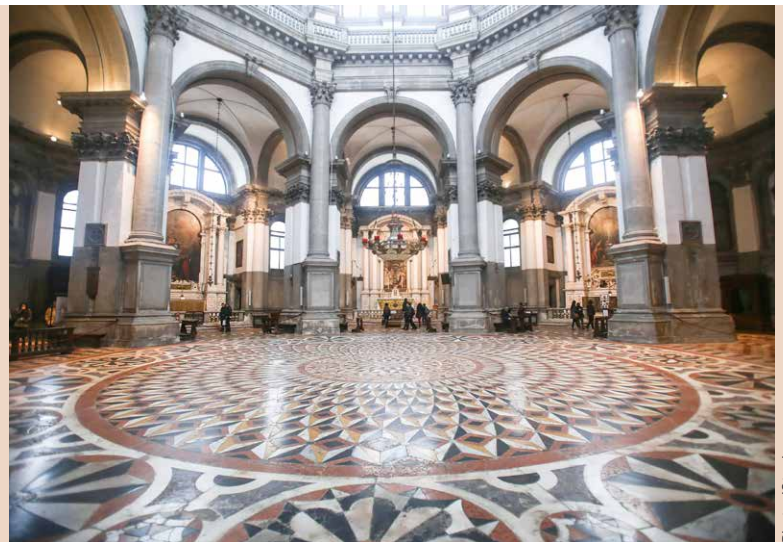


Photo: iStock

At the center of the Santa Maria della Salute, beneath a high octagonal dome, a dazzling geometrically patterned floor made with inlaid marble captured the attention of decorative concrete specialist Bob Harris and his wife, Lee Ann.

marble floors; some believe the black dot at the center radiates healing energy."

When recreating the floor in their new training facility, "It was important for us to be respectful of the floor and try to capture all the same elements," Harris says. 🛠️

“Each color added new dimension,” she says, and inspired her to push through and keep going.

As educators and trainers, she continues, she and her husband strive to inspire those who come to them to learn, something she feels they’ve done throughout their careers. “When someone walks into our facility and says, ‘I didn’t expect anything less,’ that means we’ve done our job and have lit a spark in someone.”

Bob credits his drive for producing above and beyond what’s expected starting back in his childhood. “My father was a big influence in my life. He was very strict and expected perfection in everything I did. If I was 1/8 inch off, it was not acceptable. As a young man, I didn’t understand (why he was so driven) but I have nothing but respect for him now,” he says.

After a stint in college, Bob ended up at Disney World where perfection was the norm. “If something wasn’t done to their standards, it would get ripped out and redone,” he says. That mentality, he adds, was etched into his



psyche and continues in his endeavors today.

“When Lee Ann and I approached these floors, we needed total concentration and needed to stay focused,” Bob says. During the decorative process, he coached himself using an analogy that he often recites to his students. “You’ve got to be like a pro athlete and get in the zone. At that

moment, nothing else matters.”

To achieve floor designs such as the ones in the Harris’ new training facility, “It takes practice, practice and more practice. Don’t start off with a floor like this. Start with more basic designs and improve your confidence level before tackling more difficult designs. Like I always say, it takes years to be an overnight success.”

