

Find Your Niche
to Get Noticed

PG 14

SHERWIN-WILLIAMS® 2013

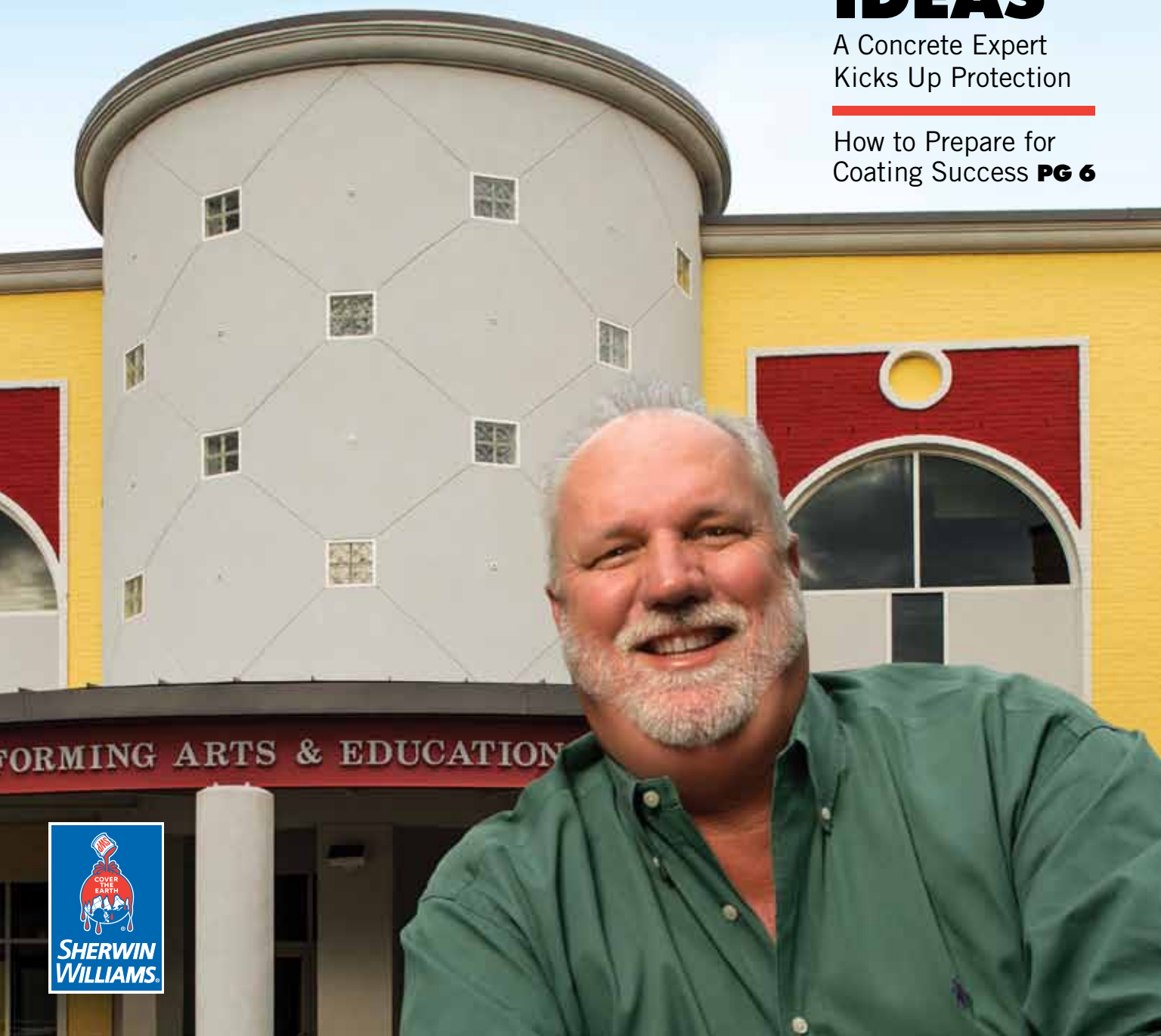
CONCRETE™

COATER

BRIGHT IDEAS

A Concrete Expert
Kicks Up Protection

How to Prepare for
Coating Success **PG 6**



WELCOME TO CONCRETE COATER™



You're holding the premier issue of the newest voice in the concrete industry. We're proud to introduce a publication dedicated specifically to concrete coaters. For anyone who works with protective or decorative concrete products, now you finally have an expert connection.

Our goal is to bring you details and news that will enhance your job performance. And then go beyond — with insights and inspiration to inform key areas of your business, from staying in the know about products to interacting with a construction team so you can collaboratively solve problems and plan for profitable outcomes.

