



Contacts:

Chad Corley
The QUIKRETE® Companies
(404) 634-9100
ccorley@quikrete.com

QUIKRETE® HELPS HOMEOWNERS OVERCOME POLAR VORTEX *Energize Sidewalks, Driveways and Patios with Concrete Resurfacer and Stains*

ATLANTA (July 16, 2014) – Last winter’s extreme weather resulted in record low temperatures and record high snow cover in much of the United States and Canada. The combination of these factors damaged many sidewalks, driveways, patios and other concrete surfaces that homeowners now have to address this summer. Fortunately, homeowners can repair, renew and revitalize concrete surfaces harmed by the harsh winter weather in a two-step process using [QUIKRETE® Concrete Resurfacer](#) and [QUIKRETE® Translucent Stains](#).

From Dec. 2013 through Feb. 2014 the contiguous 48 states collectively averaged 31.3 degrees Fahrenheit and realized the 10th largest snow cover since 1966, according to the National Oceanic and Atmospheric Administration’s National Climatic Data Center. Concrete is like a sponge, so when snow and other precipitation repeatedly penetrate the surface, freeze and eventually thaw, it expands and causes unsightly cracking, flaking and spalling. Placing salts, sand and deicers on concrete covered in snow and ice compounds the issue and can discolor the concrete surface.

“Few things can be as detrimental to the appearance of concrete as an intense winter like the one we experienced this year,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “However, homeowners can permanently transform a weathered concrete surface into a vibrant focal point at home by applying QUIKRETE® Concrete Resurfacer and QUIKRETE® Translucent Stains. In fact, the two-day process is an easy and cost-efficient makeover option to any gray, mundane sidewalk, driveway or patio.”

With a simple squeegee application, QUIKRETE® Concrete Resurfacer provides a durable, wear-resistant surface designed to withstand heavy traffic on driveways, walkways, sidewalks and patios for approximately 25 cents per square foot. In contrast, removing and pouring a new slab of concrete costs \$3.50 to \$5.50 per square foot. QUIKRETE® Concrete Resurfacer, which will support foot traffic in about six hours, will cover approximately 90 square feet at 1/16-inch

The QUIKRETE Companies Inc.

One Securities Centre
3490 Piedmont Road, Suite 1300
Atlanta, GA 30305
404.634.9100 • 404.842.1424 Fax • www.quikrete.com



QUIKRETE® Overcomes Harsh Winter – Page 2

thickness per 40-pound bag. For detailed instructions on how to mix, pour and finish QUIKRETE® Concrete Resurfacer, visit www.quikrete.com/AtHome/Video-Resurfacing-Concrete-Slabs.asp.

After allowing the QUIKRETE® Concrete Resurfacer to set for 24 hours, apply the QUIKRETE® Translucent Concrete Stains to achieve a semi-transparent appearance that highlights the natural variations in the concrete or an opaque appearance that enhances the natural deep, rich color in the concrete, depending on which of the 12 colors is used. In addition, the water-based, polymer-bonded stains adhere permanently making them ideal for decorating garage floors, driveways, pool decks, sidewalks and patios. A one gallon bottle of QUIKRETE® Penetrating Concrete Stain covers 200-400 square feet depending on concrete surface porosity at approximately 10 to 15 cents per square foot. QUIKRETE® Concrete & Masonry Waterproofing Sealer or QUIKRETE® Concrete & Masonry High Gloss Sealer should be applied to protect the surface. For detailed instructions on how-to apply QUIKRETE® Translucent Stains, visit www.quikrete.com/AtHome/Video-Applying-Translucent-Concrete-Stains.asp, with the caveat that QUIKRETE® Cleaner, Etcher & Degreaser is not needed for preparation to recently resurfaced concrete before applying the stain.

For more information on QUIKRETE® products and projects including how-to videos, visit www.quikrete.com, [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including Pavestone, Custom Building Products, Target Technologies, Daubois and QPR. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center also 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 or call (800) 282-5828.

###

The QUIKRETE Companies Inc.

One Securities Centre
3490 Piedmont Road, Suite 1300
Atlanta, GA 30305
404.634.9100 • 404.842.1424 Fax • www.quikrete.com