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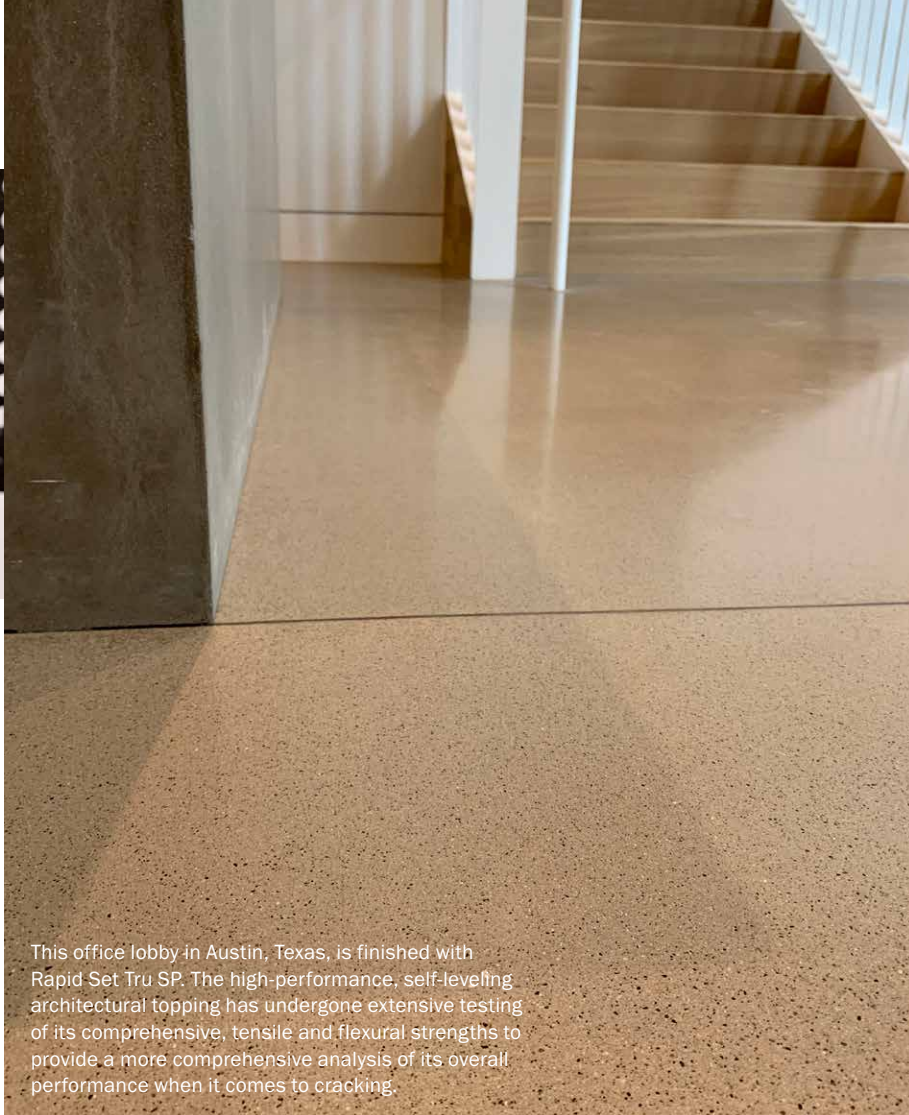
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The downward force from the top causes the bottom of the prism to fail in tension during this ASTM C348 Test performed at the CTS laboratory.



This office lobby in Austin, Texas, is finished with Rapid Set Tru SP. The high-performance, self-leveling architectural topping has undergone extensive testing of its comprehensive, tensile and flexural strengths to provide a more comprehensive analysis of its overall performance when it comes to cracking.

Photos courtesy of CTS Cement

## When choosing an overlayment, consider the benefits of

# Tensile and Flexural Strength

by Matt Sambol

**C**OMPRESSIVE strength — the ability of a material to withstand being compressed or pushed together — is often used to determine mortar and concrete's quality. This makes sense for floors and overlayments as the primary forces applied to them are downward, compressive loads from traffic, equipment or anything affected by the force of gravity.

However, when it comes to decorative overlayments, which are typically installed between 3/8 and 1/2 inch thick, crack resistance is also critical. When addressing cracking concerns, it's important to understand how cracks result and how different types of strength can contribute to crack resistance and durability.

In overlay mortars, compressive strength is tested by ASTM C109 –

Standard Test Method for Compressive Strength of Hydraulic Cement Mortars ([www.astm.org/Standards/C109](http://www.astm.org/Standards/C109)). The test essentially measures how much force can be applied to a cube with a 4-square-inch surface area before the cube breaks. This allows the user to calculate the pounds per square inch (psi) of the mortar.