This is your opportunity to pick up tips from masters of the trade as we take you behind the scenes on projects across the country.

Interviews with lab experts will delve into the makeup of products you use every day — and analyze their on-the-job benefits to help you make the smartest choices.

Today's concrete coaters must carefully and strategically map their route to success. No easy task when new products, new competitive forces and unforeseen challenges are constantly biting at your heels. Through *Concrete Coater* magazine — and our series of *Concrete Coater* e-newsletters — we at Sherwin-Williams will help you focus on what it takes to keep your business moving forward.

Jay J. Davisson
President, Paint Stores Group
The Sherwin-Williams Company



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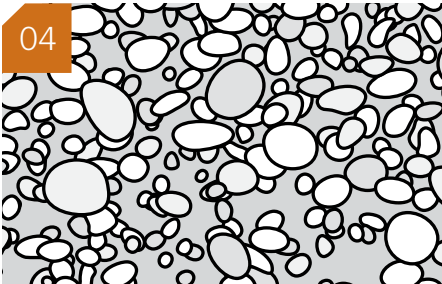
ONLINE FEATURES AT
SWCONCRETECOATINGS.COM

- Information on coatings, decorative concrete products, supplies and equipment.
- Information and tips from industry insiders.
- Projects and industry links.
- Specifications and services.
- Find the nearest Sherwin-Williams store and learn about concrete events in your area.

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ASSURE GREAT ADHESION AND FAST CURE

Sherwin-Williams Loxon® Conditioner is now available in clear or white. The pigmented version makes it obvious where the product has been applied on bare masonry.

Use it as a sealer for new construction or where the existing topcoat has deteriorated over time. Loxon Conditioner meets the most stringent VOC regulations. Move it to the top of your spec list and know you'll get these premium performance benefits:



- Exceptional resistance to alkali.
- Excellent efflorescence resistance.
- Impressive adhesion.
- Bonds light chalk and dusting concrete.
- Fast seven-day cure on new concrete, stucco and other vertical masonry surfaces.
- Temperature tolerance as low as 40° F.



VIBRANT COLOR IN LESS TIME

For all those interior jobs when disruption and downtime are top concerns — from public walkways to restaurant floors — an acetone dye stain is the color choice that can make you a hero.

H&C® Acetone Dye Stain dries to the touch in just 20 to 40 minutes. That's far faster than acid stains that require a minimum of four hours to react, as well as labor-intensive neutralization.

Even with its aggressive drying time, H&C Acetone Dye Stain produces vibrant faux or single-look colors. Choose from our collection of 16 ready-to-use stains. All of them allow you to work with the straight color or mix freely to achieve nearly any custom shade you'd like.



EASY APPLICATION, EASY CLEANUP

After spending hours applying color and densifying a polished concrete floor project, you want to finish with a sealer you can trust. H&C® Lithium Protective Finish resists peeling, flaking and fading. Application is easy. And cleanup is worry-free, thanks to its water-based chemistry — which also makes it VOC-compliant.

Use it on any interior polished concrete application, including warehouses, retail outlets, showrooms, airports and distribution centers. Your customers will be impressed with the high-gloss reflectivity. And they'll appreciate it even more down the road when they experience improved stain resistance and simpler maintenance.

IN-STORE EVENTS & EXPOS

Learn how to profit with protective coatings and decorative concrete products from Sherwin-Williams. Pick up tips from experts during live demos and seminars. Get the inside story on how to use products, how to prepare surfaces and how to make sure you give customers the best possible results on every job.

Whether you're new to the business of concrete protection and improvement or looking to expand your knowledge, these events are packed with valuable information you can put to work.

For dates and times, visit swconcretecoatings.com or check with your local Sherwin-Williams store.

Get more details on Sherwin-Williams and H&C products at swconcretecoatings.com. Or talk with a sales representative at your nearest Sherwin-Williams store.



THE ULTIMATE PROTECTOR

Clients get outstanding performance. You get done faster.

Wind-driven rain, alkali and efflorescence don't stand a chance against this industry-leading concrete and masonry coating. It's a proven winner for performance as well as ease of use.

You can meet the most stringent VOC regulations and your jobs will go faster because you can use one less coat and still get maximum, long-lasting results. There's no need to use a primer — just go direct to either bare concrete or masonry with a pH as high as 13. You can apply Loxon XP® Masonry Coating to fresh concrete and masonry less than 28 days old.



ELIMINATE FREQUENT REPAIRS.

Loxon XP has exceptional flexibility, durability and fade resistance.

DISCOVER COLOR INNOVATION.

Sherwin-Williams ColorCast Ecotoner® colorants deliver color accuracy, vibrancy and a thicker consistency without adding to the VOC content of any coating when tinted.

