



*Green by Design*

Going  
**GREEN?**

**We've *always*  
been.**

**ASHFORD**  
**FORMULA™**  
THE FINAL TREATMENT FOR YOUR CONCRETE

[www.ashfordformula.com](http://www.ashfordformula.com)



## *Sixty Years and Counting...*



For more than sixty years the Ashford Formula™ has provided excellent performance and superior results on more than 4.3 billion ft<sup>2</sup> of concrete floors throughout the world. Designed and developed with environmentally responsible ingredients from the beginning, the Ashford Formula™ is a product well ahead of its time, and well ahead of today's current "Green Movement."

## *Environmentally Safe*

The Ashford Formula™ is a water-based product that contains no Volatile Organic Compounds (VOCs), nor does it produce fumes, vapors or off-gassing. Its inorganic chemistry penetrates and densifies the concrete, leaving floor surfaces easy to clean, resistant to abrasion and free of dust. Application requires no protective clothing or breathing apparatus.



## *LEED Point Contributor*



Since the United States Green Building Council inaugurated its LEED Program, the Ashford Formula™ has been widely used for points on many LEED projects. The Ashford Formula™ is highly recommended for sustainable building projects not only because of its green qualities, but because it spans the lifetime of the concrete and eliminates the need for reapplication.

## *Re-Used Blue Drums*

The Ashford Formula™ signature blue drum is a well-recognized symbol throughout the concrete densification industry. The Ashford Formula™ is packaged in previously used drums, which minimizes the environmental impact of manufacturing new containers for use.