Usually, standard concrete is between 3,000 and 5,000 psi. According to the International Polished Concrete Institute (IPCI), the preferred concrete mix design has a minimum compressive strength of 3,500 psi (<http://www.ipcionline.org/index.cfm?fuseaction=polishedConcrete.specifications>). A polished overlay should meet or exceed the concrete substrate's compressive strength. However, an overlayment's tensile and flexural strength should also be considered.

### Consider other two strengths

Tensile strength — the ability to resist being pulled apart — is often measured by ASTM C307 – Standard Test Method for Tensile Strength of Chemical-Resistant Mortar, Grouts and Monolithic Surfacing ([www.astm.org/Standards/C307](http://www.astm.org/Standards/C307)).

Flexural strength — the ability to withstand flexing or deflection when a load is applied — is measured by ASTM C348 – Standard Test Method for Flexural Strength of Hydraulic-Cement Mortars ([www.astm.org/Standards/C348](http://www.astm.org/Standards/C348)).

ASTM C348 is a three-point bending test where the specimen fails on the side opposite to the side where force is being applied. The side that fails is stressed in tension, so flexural strength can really be considered another measurement of tensile strength.

Concrete and other cementitious products traditionally have very high compressive strength and much lower tensile strength. The rule of thumb is that portland cement concrete has a tensile strength that's about 10% of the compressive strength, but that percentage varies based on the mix design. Producers can adjust the strength by varying the doses of chemical additives in the mix.

There are many reasons cementitious, polishable overlays may crack — such as drying shrinkage, plastic shrinkage, substrate movement or flexing, and reflective cracking from existing joints or cracks. Ultimately, a surface crack is caused when the forces of tension within the material exceed the material's ability to resist that force, i.e., tensile strength. A crack relieves the tensile stress in the overlay.

### Why care about MOE?

When a force is applied to a material, it will have some amount of nonpermanent deformation and will rebound to its original shape when the force is removed. The Modulus of Elasticity (MOE) is defined as the ratio of force or stress to that nonpermanent deformation or strain. Rigid or brittle materials have a high MOE, and flexible or ductile materials have a low MOE.

In mortar and concrete, MOE is measured by ASTM C469 – Standard Test Method for Static Modulus of Elasticity and Poisson's Ratio of Concrete in Compression ([www.astm.org/Standards/C469](http://www.astm.org/Standards/C469)). In this test, a cage is mounted to a cylinder that measures how much the cylinder is deformed due to an applied load. The strain is the change in length divided by the total length of the cylinder.


Figure 1 shows stress versus strain curves for different self-leveling overlays. Since the MOE is a ratio of stress over strain, the slope of each line is the MOE. The yellow line has a very steep slope, indicating high MOE and a very rigid mortar, while the black line represents a mortar that's more flexible and is more likely to bend slightly before breaking.

This is important when considering tensile stresses that may lead to cracking at the surface. Materials with a very high

MOE may have high compressive strengths but they are more susceptible to cracking because they're so rigid. Materials with a lower MOE bend slightly rather than crack when faced with tensile stresses.

### In conclusion

To ensure decorative overlays achieve performance and aesthetic expectations, compressive, tensile and flexural strengths must be evaluated as a whole. Compressive strength measures a material's ability to resist forces from traffic and equipment, as well as resist the impact from dropped items. Tensile and flexural strengths measure the material's ability to resist forces that can lead to cracking.

Long-term durability and toughness can't be predicted by compressive strength alone. Evaluating compressive, tensile and flexural strengths together provides a more comprehensive analysis of overall performance. This holistic approach will help architects and specifiers meet and exceed performance and aesthetic expectations in polished overlay designs. 