USE EVERYWHERE.

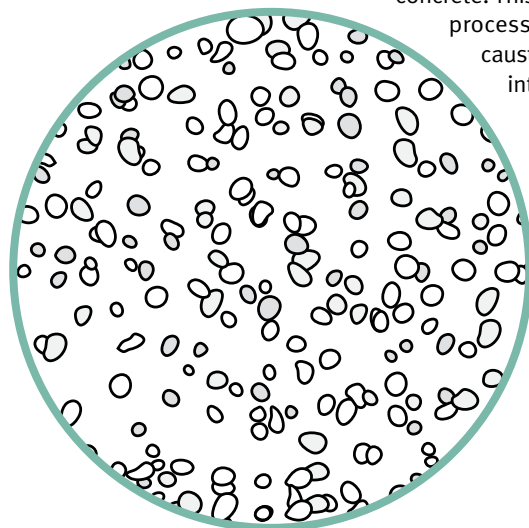
On all types of concrete and masonry surfaces, including tilt-up, precast, poured-in-place, CMU, cement block and stucco.

DENSIFIERS DEMYSTIFIED

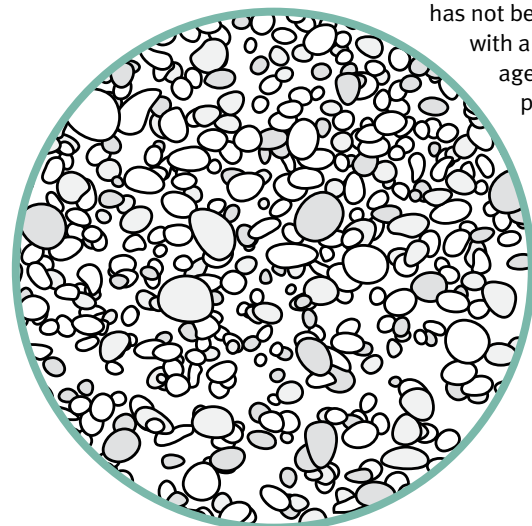
Concrete's naturally porous composition benefits greatly from the application of densifiers — chemical solutions designed to improve concrete's surface hardness, density and shine. When you apply a liquid densifier to concrete during coloring or polishing, the solution reacts with the free lime or calcium hydroxide present in the concrete to solidify it, making the concrete surface much less permeable and more resistant to stains. The most common uses: on hard-troweled industrial floors, polished concrete and decorative stained concrete.

Kinds of densifiers

There are many kinds of densifiers, classified into two "generations." Magnesium, potassium and sodium silicate are first-generation products and react with the calcium hydroxide in the concrete. The reaction starts immediately but continues slowly, due to the natural closeness of the pH of concrete. This application process is more caustic and labor-intensive.



Second-generation densifiers (right) penetrate more deeply than first-generation densifiers (left). The reaction is faster and the result is a harder, more uniform surface.



Second-generation densifiers are lithium silicate-based densifiers with nano-sized technology and waterborne colloidal silica from nano-sized amorphous particles mechanically suspended in water.

The lower pH of this colloid makes the reaction much faster and increases more reaction points with the free lime in the concrete. Plus, the suspension of the silicate particles allows the solution to penetrate much deeper before this reaction takes place.

H&C® Clear Liquid Hardener & Densifier

H&C Clear Liquid Hardener & Densifier is an amorphous colloidal silica solution designed to both harden and densify concrete. This proprietary formulation penetrates and reacts with concrete faster than conventional systems and produces a harder, more uniform surface. What exactly makes this densifier unique? It allows the solution to penetrate deeper — 3/16 to 1/4 of an inch — into the concrete before solidifying, creating better protection for the concrete. Its work time of 20 minutes saves product and costly labor time. H&C Clear Liquid Hardener & Densifier can be used on both interior and exterior concrete. When using on exterior concrete, be sure that the concrete has not been previously sealed with a curing compound. Curing agents, clear sealers and any previous surface coating should be chemically or mechanically removed.



Give floors a long-lasting shine that's easy to maintain when you use a second-gen hardener and densifier.

