

## CATEGORYINSIGHT

**H.I.E.**  
**REPORTS**

### GROWTH DRIVERS IN PACKAGED CONCRETE & CONCRETE REPAIR PRODUCTS

#### Multiple Line Extensions Create Opportunities

Demand for packaged concrete & repair products continues to rise, and suppliers are adding new bags and tubes that embed bonds and fill holes.

Quikrete's three newest offerings in the category are Q-MAX Pro Concrete, Re-Cap Concrete Resurfacer, and a line of Advanced Polymer Sealants & Adhesives that includes self-leveling, mortar joint, concrete crack, and non-sag sealants, and a construction adhesive.

"Driven by a culture of exploring cements, additives, and mix designs that influence setting behavior, permeability, dimensional stability, durability, and other characteristics, Quikrete regularly establishes new product standards," says Frank Owens, vp marketing at The Quikrete Cos. "These three new products address the unmet needs of customers with consistent quality and performance as tested and measured against project specifications."

Rapid Set has introduced Asphalt Resurfacer, a high-performance, fast-setting multipurpose, cementitious material that provides superior adhesion to asphalt surfaces and higher durability than conventional asphalt.

"Asphalt Resurfacer provides a way to quickly resurface existing asphalt pavement, allowing traffic to quickly return to service," says Grant Kao, director of product development at CTS Cement Manufacturing. Rapid Set Asphalt Repair Mix, meanwhile, is a cement-based, flexible, low-shrinkage, fast-setting pothole fill and repair material that tackles the jobs

standard cold patch materials can't. The product can be used on driveways, parking lots, roads, and potholes.

"Rapid Set Asphalt Repair Mix is a great match between asphalt and a cementitious repair material to allow municipalities to extend the life of their pavements," Kao adds.

The acrylic-based Sikacryl Ready-Mix Concrete Patch cures to a tough and durable finish for use on any masonry surface. One gallon covers about 400 sq. ft., and the product offers strong adhesion and maintains VOC compliance.

#### Strong Ingredients Expediate Jobs, Build Sales

The right combination of ingredients serve to make projects finish faster and drive retail business.

Every 80-pound bag of Quikrete Q-MAX Pro Concrete contains alkali-resistant fiberglass fibers, an air-entraining admixture, and an integral corrosion inhibitor. Owens says the results are crack and corrosion resistance, as well as "a superior finish, easy workability, and freeze-thaw durability."

"Q-MAX Pro is the only concrete mix that delivers one-hour working time, three-hour walk-on time and 6,500 PSI compressive strength," Owens adds. "Contractors can complete projects quickly while meeting all the necessary structural construction and/or repair requirements."

Quikrete's Re-Cap Concrete Resurfacer blends Portland cement, graded sand, polymer resins, and other proprietary additives. A 40-pound bag covers about 20

sq. ft. at a quarter-inch thick and 90 sq. ft. as skim coat. "The renewed concrete can be walked on in eight hours and driven on in 24 hours," Owens points out, adding that Re-Cap "is four times stronger than the concrete itself, which means the concrete surfaces being renewed will fracture or crack before its bond with resurfacer will break."

Available in 10-ounce tubes, Quikrete Advanced Polymer Sealants & Adhesives include "solvent- and isocyanate-free high-performance, commercial-grade flexible repair and bonding materials that meet ASTM C920 standards," Owens says. The sealants offer tack-free finishes in 20 minutes, while the Construction Adhesive needs less time to "permanently bond concrete, masonry, brick, veneer stone, foamboard, drywall, wood, and plastic."

The Rapid Set Asphalt Resurfacer can be applied from a quarter-inch to two inches thick, and can be extended up to 75% by weight with clean coarse aggregate to apply thicknesses up to two feet. Rapid Set Asphalt Repair Mix can be used for repairs ranging from 2-24 inches thick. Both products achieve drive-on strength in 90 minutes.

#### Market Faith, Green Properties Beneficial

Good news about the construction industry and the importance of environmentally friendly packaged concrete and repair products will serve the category well.

Owens is optimistic about the construction industry in 2020, and expects Quikrete's concrete and repair business to benefit from homebuilder sentiment hitting a 20-year high and flat home improvement spending after a strong 2019.

"With proven, high-quality pre-blended concretes, mortars, stuccos and grouts along with related repair materials," Owens adds, "Quikrete is best prepared and positioned to help make this optimistic outlook a reality for contractors, remodelers, and homeowners."

Reducing environmental impact is another important aspect of Rapid Set's Asphalt Resurfacer and Asphalt Repair Mix. Kao says that each product "contains environmentally friendly post consumer recycled material and offers zero gallons per liter of VOC."

#### Efficient Manufacturing, Wide Distributor Base Set Category Up

Quikrete utilizes its "vast national network of manufacturing plants" to deliver its products nearly anywhere within 24 hours and help better manage project costs, according to Frank Owens, vp marketing at The Quikrete Cos.

"As a result, contractors, remodelers and homeowners can count on Quikrete as a partner for successfully completing jobs on-time and in budget during 2020 and beyond," Owens says.

CTS Cement is focused on bringing its Rapid Set concrete repair products, including the Asphalt Resurfacer and Asphalt Repair Mix, to home center, pro dealer, and lumberyard customers.

"Contractors, owners, engineers, and architects choose Rapid Set to eliminate problems they have with other concrete repair materials, to save time and money, when superior durability is required, and when results need to be structurally sound and aesthetically pleasing," the company says.