*Matt Sambol, manager of flooring and polymer systems at CTS Cement, has been with the company since 2002. He oversees product development, testing and field support for the Rapid Set Tru Flooring System, which includes the polishable self-leveling overlayment products. He can be reached at [msambol@ctscement.com](mailto:msambol@ctscement.com).*

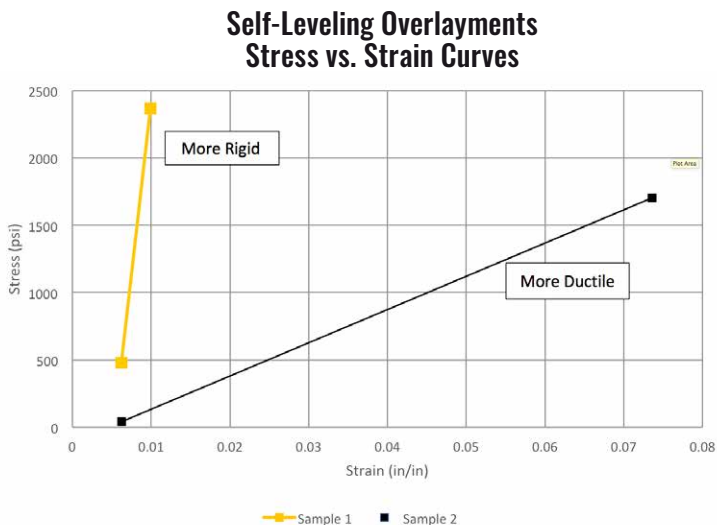


Figure 1: Stress vs. strain curves comparison for various levelers



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# You've Got Mail

## Build a stone-veneer monument mailbox in 5 easy steps

by Cory Olson

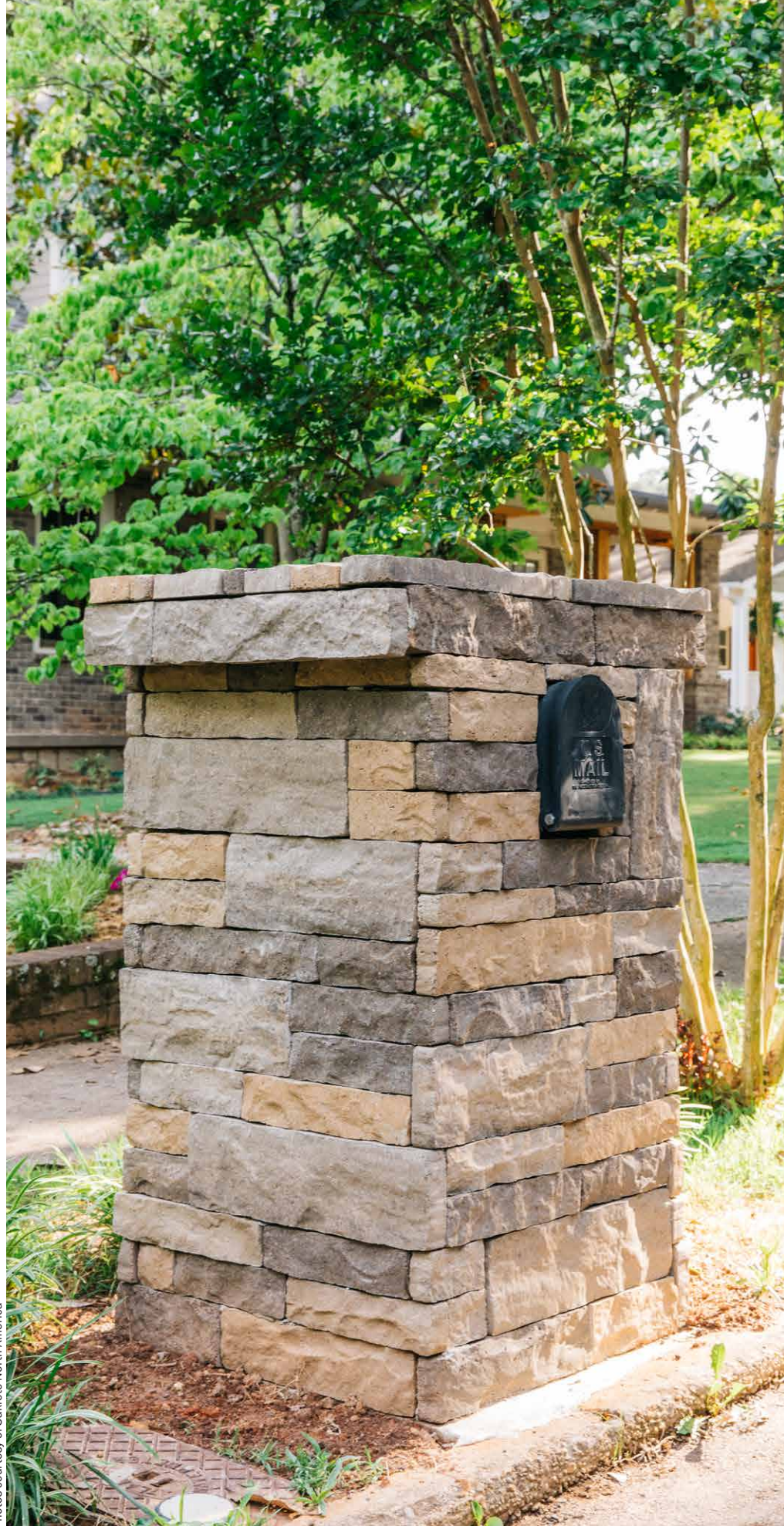
As clients look to increase their home's curb appeal, they often overlook transforming the mundane mailbox. Considering a home's curb appeal encompasses everything from the sidewalk to the front door, a monument mailbox can quickly and easily make a big impact in improving a home's first impression. Here's what you need to create a monument mailbox and how to do it:

### Products and tools needed

- High-strength anchoring epoxy
- Surface-bonding cement
- Stone-veneer mortar
- 2-by-4 frame
- Concrete blocks
- Bucket
- Paddle mixer
- Square-notched trowel

### Preparation

- Before you begin, check with local municipalities to ensure you follow code requirements for the area and dig the proper footing size. Be sure to call 811 before any digging project to protect yourself and others from unintentionally hitting underground utility lines.
- Begin work on a warm, sunny day — preferably when the temperature is between 40 and 90 degrees F with no rain in the forecast for 24 hours. If the air and subsurface are cooler than that, it will affect the set time.



Photos courtesy of Sakrete North America





**1** Pour a level, 6-inch concrete slab using a 2-by-4 frame (or what the local building code requires) for a proper size footing. Secure each course of blocks with a high-strength anchoring epoxy, staggering the joints.



**3** Using a paddle mixer, blend the surface-bonding cement with water in a bucket. Add water as needed until a peanut butter consistency is reached.



**2** Carefully measure the area to ensure there's enough room to set the finishing blocks on top of the mailbox. You may need to notch a section to accommodate the mailbox height.



**4** Mist the blocks with water to a surface-saturated dry condition. Using a trowel, apply a thick, even coat of surface-bonding cement. While the material is still pliable, comb the mix in a horizontal pattern using a scarifier tool. Be sure to apply enough so that the ridges made from the tool are full and approximately ¼-inch deep. Let the scratch coat set overnight.

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**5** Dampen the scratch coat and mix the stone veneer mortar. Apply a half-inch or more layer of the prepared stone veneer mortar to each piece of stone, as if you're buttering bread. Starting at the bottom of the column, press the stone into the base, working your way up, checking periodically to ensure there's 100 percent coverage.

With the right products, a stone veneer monument mailbox can be completed in a few days and can provide a significant upgrade to a home's curb appeal. 🛠️

*Cory Olson, senior vice president of Sakrete North America, leads the company's national product mix, independent sales and brand initiatives. He has worked for nearly 30 years in the building materials space, the last 20 with Oldcastle in various leadership roles. Questions should be directed to Sakrete's technical team at (866) 725-7383.*

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# PROJECT PROFILE



# F-rated floors repaired to achieve A+ status

## Dan Dipert Career and Technical Center

Arlington, Texas

by Stacey Enesey Klemenc

TEXAS-BASED VLK Architects is no stranger to being recognized for its outstanding accomplishments when it comes to designing public schools such as the monumental and expressive Dan Dipert Career and Technical Center.

"I'd give it an A for sure," says Sloan Harris, a partner with VLK Architects, about the sprawling 165,000-square-foot CTC that's being heralded as the flagship campus for the Arlington Independent School District.