Polishing and application

- 1 **On plain hard-troweled concrete (industrial floors).** In all cases, the concrete needs to be clean; reasonably dry; and free from grease, oils and any other contaminants. It's recommended that the floor be profiled with a 100- and then 200-grit floor grinder. This opens the surface and allows the best penetration of the solution. Liberally apply the solution across 400 to 500 square feet of surface and agitate for about 15 to 20 minutes. Do not allow drying while penetration is taking place. After penetration, remove excess solution with water and a floor scrubber.
- 2 **For polished concrete.** Follow the same steps as above, but continue to grind and polish. After polishing, use H&C® Lithium Protective Finish to increase surface hardness and gloss.
- 3 **When opting for color dye or stain.** Preparation is the same as hard-troweled concrete: Add color dye or stain halfway through the grinding process. For instance, polish with 30, 50, 100, 200 and 400 grit, then add color and densifier. Continue polishing using resin bond diamonds 800, 1,500 and 3,000 grit. After polishing, use H&C Lithium Protective Finish to increase surface hardness and gloss. The protective finish should be burnished with a high-speed buffer to achieve maximum hardness and sheen.



H&C Clear Liquid Hardener & Densifier meets some of the most stringent VOC regulations. It leaves very little residue, so you can clean up with an auto-scrubber and water.

Dependable business builder

Densifying and polishing floors is a smooth process using H&C Clear Liquid Hardener & Densifier, with its deep, quick penetration and ease of application. Success is virtually guaranteed every time. Beautifully executed projects will lead to more satisfied customers, opportunities and profits.



CONCRETE ADVICE:

Look for H&C online training videos and in-person training at local Sherwin-Williams store events listed on our website. You'll find full application technical data and more product details, too. Go to swconcretecoatings.com.

TIPS TO PREPARE FOR COATING SUCCESS

How to diagnose and prepare problem concrete surfaces.

CONCRETE IS ONE OF THE OLDEST BUILDING MATERIALS, DATING BACK TO THE ROMANS IN 100 B.C. LIKE THE ROMANS, TODAY'S BUILDING AND HEAVY CONSTRUCTION INDUSTRY STILL RELIES ON CONCRETE'S STRENGTH. UNLIKE THE ANCIENTS, MODERN TRADE PROFESSIONALS NOW HAVE MORE TOOLS TO HELP EXTEND THE LIFE OF CONCRETE SURFACES.

Larry Mroz, business development manager for the concrete products group at Sherwin-Williams, periodically teaches a continuing education course for the American Institute of Architects (AIA) that helps professionals understand basic concrete composition, diagnose problems, handle surface preparation and repairs, and specify the right protective coatings for projects. Here's a capsule summary of that course:

CONCRETE: THE BASICS

The word "cement" is often mistakenly used to describe "concrete." But Portland cement is just an element of the concrete mixture. When mixed with water, Portland cement becomes a workable paste. The lower the water content, the stronger the finished concrete will become. During the mixing process, aggregates (such as gravel, crushed stone or sand) are added to improve concrete strength and durability. Typically, aggregates make up 60 to 75 percent of overall concrete volume.

In addition to standard aggregates, concrete can contain polymer additives, which can improve a surface's flexural strength while reducing shrinkage. In certain applications, corrosion inhibitors are used to extend the life of embedded rebar supporting horizontal and vertical structures.



The type of aggregates and additives in concrete are usually defined by the end use. For example, a fine sand aggregate is often used for vertical or overhead applications. On the other hand, deeper pours on horizontal surfaces (such as sidewalks or concrete driveways) need a coarse aggregate mixture.

On concrete surfaces, such as these entrance pillars, proper coating adhesion is the result of thorough surface diagnosis and testing.

Photography by Jackson Hill



Cracking may indicate an unsound concrete substrate.



Scaling from freeze-thaw, chemical attack, poor quality concrete mix or improper finishing.



Acid etching can open concrete pores.



Insist on a condition survey with a visual inspection.



Proper preparation ensures bonding of your protection system to the substrate.



Build customer relationships with service and expertise.



Diamond grinding: for horizontal surfaces.

DIAGNOSING DAMAGE TO EXISTING CONCRETE

The forces that cause concrete problems fall into three basic categories:

- » Internal forces may include concrete shrinkage from natural drying, a poor-quality initial mixture or inadequate curing.
- » Human forces can involve a wide range of issues, such as weight overloads, sharp impacts or the use of certain chemicals on concrete surfaces.
- » Environmental forces are often freeze-thaw cycles, wind-driven rain or “acts of God” — such as fires, floods or earthquakes.

When beginning a condition survey, the most obvious starting point is a visual inspection. This would include checking horizontal or vertical surfaces for significant 1 cracking or 2 scaling or pop-outs (due to freeze-thaw, chemical attack, porous aggregate [pop-outs], de-icing salts, poor quality concrete mix or improper finishing). These clues are the initial evidence that the concrete substrate may not be sound.

