

# DESIGNCRETE OF AMERICA, LLC.

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**"THERE IS NO JOB SO IMPORTANT, WE CAN'T REMEMBER SAFETY FIRST!"**

JULY 5, 2010

DEAR DESIGNCRETE DEALERS,

MID YEAR IS UPON US. TAKE SOME TIME TO ANALYZE YOUR COMPANY'S PERFORMANCE YTD- SALES, PROFIT MARGINS, EQUIPMENT. JUNE WAS OUR BEST MONTH FOR STAMP SALES, I THINK PEOPLE WANTED TO MAKE SOME MONEY THIS YEAR BEFORE INVESTING IN STAMPS. THE PALADIANO STAMPS ARE GAINING IN POPULARITY. THESE SETS ARE ABOUT 115 SF. SO A LOT OF CONCRETE CAN BE STAMPED PER POUR. THESE ARE NOT BEGINNER SETS.

UNFORTUNATELY, WE ARE RAISING THE PRICE OF 18 HGS AND 18HG BY 6%. THE NEW NET PRICE WILL BE ABOUT \$118.00/ 5AL. FOR MOST CUSTOMERS. THE MANUFACTURER SAID THE COST OF ACRYLIC HAS CONTINUED TO RISE AND THEY HADN'T RAISED MY PRICE. THEY COULDN'T ABSORB MORE PRICE INCREASES. I CAN'T COMPLAIN- IN SHOPPING SEALER PRICES A.H. HARRIS WAS \$169.00, STAMPCRETE AND INCRETE ARE \$199.00. WE REMAIN SIGNIFICANTLY LESS AND OUR SEALER IS FORMULATED W/ T-BAC INSTEAD OF ACETONE. T-BAC HAS A HIGHER FLASHPOINT SO IS BETTER THAN ACETONE. STILL USE EXTREME CAUTION IN THE HEAT- SEE BELOW

WITH THE HEAT OF SUMMER COMES FASTER SET TIMES, FINICKY SEALER ISSUES AND THE NEED TO BE MORE CAUTIOUS TO PREVENT PROBLEMS. LAST MONTH WE TALKED ABOUT SPRAYING SEALER VS. ROLLING IT. ALSO, SURFACE TEMP MUST BE BELOW 80. THIS IS AT ABOUT 5:30 AM. WATCH DEW IN THE MORNING SO YOU DON'T TRAP MOISTURE. I WOULD ADVISE USING LUMASEAL FX IF YOU CAN SELL THE JOB AS MEDIUM SHEEN.

MINI-DELAY SET: ONE BAG PER YARD PER HOUR- SO FRITZ PACK SAYS. REALLY A BAG OF MDS WILL SLOW DOWN A YARD ABOUT 30 MINUTES. POUR OUT HALF THE LOAD, ADD A BAG PER REMAINING YARD, MIX 5 MINUTES AND POUR THE REST. STILL THE BEST PRODUCT TO COME ALONG FOR STAMPED CONCRETE.

REACTIVATOR- IF BUBBLING OCCURS, FOG THE SLAB WITH REACTIVATOR TO RE-MULSIFY THE SEALER. APPLY IN THE MORNING TO ALLOW PROPER WORKING TIME. ALSO, RINSE THE CHAPIN SPRAYER AFTER EACH USE.

JULY SPECIALS WILL INCLUDE THE ABOVE PRODUCTS!!

THANKS,

ROB BYRNES