Purposely located in a socio-economic diverse area of the district to spark reinvestment and development, the CTC opened in 2017 and serves some 2,400 high school juniors and seniors from across the district. The two-story facility



houses 18 specialized academies that focus on topics of interest ranging from automotive repairs and cosmetology to culinary arts and welding.

These academies, sectioned off with windows, are clustered around a large, open interior space called "Main Street." Passers-by can see into the academy settings where education is

constantly on display. The setup was conceived to emphasize transparency and to promote collaboration and connectivity.



### Project at a Glance

**Project:** Dan Dipert Career and Technical Center, Arlington, Texas

**Owner:** Arlington Independent School District

**Architect:** VLK Architects Inc., Fort Worth, Texas, [www.vlkarchitects.com](http://www.vlkarchitects.com)

**Concrete Consultant:** David Stephenson, Polished Concrete Consultants, McKinney, Texas, [www.polishedconsultants.com](http://www.polishedconsultants.com)

**Polished Concrete Contractor:** ModernCrete Concrete Designs, Austin, Texas, [www.moderncrete.com](http://www.moderncrete.com)

**Scope of Project:** Specifying, placing, finishing and polishing floors for a 165,000-square-foot career and technical center.

**Biggest Challenge:** Repairing the center's concrete floors that were damaged with millions of divots and gouges caused by other trades during construction.

**Products Used:** RetroPlate chemicals used throughout for densifier and stain protection, Ameripolish gray and black dye used for color, Hi-Tech joint fill and colored grout fill materials.

Photos courtesy of VLK Architects Inc.

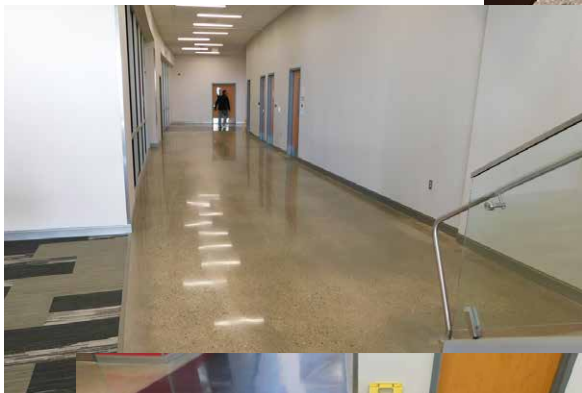


# PROJECT PROFILE

## Committee consensus

To come up with the overall design, VLK Architects uses a tailored “stakeholder engagement experience” called VLK|Launch. The process brings together all the project’s stakeholders — students, teachers, administrators, parents, community leaders and industry leaders — to exchange views and information to help develop a design based on what the space will be used for.

“One of the committee’s priorities was the center had to have more of a corporate feel than that of a typical high school,” Harris says. “This led



## CTC Recognized for Excellence

Texas-based VLK Architects has earned numerous recognitions for its work with public schools, including notable rankings by Architectural Record, ENR and Building Design + Construction.

In 2018, Building Design + Construction ranked VLK Architects eighth among 150 U.S. architecture firms for its K-12 work in 2017, which included the Dan Dipert Career and Technical Center (CTC) in Arlington, Texas. It also was ranked 49th overall among the largest 149 participating U.S. architecture firms.

Accolades given to the CTC in Arlington include:

- The Fort Worth Chapter of the American Institute of Architecture’s Honor Award, the organization’s highest recognition for building design. All Design Award entries are evaluated for design excellence regardless of size, budget or project type.
- School Planning & Management’s 2018 Education Design Showcase Honorable Mention, which honors projects providing excellent learning environments for students at all levels of education.
- Selected as a finalist for the 2018-19 Caudill Class of the Exhibit of School Architecture competition by the Texas Association of School Administrators and Texas Association of School Boards. To be considered for these groups’ highest recognition, a project must receive at least four stars from six areas of distinction: Design, Value, Community, Planning, School Transformation and Sustainability. The Dipert Center received five.