When a 3 visual inspection doesn't provide enough information on problem and treatment, consider these two follow-up steps:

- » **Nondestructive testing.** A common nondestructive test involves dragging a heavy chain across a horizontal concrete surface and using a petrographic meter to listen for soundings in the hollows of the substrate.
- » **Destructive testing.** This more aggressive diagnostic tool often requires drilling into concrete surfaces to obtain core samples, which are sent to a lab for chemical analysis. The analysis provides a scientific assessment of the substrate's condition and specific factors that are causing deterioration.

Many states require professional consultants or engineers when these tests involve structural repairs. However, even in locations where it's not required, contractors are strongly encouraged to use such professionals to ensure accurate test results, especially when structural elements are involved.

Asking good customer questions, and really listening to their responses, is a critical element.

PREPARING AND REPAIRING CONCRETE SURFACES

When preparing concrete surfaces for application of protective coating or sealants, it's important to choose the right approach for the job. This can range from basic pressure washing to very aggressive mechanical abrading techniques.

Concrete porosity — or surface absorbency — is critical to ensure proper coating adhesion. On horizontal surfaces, a good way to assess porosity is the “dime rule.” Place a dime-size water bead on the concrete and time the rate of absorption. If this test takes 15 to 20 seconds, then 5 power washing or a phosphoric 4 acid etch should be enough to open concrete pores. Conversely, if the water takes a minute or more to disappear, the surface may require 6 diamond grinding, abrasive blasting or scarification to provide adequate absorption.

Preparation of vertical surfaces requires more careful consideration. Acid etching is not recommended, due to application difficulty and spillage concerns. Similarly, it's wise to avoid mechanical grinding on vertical surfaces, largely due to the risks of silicosis (a respiratory disease caused by silica dust). In fact, the most common technique for walls and other upright concrete areas is pressure washing. In cases requiring more aggressive surface preparation, sandblasting is an acceptable procedure.

PROTECTIVE CONCRETE COATINGS: MANAGING CUSTOMER EXPECTATIONS

When it comes to selecting coatings, a trade professional must often walk the line between 7 managing customer expectations and choosing the right product for a specific job.

In recent years, as the national economy still seeks to regain momentum, many commercial and residential property owners are continually looking to do more with less. In terms of protective coatings for concrete surfaces, that often means selecting a middle-of-the-road product, which delivers good — but not maximum — return on investment.

“Asking good customer questions, and really listening to their responses, is a critical element,” Mroz says. “The bottom line is that you need to have a ‘good-better-best’ product continuum in your recommendations.” For example, if the customer wants a long-term protective solution, you need to stress the benefits of that higher-quality product and how the upfront higher cost will result in less expense over time.



CONCRETE KNOW-HOW:

Continuing education programs from Sherwin-Williams keep you up to date on concrete coatings techniques and information. Call 1-800-524-5979 to have a sales representative contact you.

PROVEN PROTECTION

A brief sampling of top protective products from Sherwin-Williams:



Loxon® Exterior Products. Our full line of exterior concrete and masonry solutions includes Masonry Conditioner, Block Surfer, Acrylic Primer, High Build Coatings and Water Repellants. Loxon's elastic formula helps bridge hairline cracking and can be applied on hot (green or fresh) concrete, stucco and block surfaces with a pH of up to 13. Loxon's unique system allows the coating to resist efflorescence and wind-driven rain, providing a protective shield against moisture and mildew.



ConFlex XL™ High Build Coating. This elastomeric waterproofing coating protects concrete and masonry surfaces from water penetration and is available in smooth or textured finishes. Its thick, elastic film covers, hides and protects — minimizing pinholes and bridging cracks. Use it confidently on all types of new construction or repaints, including concrete panel, pre-cast concrete panel, CMU and stucco.



UltraCrete Texture Coating. Trust this coating to provide an attractive, economical, uniform textured finish for masonry substrates and enhance the appearance of tilt-up, CMU construction or precast panel surfaces. It minimizes surface irregularities and imperfections for a handsome presentation with good color retention. UltraCrete is available in fine, medium or extra-coarse textures and a variety of custom tints.



MAKING CONCRETE POOL DECK MAINTENANCE GO SWIMMINGLY

Consistent quality wins continuing business.

When a hotel offers indoor swimming, guests generally expect to splash their way through water *in* the pool — not on the concrete deck that surrounds it. So, when Aurora Burciaga discovered a puddling problem around the pool of the Hyatt Place hotel she managed in Fort Worth, Texas, she sought advice from Hyatt’s corporate facilities team.

Their suggestion? Call Brent Hagood at Prime Restoration (primerestorationinc.com) in Atlanta. “Our corporate facilities VP [Randy Dawes] said Brent’s firm had done more of these pool deck repair and protective maintenance projects for Hyatt Place than anyone else, and that the overall layouts were much the same,” Burciaga recalls.

