

DESIGNCRETE OF AMERICA, LLC.

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“THERE IS NO JOB SO IMPORTANT, WE CAN'T REMEMBER SAFETY FIRST!”

PROMO's on Page 2

5/1/12

Dear DesignCrete Dealers,

What a start!! Things look good for a good year. Keep your prices up, there seems to be plenty of work. Don't be afraid to give a ballpark estimate over the phone. If the customer wants to spend \$6/sf. Don't waste time and gas doing an estimate.

When estimating, differentiate yourself from competition and use a payment schedule. 20% deposit, 50% after pouring concrete and 30% upon completion. Let the customer know they will be expected to pay as the project progresses.” We will be pouring the concrete tomorrow morning, will you be home about 1:00pm so we can get the second installment payment of the project?” After receiving this payment project costs should be covered. If starting a job on a Monday and that is Wed., it will also cover most of payroll.

Sealing: Since reformulating our sealer we have had very good results and far less technical questions. The sealer is a proprietary blend of solvents resulting in 395 VOC's (compliant) and lower solid contents. The proprietary solvents result in a higher flash point while maintaining compliance with Federal Standards. By lowering the solids content it allows the acrylic to penetrate the pores of the concrete (think 30% solids softball, 25% solids baseball, 18% solids golf ball). Finishing the concrete with magnesium finishing tools leaves the concrete more porous than steel and allows the sealer to penetrate easier.

Apply the sealer in 2 “fog” coats and one thin coat. The first “fog” should barely cover the concrete, wait 15 minutes “fog” again. 30 minutes later apply a thin coat (Shark Grip should be added to the final coat). Use a Chapin Extreme sprayer (Model 19049) with a 1 gpm. tip. The crew can be cleaning up between fog coats. A lot of owners like to show up and apply the final coat. They conveniently collect the final check while there.

May is a great month for stamping. Spring winds subside so surface crusting shouldn't be a big problem. The days are longer so release agent will “burn in” better. Temperatures aren't too high so sealing should be no problem. Remember thin to win with sealer. Most problems with sealer involve applying too thick.

Liquid release continues to gain in popularity. Guys find clean up to be simple and antiquing after washing off the liquid release is quick. Remember to clean the slab THOROUGHLY with liquid release. The residue of the liquid release needs to be removed for the sealer to adhere properly.

New customers are finding our biodegradable bags to be easy. Color in buckets requires washing down the fins and makes a crap shoot for color consistency. Order the concrete at a 4-5 slump, when the truck arrives throw in

the fiber and color and mix 10-12 minutes. Check the slump and pour. Discharge ½ the load and add Mini Delay Set. Mix 5 minutes and discharge the second half.

Fiber sales have increased dramatically. We dropped the cost of fiber to offset freight. Saving \$4.00/yd. on fiber covers freight. Marking paint at \$2.32 a can and 6 mil. poly at \$61.36/roll allows dealers to cover the cost of freight with savings from these 3 products.

Late spring seminars will be held in Southern New Jersey, Portland Maine and Gardiner Mass.

Thanks,

Rob Byrnes

May Promotions

36" Jitterbug: \$189.00

200' Measuring Tape: \$41.56

Liquid Release: 55 gal. \$518.46

Antique Agent: \$22.95

Mini Delay Set: \$199.00 case of 60

Fiber: \$123.50 case of 40 (\$3.08/yd.)

4 mil. Poly: \$45.00 (20 x 100)

Elk Mountain Seamless Texture: 4- 4' x 4', 1- 3' x 3', 1-2' x 2', tamper: \$1,145.00

15 Mil. Vapor Barrier: \$ 232.50- Clearance