Photos courtesy of David Stephenson



us to lean toward the use of concrete (on the floors) because it can be used in so many different ways to produce many different finishes.”

Very durable, long-lasting, low-maintenance materials were also high on the committee’s list, he says, and polished concrete fell into all three categories.

“We have been specifying polished concrete for about 12 years,” Harris says, especially for facility floors that get heavy use or are under a lot of stress. “We like to use it to enhance the design of public space because of its many patterns, dyes and different levels of grinding.”

In the CTC’s case, Harris says, about 80% of the floors were specified to be polished concrete.



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## Going from failure to passing

Unfortunately, the other trades went about their business without protecting the floors during construction, says Polished Concrete Consultants' David Stephenson, who oversaw the CTC's concrete placement, finish, polish and maintenance.

When it came time for the clients to accept the final finish, they had to reject the concrete — not because the overall design wasn't met or the work wasn't done to specifications, but because of the extensive damage to the surface.

"The overall lack of care resulted in gouges and divots all over the concrete," Stephenson says. "Millions of them came from screws in the tires of heavy lifts and nails in pallets that were dragged across the floor."

They had two options to remedy the situation: put a new floor finish over top the concrete or grind down deeper than the damage.

"The district wanted concrete for a



Photos courtesy of David Stephenson



reason," Stephenson says, which was for its durability and low maintenance, not to mention the heavy industrial uses in the construction-related labs. "The best option was a deep grind through the damage — a whole lot deeper."

The polishing crew from ModernCrete Concrete Designs ended up removing more than 9 tons of concrete, exposing nickel and quarter-sized rock. "The exposed large aggregate opened up air voids so we had to come back through with several coats of epoxy grout to fill them in."

In the end, Stephenson says, "Parts of the floor have a terrazzo appearance and an extremely high gloss because it was ground so many times."

What could have been a major fiasco, he adds, "turned out to be one of the nicest jobs we've done in a long time." 🛠️

*Sloan Harris and David Stephenson will present a seminar titled "Speaking to the Strengths of Polished Concrete" at 1 p.m. Tuesday, Oct. 29, at the upcoming Concrete Decor Show in Texas.*



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# MAGNETIC ATTRACTION

## New stamps draw contractors in

by Chris Mayo

IMAGINE you own a company that supplies concrete contractors with the tools for their trade. You offer a product that has been the industry standard for decades and is essential to most contractors in your industry. Your company sells a lot of them and they are a good source of income. Your company is a recognized industry leader as a provider of the product.

Given that, would you put the time and effort into revolutionizing that product, or would you stick with the status quo?

If your company is Proline Decorative Concrete Systems, the answer is you revolutionize.

According to Tyler Irwin, national sales manager for Proline, improving upon its products is one of the company's business principles.

"We've never accepted the idea that anything is good enough," says Irwin. "We're always looking at ways we can



Photo by Concrete Decor staff

Allen Decorative Concrete Co. was one of the contractors selected to test the magnetic stamps before they were available for purchase.

Photo and video courtesy of Allen Decorative Concrete

improve a product, no matter how popular or utilitarian it is. Our belief is that everything can be made better."

### A game changer

Proline's newest improved product is its magnetic concrete stamps. If you talk to people who have used these stamps, you'll hear words like "groundbreaking," "game changing," "innovative." Not only are these stamps easy to use, but they're bigger yet lighter than standard stamps and fiber-reinforced throughout.

John Saxe, president of Farrell Equipment and Supply in Eau Claire, Wisconsin, says there are numerous advantages to using the new magnetic stamps. One of the biggest advantages, he says, is there's no touch-up required the day after stamping as the stamps don't produce the "ooze" one gets with traditional stamps that create a ridge.

Saxe also points out the stamps can be rotated and overlapped so there's no repeating pattern. The stamps are bigger than most on the market, about 4-by-4 feet, so your crew gets the job done faster. "When you consider the saved man hours and the ease of training new people, these stamps can translate into increased profit for contractors," he says.

Irwin says that Proline is methodical and deliberate in the way it develops new products. "That's another one of our business principles," he says. "We refuse to release anything into the market if it isn't perfected, field-tested and reviewed by concrete professionals whose opinions we trust."