“That was good news for me, because it meant the work could be done more quickly and efficiently.” During the past six years, Prime Restoration has handled pool deck repair and protective maintenance at more than 40 Hyatt Place properties throughout the U.S. After Burciaga gained approval for the work, the hotel’s on-site maintenance

team provided photos and measurements of the pool deck area for Hagood’s long-distance review, which allowed him to provide a project estimate. However, photos don’t always tell the whole story. “When we arrive on any job site, the first thing we do is walk the entire area, looking for things not captured in the initial proposal,” says

Hagood. “After walking the job, we discovered the pool deck drains were set too high above the finished grade concrete, which caused water to puddle on the concrete surface rather than go down the drains.”

After reviewing the findings with Hagood, Burciaga issued a change order for the added expense to build up the concrete surface to provide proper drainage. When the construction work was completed, the Prime Restoration crew used SherCrete® Flexible Concrete Waterproofer to protect and seal all pool deck surfaces.

In a hotel, any service interruption is a potential problem, and highly visible repair work can be a major issue if not expertly handled. In that area, Burciaga says the quality of Prime Restoration’s communication matched the high quality of their work.

“From start to finish, Brent was really good about communicating with us,” she says. “He did a great job explaining needed changes from the initial estimate, and he provided regular updates

over the four or five days the repair and waterproofing took place. And, the crew did a great job minimizing the work’s effect on our guests.”

In addition to good communication, Hagood says successful collaborations also need a healthy dose of empathy and focus.

“This kind of work is a big inconvenience for the hotels, so we planned our work and stayed focused on getting in, doing the job and getting out as quickly as possible,” Hagood says. “That’s where our well-informed Sherwin-Williams representatives are vital, because they’re knowledgeable about the products we use and can quickly locate important information on any new products we might consider.”

Since this project was completed, Burciaga has taken on a new job as general manager of the Dallas Arlington Hyatt Place Hotel. Not surprisingly, she has already prepared a capital request to have Prime Restoration handle pool deck maintenance at that property in 2013.



Base coat application begins.



Completed base color.



Stencil pattern is rolled out before applying accent color.

WHY SHERCRETE® FLEXIBLE CONCRETE WATERPROOFER?



Brent Hagood could select a number of waterproofing solutions for his company’s concrete protection needs. But only SherCrete Flexible Concrete Waterproofer passed rigorous R&D testing by Sherwin-Williams — and his own business.

“SherCrete offers great flexibility when properly applied to concrete, so it helps prevent future cracking,” he explains. “It’s easy to apply and has great protective qualities, which makes it really good for visible surfaces like pool decks and exterior balconies.”

MUSEUM~QUALITY PROTECTION

COATINGS THAT STAND UP TO WEATHER HELP PRESERVE HISTORY.

Two decades ago, Carole Lynn Meadows had a dream: Turn an old elementary school into a must-see learning destination for children along the Mississippi Gulf Coast.

While the vintage building had good bones, years of neglect and weather damage had taken a heavy toll.

How did she move this project from vision to reality? By calling general contractor Gordon Myrick and painter David Shoemake, both of whom had the skills — and the heart — to bring The Lynn Meadows Discovery Center to life.

An initial inspection revealed that much of the old school's brick and mortar walls were failing. That meant those surfaces had to be repaired before they would even accept a protective coating. Once the

baseline work was complete, Shoemake applied SherLastic™ Elastomeric Coating to masonry walls. The sealer covered small cracks and provided a strong moisture barrier, which made the follow-up paint work smooth and easy.

When the Discovery Center first opened in 1998, distinguished by bold primary colors, it soon became a well-loved community asset for children and families. But seven years later, Hurricane Katrina destroyed the education wing and first floor of the renovated structure. Myrick and Shoemake were called in once again to repair the

damage. In addition to using SherLastic on many of the rebuilt masonry surfaces, Shoemake also applied Loxon XP® Masonry Coating on some new vertical brick walls where one-coat priming was a distinct advantage. Like SherLastic, Loxon XP offers top protection against the Gulf Coast's rain, wind and high humidity.

“Not every product can stand up to all these weather conditions, so you've got to be a little more particular with protective coatings in this kind of environment,” Shoemake says.

Through the initial renovation, post-Katrina repairs and subsequent additions, Myrick and Shoemake are proud of the legacy they've provided the community. So is Meadows.

“With vision, talent and hard work from people like David and Gordon, this project has become a part of local history,” Meadows says. “We've been on the same team for a long time and, in many ways, the Discovery Center is as much their baby as it is mine.”



Photography by Jackson Hill

Two generations of ideas and experience helped ensure the Lynn Meadows Discovery Center will shine bright for years to come. The Shoemake Painting family includes Chad, David and Derek.

