



**CEMENT & CONCRETE PRODUCTS™**

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**TRANSFORM A DRAB SLAB WITH NEW QUIKRETE® DÉCOR PRODUCTS**  
*Advanced Formula Stains, Sealers and Coatings Beautify and Protect Concrete Surfaces*

**ATLANTA (Sept. 16, 2013)** – According to the 2013 Houzz & Home Survey<sup>1</sup>, 84 percent of respondents are planning a decorating or redecorating home improvement project in 2013. With this growing interest in home design projects, The QUIKRETE® Companies has introduced a new comprehensive suite of advanced formula decorative concrete products including stains, sealers, coatings and cleaners. These products are designed to help homeowners easily transform garage floors, foyers, laundry rooms, patios, sidewalks, pool decks and other mundane concrete surfaces into beautiful focal points that give the home personality.

“For nearly 75 years, homeowners have counted on QUIKRETE® products for a variety of concrete-related repair and home improvement projects, so it’s a natural extension to offer a premium line of products for decorating,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “Unlike paints or film-forming stains that can peel or fade over time, we’ve formulated our stains to penetrate, adhere and bond to an existing concrete surface for permanent decorative results. In addition, our sealers allow homeowners to protect concrete surfaces from oil, grease and other unwanted stains indefinitely.”

**QUIKRETE® CONCRETE DÉCOR PRODUCTS**  
([www.quikrete.com/ProductLines/Concrete-Coatings.asp](http://www.quikrete.com/ProductLines/Concrete-Coatings.asp))

**Concrete and Masonry Stains**

**Etching Stains:** Transforms plain concrete into a marble-like appearance with warm earth tones and unique shading.

- Permanently stains concrete in one step
- Creates unique, decorative, multi-toned appearance
- Ideal for interior rooms, patios, porches and driveways
- Covers 200-400 square feet depending on concrete surface porosity
- Colors: Tan, Coffee, Black, English Red, Olive
- Cost: Approximately \$76 per gallon bottle, or about 25 cents per square foot

<sup>1</sup> 2013 Houzz & Home Survey – more than 100,000 respondents in Jan./Feb.

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**Penetrating Concrete Stains:** Opaque appearance provides deep, rich color that is highlighted by natural variations in concrete and masonry surfaces.

- Penetrating stain does not peel
- Water based, polymer-bonded, UV resistant formula
- Matte finish
- Low odor and low VOC
- Ideal for floors, sidewalks, driveways and patios
- Covers 200-400 square feet depending on concrete surface porosity
- Colors: Charcoal, Gray, Walnut Brown, Burnt Orange
- Cost: Approximately \$29 per gallon bottle, or about 10 cents per square foot

**Translucent Concrete Stains:** Semi-transparent appearance highlights the natural variations in concrete and masonry surfaces.

- Penetrating stain does not peel
- Water based, polymer-bonded, UV resistant formula
- Matte finish
- Low odor and low VOC
- Ideal for garage floors, driveways, pool decks, sidewalks and patios
- Covers 200-400 square feet depending on concrete surface porosity
- Colors: Red, Terra Cotta, Cola, Light Brown, Light Gray, Gray, Blue, Golden Wheat, Brick Red
- Cost: Approximately \$27 per gallon bottle, or about nine cents per square foot

### **Concrete & Masonry Coatings**

**Epoxy Garage Floor Coating:** A two-part advanced formula water-based epoxy kit that delivers a high-gloss showroom finish with exceptional durability.

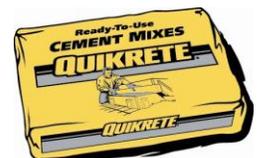
- Ready-to-use immediately after mixing the two components
- Superior adhesion eliminates hot tire pickup
- High-gloss finish
- Cleaner, Etcher & Degreaser included in kit for surface preparation
- Color flakes provide non-skid decorative surface
- Covers one car garage or up to 250-300 square feet
- Colors: Gray, Tan
- Cost: Approximately \$70 per kit, or about 25 cents per square foot

**Epoxy High-Gloss Coating:** A two-part advanced high solids formula water-based epoxy kit that delivers high-solids, clear protective barrier.

