



# The Concrete Artisans

**Floor Polishing Lookbook 2012**

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## The Concrete Artisans

Are you tired of the traditional & ordinary? Would you like your property to exhibit boldness, uniqueness, and cutting edge design? Add beauty and value to your property – with more affordable and durable solutions for concrete than most property upgrades! At The Concrete Artisans, our combination of innovative thinking and raw creativity brings an entirely new aesthetic appeal to your surroundings. We know our customers have many choices for their concrete ready mix and supply needs. Our mission is to continually satisfy their highest expectations for quality, service and integrity, to earn their trust and keep them coming back. It's a mission fulfilled through years of customer interaction and a commitment we proudly renew each day when we open our doors for business.



- **Countertops:** The smooth surface and diverse look transforms concrete into a functional work of art. . We recreate the natural stone appearance of granite, slate, or flagstone. With limitless color options and numerous textures, our concrete countertops and surfaces are sure to compliment any decor.
- **Stamped concrete:** Stamped concrete creates amazing decorative interest as well as a safe non-slip surface. In addition; decorative stamped overlays are a beautiful alternative to plain, stained, or unsightly cracked concrete.

We are custom designers and work with you to create a beautiful alternative to yesterday's ordinary asphalt that compliments your commercial or home environment. The advancements in concrete tools, stains, dyes, textures, and patterns have made concrete one the most versatile and durable materials on the market.

- **Outdoor Kitchen:** An outdoor kitchen can help you slow down and spend more time with family and friends by putting all the ingredients for outdoor dining close at hand. It can be as simple as a BBQ and a storage cabinet or as ambitious as a full kitchen with a built-in grill, refrigerator, sink and eating area.
- **Polished Flooring:** Carpet and hardwood is becoming a thing of the past. Regardless of how frequently carpets are cleaned, the fibers harbor millions of microorganisms that can't be seen with the naked eye. Polished concrete flooring is being favored more and more over once popular hardwood due to its uniqueness, more convenient maintenance, and outstanding durability. We are even capable of creating the look of hardwood. There are so many styles and colors to choose from. I will be sending you our color chart for polished flooring in the next couple of days.
- **Acid Stained Flooring:** This beautiful approach gives a true contemporary look and feel with its earthy, eclectic style. You won't even want to 'jazz' up this room with throw rugs, as the floor itself is sure to make any room pop. Acid staining is one of our most popular options for both commercial and residential properties.



## What Is Polished Concrete?

As one of the most innovative and economical flooring options available today, polished concrete flooring is leading the market in warehouse, retail, and decorative facilities across the nation. From showrooms to industrial plants, government buildings to retail facilities, and residential basements & garages to anywhere else in the home, dry-polished concrete floors are quickly becoming one of the fastest growing phenomena to ever hit the industry.



## **GREEN PRODUCT**

Polished concrete is a mechanical grind and polish process that utilizes industrial diamonds & impregnating hardeners and sealers to level, densify, polish, and finally seal the floor from within the interior of the concrete surface. In addition to its extensive life cycle and cost efficiency, polished concrete floors offer a number of benefits, including LEED compliance. Leadership in Energy and Environmental Design (LEED) consists of a suite of rating systems for the design, construction and operation of high performance green buildings, homes and neighborhoods. The biggest factor is based upon what is known as greenhouse gas emissions. Concrete elimi-

nates the dangers of one of the four most important greenhouse gases; carbon dioxide. Co<sub>2</sub> (carbon dioxide) is introduced through trees and wood products. Greenhouse gas emissions contribute to environmental toxicity and climate changes or “thickening the earth’s blanket” causing unnatural warming of the environment. Greenhouse gases are building up in the atmosphere as you’re reading this, and polished concrete as an alternative to various other (non) eco-friendly flooring options. If these gases are toxic in the outdoor atmosphere, imagine the dangers of inhalation indoors; where ventilation dramatically decreases. Besides being difficult to maintain, the need for periodic restoration, and sensitivity to water, hardwood flooring falls short in comparison to polished concrete.