RELATIONSHIPS MATTER.

As a veteran painting contractor, David Shoemake values high-quality products and long-term business relationships. In his opinion, Sherwin-Williams scores high on both counts.

Among protective products, Shoemake says the SherLastic™ Elastomeric Coating stands out because it provides a very consistent,

permeable base on which paint coverings will hold and last. In addition, he likes Loxon XP® Masonry Coating for its one-coat priming ability and tremendous waterproofing properties on old or porous surfaces.

On the relationship side, Shoemake stays with Sherwin-Williams because

of its stability and partnership. “For example, when I go to one of their stores and say I need more supplies for the Discovery Center project, I know the protective supplies I need will be there and that paint color matches will be impeccable,” Shoemake says. “That's important to me. And to my clients.”



SherLastic™ Elastomeric Coating
Whether your project is historic or brand-new, longer life starts with this all-star economical protector. Get details at swconcretecoatings.com.

FIND YOUR NICHE TO GET NOTICED

Perseverance, artistic merit help this decorative concrete pioneer's business thrive.

Chris Suckow has spent the past 12 years carving out a distinct niche for specialty projects with artistic flair. While his company, Surface Specialties, LLC (surfacespecialties.net), is based in Gulfport, Miss., the firm serves residential, commercial and government clients from Texas to Florida. Recently he sat down with *Concrete Coater* to answer a few questions.

Concrete Coater: How did you get started in the business?

Chris Suckow: Years ago, when I was an estimator for an insulation company, I ran into a buddy who was doing some stained concrete projects. Once I saw that, I was immediately hooked on the work.

CC: What steps did you take to grow your company?

CS: We're very persistent about doing certain things, such as using good-quality products and delivering what we say we're going to do — when we said we would do it. I think these simple things really helped us when the economy went south. Instead of trading up from 2,500-square-foot homes to 3,500-square-

foot homes, our customers focused on getting the best value out of their existing property. So, when they looked to make a decorative concrete investment, they trusted that we would deliver on our promises and stand behind the work. While our new-construction business dropped about 40 percent, our existing residential customer trade went up dramatically, which helped us actually grow overall revenue during that time.

CC: Can you share some unique problems you've encountered — and how you solved them?

CS: We were selected to design and erect a monument in Gulfport for Brittney Reese, a local girl who won the long-jump gold medal in the 2012



OLYMPIC TRIBUTE
A clever design change made this monument a winner.

London Summer Olympics. The original plan was to collaborate with vocational-technical students at a local high school to create a space with a pedestal and a stamped concrete base. But during the concrete pour for the pedestal a form blew out, which ruined the plan for a perfectly symmetrical vertical object. Since we didn't have time to tear it out and start over, I got Brian Mills, a representative from Sherwin-Williams H&C concrete products, on the phone to discuss ideas. We came up with the concept of using the H&C stampable overlay product to rework the pedestal into a less structured — and more artistic — monument. In the end, I think the finished product is actually more attractive than the original idea.

CC: What sold you on using H&C products?

CS: I've used just about every kind of concrete product out there, and I was a bit skeptical when I heard Sherwin-Williams was coming out with applications for this market. But once I did some research and tried some of the products, it didn't take long for us to become believers. In fact, we've switched most

of our decorative product lines to H&C, available at local Sherwin-Williams stores.

CC: What are the top two pieces of advice you'd give to industry peers looking to grow their business?

CS: First, make sure you start slowly and use quality products. In the beginning, we didn't bite off more than we could chew, so we could focus on quality and establishing a good reputation. More recently, our product partnership with H&C has been highly beneficial — for both our company and our customers.

Second, try to find a market niche that others can't easily duplicate. For example, my firm does a lot of custom concrete artwork, in which we can take virtually any organization's logo or design and build that image right into a floor. Or, like at the Gulfport monument project, there's a lot of custom engraving our team does by hand. Those are things that help us stay ahead.

Find the complete line of H&C decorative concrete products at local Sherwin-Williams stores, along with experts to guide you to success. Locate your store at swconcretecoatings.com.



Photography by Jackson Hill

We're very persistent about using quality products and delivering what we say we're going to do.

- Chris Suckow

FOUR-STAR FLOORS.

Make sure your polished concrete floors get stellar reviews by choosing ingredients that produce durable results. For the Steve's Marina restaurant in Long Beach, Miss., Chris Suckow specified these products to battle constant foot traffic and daily food spills.



H&C® Acetone Dye Stain
Colors intermix easily for rich results that match your design vision.



H&C® Clear Liquid Hardener & Densifier
The secret weapon for achieving a hard, durable concrete surface.