- Read-to-use immediately after mixing the two components
- Provides superior gloss, chemical resistance and durability
- Anti-skid additive included in the kit
- Covers up to 500 square feet on coated concrete and up to 300 square feet on uncoated concrete
- Cost: Approximately \$74 per kit, or about 18 cents per square foot

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**Masonry Waterproofer:** Beautifies and waterproofs porous concrete and masonry surfaces.

- Heavy-duty resin technology delivers maximum adhesion and a water-tight barrier
- Prevents mold and mildew on concrete and masonry surfaces
- Ideal for basement walls, retaining walls, foundations and other porous surfaces
- Can be applied by roller or brush
- Covers 100-200 square feet depending on concrete surface porosity
- Cost: Approximately \$30 per gallon pail, or about 20 cents per square foot
- Colors: Bright White

### **Acrylic Concrete Coating**

Textured acrylic coating provides a non-slip, new look finish to concrete surfaces.

- Heavy-duty resin technology provides superior adhesion to concrete surfaces
- Provides a consistent color and new look finish to old worn concrete surfaces
- Ideal for steps, sidewalks, driveways and patios
- Can be applied by roller or brush
- Covers 150-170 square feet depending on concrete surface porosity
- Cost: Approximately \$36 per gallon pail, or about 23 cents per square foot

### **Concrete & Masonry Sealers**

**Concrete & Masonry Waterproofing Sealer:** Water-based, highly water resistant silicone formulation designed to waterproof and seal without changing the surfaces appearance.

- Ideal for concrete, pavers, brick and stucco
- Appropriate for internal or external use
- Leaves natural-looking finish
- Protects against water, salt, oil and grease
- Covers up to 75-150 square feet depending on concrete surface porosity
- Cost: Approximately \$18 per gallon bottle, or 16 cents per square foot

### **Concrete & Masonry High Gloss Sealer**

Water-based, high-gloss, acrylic clear sealer designed to waterproof, seal and enhance surface color.

- Ideal for concrete, pavers, masonry, brick and natural stone
- Appropriate for internal or external use
- Leaves wet-look finish
- Protects against water, salt, oil and grease
- Covers up to 200-400 square feet depending on concrete surface porosity
- Cost: Approximately \$24 per gallon bottle, or eight cents per square foot

### **Surface Preparation & Cleaners**

**Cleaner, Degreaser & Etcher:** Surface preparation treatment for use prior to repairing, sealing or staining concrete, paver and masonry surfaces.

- Degreases, cleans stains and oil, and etches surface
- Significantly improves adhesion of coatings and repair materials
- Concentrated formula
- Solvent-free, low odor and low VOC
- Cost: Approximately \$20 per gallon bottle

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**Oil Stain Remover:** Removes oil stains and grease from concrete, paver and masonry surfaces.

- Heavy duty cleaner
- Solvent-free formula
- Ideal for use on concrete garage floors, driveways and patios
- Low odor and low VOC
- Cost: Approximately \$15 per gallon bottle

**Efflorescence & Rust Remover:** Removes efflorescence salts, rust and hard water deposits from horizontal and vertical concrete, pavers, brick, masonry and stucco surfaces.

- Uses safe, mild acid to remove efflorescence, rust, and other stains from surfaces
- Ideal for use on concrete or paver patios and walkways, and masonry or stucco walls
- Renews concrete, masonry and paver surfaces
- No scrubbing is required
- Cost: Approximately \$20 per gallon bottle

QUIKRETE® décor products are available in home retail centers and hardware stores nationwide. For more information on QUIKRETE® and its products, visit [www.quikrete.com](http://www.quikrete.com), like it on [Facebook](#) and follow it on Twitter [@QUIKRETE](#).

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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