Proline debuted its magnetic stamps at the 2015 World of Concrete in Las Vegas and has been demonstrating them at the show every year since.

Photo by Concrete Decor staff



## Faster and easier

The magnetic stamp took about four years from concept to availability for the concrete industry at large. Proline introduced the stamps at World of Concrete 2015. The next step was to have select contractors field-test them and provide feedback.



Photo courtesy of Proline Decorative Concrete Systems

Allen Decorative Concrete Co. in Escondido, California, was one of those contractors. Owner Allen Ortiz says that as far as he's concerned, there's nothing about the stamps that could be improved upon.

"With these stamps there's no doubling (repeating patterns) and no seam that needs to be touched up the next day. The fact that you can rotate the stamps 360 degrees allows us to be completely creative with any of the stamps. Plus they're faster and easier to use than any of the other stamps we'd been using," Ortiz says.

He adds that a layout line on top of the stamps makes them almost "idiot proof." Not to mention, it's far easier to stamp alone if he has a crew working at another site. "They really are pretty amazing," he adds.

## More in store

Irwin says Proline is working on developing more patterns for the stamps. Like anything else the company does, it's being deliberate in creating and testing each pattern. Proline offers 10 patterns with the magnetic stamps — from the popular Sausalito to the more traditional cobblestones and running bond patterns.

"We visualize being able to offer as many patterns with our magnetic

stamps as we have with our other stamps," says Irwin. "As well as duplicating some of our signature patterns, we're currently working on a random sand pattern that we're very excited about, and we've begun talking about a water pattern that will simulate ripples in a lake."

Proline currently offers more than 150 patterns with its other stamps. "Until we develop as many choices with our magnetics, there will still be a place for our traditional stamps and skins," says Irwin.

## Next day touch-up unnecessary

Cameron Honey, owner and president of Four State Decorative Concrete Supply headquartered in Springdale, Arkansas, says the new Proline stamps will "change the entire market."

"The ease of use, the elimination of next-day detail work, the larger stamps and the speed with which someone can stamp with these is game changing," says Honey. "The magnetic edges make them easy to lock together. As far as price goes, they're competitive with other



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stamps on the market. The only reason I can think of why a contractor wouldn't switch would be because of their existing inventory of traditional stamps."

Mike DeReu, owner of DeReu Decorative Concrete in Buda, Illinois, has been in the concrete industry for more than 40 years. He was another of the contractors Proline asked to test its new stamps. In short, he was impressed.

"The magnetic stamps are so fast and easy to use that it's obvious that they're great for any contractor's profit margin. You can save a lot of man hours simply because of how easy they are to use and because you don't have to send people back the next day for hours of touch-up. I can even use them by myself and manage up to 800 square feet without losing the pour. You can't screw up the pattern with these stamps and there's really no learning curve to using them," he says.



Photo courtesy of DeReu Decorative Concrete

DeReu says there really was no need for Proline to have contractors test the stamps before releasing them to the market. "They had it down by the time they had us test them," he says.

**Tips from the top**

Irwin says for the best results, contractors should use only liquid release with magnetic stamps. Powder release tends to build up on the magnets, resulting in a darker area when the stamps are released.

Contractors also shouldn't tamp directly on the magnetic strips when multiple magnets are stacked as that can transfer an unwanted impression onto the concrete. "We tell contractors to treat them like the handles on a (traditional) stamp," Irwin says. However, he adds, you can tamp on a single magnetic strip.

Irwin is proud of all the innovations Proline has come up with over the years. Magnetic stamps, he says, are just the latest of a long line of products the company has introduced to the decorative concrete industry.

He credits his brother, Jeff, co-owner of Proline and one of the people being inducted into the Hall of Fame during the upcoming Concrete Decor Show in Texas, for being the in-house visionary.

"Jeff never stops seeing how things can be made better. His vision, and the creations that have been spawned by that, has basically become the recognized signature of the Proline brand," says Irwin. 🛠️

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