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## **SANITARY**

Polished concrete is also the smarter alternative (a raw manmade material) to laminate/pergo flooring. Pergo often falsely claims to be a “green product”, however because of the primary plastic that pergo/laminate flooring consists of (melamine resin), this product is NOT environmentally friendly. Melamine resin is derived from formaldehyde. Formaldehyde is a highly toxic chemical. There has been increasing concern about indoor air quality from releases of volatile organic compounds from building materials made with formaldehyde. Regarding maintenance, it is important to keep laminate very clean at all times, as dust, dirt and sand particles are likely to scratch the surface over time... even more so in high traffic areas. It is also important to keep laminate dry, since sitting water/moisture will cause the planks to swell, warp, etc. Laminate flooring has probable life span of less than five years at best. The expected quality/life capacity decreases as its traffic activity increases.

Why is polished concrete the better alternative to carpet flooring? The average homeowners' carpet harbors about 200,000 bacteria on every square inch, about 4,000 times as much as their toilet seat. Skin cells, food particles, and pollen can all feed bacteria living in carpeting. Notice that very recently most hospitals have done away with carpeting in their facilities altogether. In its place more often than not, you will see polished concrete in the hallways, and decorative stained polished concrete in the lobbies.

## **HYPO-ALLEGENIC**

Polished concrete is not damaged by water. Once concrete is polished during the finishing stages of installation, it will never need to undergo the process again. Occasional buffing for maximum shine is required. Polished concrete is a beautiful, affordable, and eco-friendly product. Of all products mentioned; it is the most durable, longest lasting, easiest to maintain, safest for our planet, cleanest product, and undeniably the best possible option when considering new flooring.



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## DURABILITY

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## SAFETY

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## Why Choose Polished Concrete?

Choosing a polished concrete floor is just more than the visual aspect, but it is a lot more about improving the air indoors and cutting down on your bills. As mentioned earlier, conventional floors such as vinyl, tiles, timber, and epoxy coatings have bacteria and stains between the tiled grout lines. When it comes to other floor coverings they might leave their mark, flake, scratch, tear and become yellow under the ultraviolet rays of the sun. However, with concrete floor you do not have to go through any of these hazards, but a simple polish will leave your floor shining bright for years to come.

Polishing your floor with concrete is one of the most economical and innovative strategies, and the increasing popularity has made it a staple in every home as well as commercial construction applications.



## Here are some reasons why you need a polished concrete floor:

- ▶ Dust elimination: if concrete is left unpolished on your floor, they push tiny particles of dust to the surface that again circulates in the air and contaminates the air quality. Moreover, these dust particles can ruin the surface of your concrete floor making its further maintenance quite expensive. Hence, polishing your floor makes it extremely clean and tidy.
- ▶ Leveling of the surface: concrete floor polishing transforms the small porous like surface into a dense structure. This polishing prevents inhibition of oil, water and other contaminants from penetrating into its surface.
- ▶ Strong: polishing your concrete flooring makes the floor stronger and prevents it from deteriorating. Leaving your concrete floor unpolished might break it with age owing to the rain, temperature fluctuation, surface stress, improper cleaning, delaminating and several others. Polishing actually improves the surface of the concrete and hardens it to prevent it from any external harm.
- ▶ Energy saving: now with a polished concrete floor you do not have to worry about switching on your lights during the daytime. The reflective nature of the polish on the concrete floor literally reflects the natural light and maximizes it to an extent that you do not need artificial lights. This energy-saving facility has been reported to save over \$1000 a year.
- ▶ More friction than other floor coatings: A polished concrete surface might look like glass, but its friction is higher than any other ordinary floor material. Polished concrete floor irrespective of it being dry or wet, often meet industry standards making it a much harder surface to slip.

Hence, choosing the option of concrete polishing for your floor not really gives you infinite benefits, but is also one of the most economical strategies to lead a better life.

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”We are constantly pushing the bounds of our concrete process. Our customers leave knowing that concrete has limitless potential. If you can think it we can make it.”

Josh Anderson - Owner

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