



**CEMENT & CONCRETE PRODUCTS™**

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## **QUIKRETE® COOKS UP OUTDOOR KITCHENS AT THE INTERNATIONAL BUILDERS SHOW**

**Las Vegas (Jan. 20, 2015)** – Only landscaping is a more popular residential outdoor design element than kitchens and entertainment spaces, according to a 2014 survey by the American Society of Landscape Architects. [The QUIKRETE® Companies](#), the leading manufacturer of packaged concrete products for the building and home improvement markets, is putting that trend on display with a variety of related product demonstrations including [QUIKRETE® Countertop Mix](#), [QUIKRETE® QUIKWALL® Surface Bonding Cement](#) and [QUIKRETE® Translucent Stains](#) at the International Builders’ Show (IBS) in booth C1259 at the Las Vegas Convention Center from Jan. 20-22, 2015.

“The desire to have an outdoor kitchen isn’t new, but was considered a luxury feature enjoyed primarily by affluent homeowners for many years,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “Today, installing an outdoor kitchen is a much more affordable and reasonable proposition for all homeowners when a thoughtful plan and the right products are used for a project, which is really only limited by imagination.”

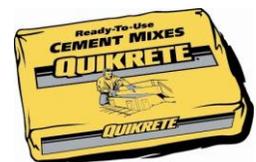
The following QUIKRETE® products used to build a kitchen and other outdoor entertainment areas will be demonstrated daily in booth C1259 at IBS hourly from 9:30 a.m. and 4 p.m. with a lunch break from noon – 1 p.m.

### **QUIKRETE® Countertop Mix**

QUIKRETE® Countertop Mix is a flowable, high-strength concrete designed for cast-in-place and pre-cast concrete countertops that serve as a beautiful, durable and dynamic alternative to granite, marble, steel, glass, wood and laminate. It contains a high-range water reducer and other additives to provide for a flowable mix and low water/cement ratio to minimize the need for mechanical vibration and to deliver reduced-shrinkage properties. As a result, the countertop mix can be stripped from its forms in 18 hours. Concrete countertops made with QUIKRETE® Countertop Mix can be customized to individual specifications with a variety of decorative [QUIKRETE® Liquid Cement Colors](#) and [QUIKRETE® Stains](#). Available in 80-pound bags, QUIKRETE® Countertop Mix is also less expensive than most countertop materials at approximately \$10 per square.

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### **QUIKRETE® QUIKWALL® Surface Bonding Cement**

QUIKRETE® QUIKWALL® Surface Bonding Cement alkali-resistant, fiberglass-reinforced, Portland cement based surface bonding cement used for construction of dry-stack block walls without the use of mortar. Applied in a one-coat process with a trowel for both exterior and interior use, above and below grade, QUIKRETE® QUIKWALL® Surface Bonding Cement provides structural integrity exceeding that of conventional mortar construction and the attractive look of finished stucco that can be enhanced with [QUIKRETE® Stucco & Mortar Colors](#), QUIKRETE® Stains or paint. In addition, QUIKRETE® QUIKWALL® Surface Bonding Cement is water and fire resistant making it attractive for low-maintenance outdoor structures. A 50-pound bag covers approximately 50 square feet at 1/8” thick or cost approximately 34 cents per square feet. For detailed instructions on how to use QUIKRETE® QUIKWALL® Surface Bonding Cement visit <http://www.quikrete.com/AtHome/Video-Dry-Stack-Wall.asp>.

### **QUIKRETE® Translucent Concrete Stains**

QUIKRETE® Translucent Concrete Stains create a semi-transparent appearance that highlights the natural variations in concrete and masonry surfaces. The water-based, polymer-bonded stains can be used in multiple color combinations to achieve a unique, multi-tone layered appearance that will not peel over time. Available in 12 colors, QUIKRETE® Translucent Concrete Stains are ideal for decorating concrete countertops, patios, paths, garage floors, driveways, pool decks and sidewalks for approximately 10 to 15 cents per square foot per gallon bottle, which will cover approximately 200-400 square feet depending in the porosity of the concrete.

[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 use QUIKRETE® Translucent Stains, visit <http://www.quikrete.com/AtHome/Video-Applying-Translucent-Concrete-Stains.asp>.

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

[QUIKRETE® Concrete & Masonry High Gloss Sealer](#) is a water-based, high gloss, acrylic clear sealer designed to waterproof, seal and enhance the color of decorative concrete, masonry, pavers, brick and natural stone surfaces. It repels water and protects from oil, gasoline, grease, salts, acids, household chemicals, food stains and is UV resistant. QUIKRETE® Concrete & Masonry High Gloss Sealer should be applied with a roller, brush or garden sprayer, and covers approximately 200-400 square feet per gallon or approximately 10 cents per square foot.

### **QUIKRETE® Concrete Resurfacer**

[QUIKRETE® Concrete Resurfacer](#) is a polymer-modified Portland cement based product designed for making thin layer repairs to and for restoring the appearance of existing sound concrete surfaces. 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” thickness per 40-pound bag. For detailed instructions on how to use QUIKRETE® Concrete Resurfacer, visit [www.quikrete.com/AtHome/Video-Resurfacing-Concrete-Slabs.asp](http://www.quikrete.com/AtHome/Video-Resurfacing-Concrete-Slabs.asp).

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**QUIKRETE® Fast-Setting Concrete Mix**

[QUIKRETE® Fast-Setting Concrete Mix](#) is a general purpose concrete designed to achieve final set in 20-40 minutes. The concrete mix does not require any mixing and reaches a compressive strength of 4,000 PSI in two hours, making it popular for setting a variety of posts including mailboxes, fences and basketball goals as well as pouring concrete slabs 2” or thicker. For detailed instructions on how to use QUIKRETE® Fast-Setting Concrete Mix, which is available in 50-pounds bags for approximately \$5, visit <http://www.quikrete.com/AtHome/Video-Setting-Posts.asp>.

**QUIKRETE® Textured Acrylic Concrete Coating**

[QUIKRETE® Textured Acrylic Concrete Coating](#) is a heavy-duty resin technology that provides a permanent non-slip, new look finish to old and worn concrete surfaces including steps, sidewalks, driveways and patios. Available in five-gallon buckets or one-gallon pails, QUIKRETE® Textured Acrylic Concrete Coating can be applied by roller or brush and covers up to 150-170 square feet depending on surface porosity for approximately 25 cents per square foot.

QUIKRETE® will randomly award two people \$1,000 each day for attending a product demonstration as verified by having a show badge scanned at booth C1259. More information on QUIKRETE® products and projects is available at [www.quikrete.com](http://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 SPEC MIX®, 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. Technical centers across the QUIKRETE® network also ensure that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For more information on The QUIKRETE® Companies or its products, visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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