H&C® Lithium Protective Finish
Finish projects with protection that shines on and on.

SELECTING A SEALER



Jeff Wells, Training and Business Development Manager at H&C Products, The Sherwin-Williams Company

Before selecting a sealer, I suggest contractors ask three questions:

1 What are your customer's expectations? Are they looking for low maintenance, increased durability and/or ease of application?

2 What do they want to achieve in color? Do they want to keep the color close to the application finish or make it deeper and richer?

3 What is their capacity for maintenance? Are they willing to perform periodic cleaning and recoating? Or, would they rather apply it and forget it?

Next, check the sealer's characteristics and

performance aspects. Look for the VOC (volatile organic compounds) content, level of solids, yellowing aspects, appearance (from matte to high-gloss), resistance to oil and grease, slip resistance, permeability, coverage and, very important, life expectancy.

In general, acrylics form a thin protective film on the concrete surface and are highly breathable. Penetrating sealers react with concrete to shield against moisture penetration and de-icing chemicals.

Here are specific characteristics of sealers designed for light commercial and residential applications:

Water-based acrylic sealers. These are highly breathable and easy to apply. They dry quickly, clean easily after application, have low VOC (must be less than 50 g/L based on ASTM D6886) content compared with conventional products, and

won't yellow. They leave a clear, although somewhat waxy, surface that is close to the original color application. However, they also tend to have lower performance and a shorter life span than other sealers.

Solvent-based acrylic sealers. These are also easy to apply and very fast drying, and they provide good penetration; stain resistance; excellent clarity; a deep transparent finish; and enhanced, richer color. Cure-and-seals can be applied to freshly poured concrete and may result in a wet look depending on your product choice. However, solvent-based sealers have moderate to high odor. They also may yellow over time or bubble when applied to concrete surfaces with high temperatures, or when evaporation occurs too quickly and the surface dries before it cures. These are commonly used when dealing with stamping and decorative

treatments cast into the concrete and can be applied in the first 72 hours of the concrete placement.

Silane/siloxane penetrating sealers. These are often used when water repellency is critical in horizontal or vertical concrete. Advantages include excellent penetration, breathability and good protection from salt, efflorescence and freeze-thaw cycles. Disadvantages include lower chemical resistance, some odor and no color enhancement. Applying a penetrating sealer followed by a solvent-based acrylic, however, can create a decorative surface with a very high sheen.

Densifiers. These tend to harden and compact the concrete and offer good penetration, reduced porosity and moisture migration, and excellent resistance to salt and heavy mechanical traffic, but result in little sheen with no color enhancement.

Check out the wide variety of H&C sealers in Sherwin-Williams stores.

Environmental regulations increasingly demand products with low volatile organic compound (VOC) content. In general, water-based sealers satisfy this need more than solvent-based sealers. However, thanks to Sherwin-Williams and H&C technology, low VOC (must be less than 50 g/L based on ASTM D6886) solvent-based sealers are now available.



H&C® Concrete Sealer Wet Look. A water-based, high-solid content exterior acrylic sealer that's environmentally compliant. Produces a tough, durable finish. Can be applied to previously coated or bare concrete. Dries to a transparent gloss.

Ideal for patios, driveways and pool decks.



H&C® Low VOC (must be less than 50 g/L based on ASTM D6886) Concrete Sealer Clear Gloss Solvent-Based. Made with exempt solvents compliant in VOC-regulated areas. This unique product can be used as a cure-and-seal, allowing application 72 hours after a concrete pour.

Ideal for exterior concrete driveways, pool decks, patios, garages and athletic courts.



H&C® Concrete & Driveway Protector. A clear, water-based siloxane water repellent designed to protect bare concrete and masonry surfaces. Its formulation allows for easy application and cleans up with soap and water.

Ideal for driveways, walkways, pool decks and garage floors.

Photography by Carve Surfaceworks



LAYERS OF GENIUS

The power of collaboration can be amazing. When three concrete artisans teamed with a professional painter/sculptor, the result was a unique masterpiece. Contractor John Jarvis and his team at Carve Surfaceworks welcomed their client, artist Tom Slattery, to work alongside them as they created this floor for his yoga studio in Wilmington, N.C. As the concrete experts applied layer upon layer of vivid acetone dye stains, Tom used an air compressor to coax the dye into shapes inspired by nearby ocean beaches. The result? Fresh, fluid, smooth forms — just like the movements he teaches his yoga students.

CONCRETE KNOW-HOW:

John Jarvis reduced the red dye to 25% of its original intensity and turned three H&C® Acetone Dye Stain colors into six by strategically blending. He says, “Acetone dyes have revolutionized the business. Thanks to their short dry time, we can finish a project very quickly.”