As a result of its many advantages, concrete is the world’s most widely used construction material. However, it is not without its challenges.

**Porous**
Tightly finished concrete is microscopically porous, allowing contaminants to penetrate and stain the surface. This makes floors difficult to clean.

**Wears & Erodes**
Over time, concrete is prone to wear and erode, creating unsightly and potentially hazardous floor surface conditions.

**Dusts**
Concrete creates dust from efflorescence. Dust settles on finished goods, racks and equipment.

**Dulls**
Concrete does not develop a glossy finish by itself. This means that most concrete floors become relatively dull and unattractive over time.

**Uneven Appearance**
High and low spots, along with light and dark areas, create an uneven visual appearance.

For 70 years, Curecrete Distribution, Inc. has focused solely on developing quality products that enhance concrete floors. The concrete densification and concrete polishing markets were created and pioneered by Curecrete’s development of the Ashford Formula™ in 1949 and the RetroPlate® Concrete Polishing System in 1999. Since the debut of these flagship products, Curecrete has continually led both industries as the expert leader - systematically developing only those products which focus on concrete floor performance and that outperform the competition.
TYPICAL SOLUTIONS

In order to combat these concrete shortfalls, many topical membranes and coatings have been utilized. But aside from their advantages, they carry significant disadvantages which overwhelmingly equates to temporary solutions that waste valuable time and money.

Membranes & Coatings

ACRYLICS, EPOXIES & URETHANES

**ADVANTAGES**
- Acid Resistant Options
- Conductive & Static Dissipating Options
- Covers Blemishes & Imperfections
- Immediate Sheen
- Inexpensive (acrylics)
- Slip Resistance (broadcast systems)
- Variety of Colors

**DISADVANTAGES**
- Bonding Affected by Moisture
- Expensive (urethanes & epoxies)
- Extensive Surface Preparation (weak/soft surfaces)
- Health/Environmental Concerns (VOCs)
- Multiple Reapplications Over Floor Life
- Scratching, Peeling, Chipping
- Tire Marking
- Yellowing/Discoloration

**ADVANTAGES**
- Dustproof
- Fills Concrete Pores; Builds Crystals
- Low Life Cycle Cost
- Low Maintenance
- Marble-Like Sheen (with regular cleaning)
- Not a Topical Coating; Won’t Wear, Chip
- One-Time, Permanent Application
- Stronger, Tougher, More Durable Surface

Lack of permanent results from membranes and coatings has led to chemical densifiers being chosen as an attractive and permanently lasting alternative.

THE REAL SOLUTION TO COMMON CONCRETE CHALLENGES

Applying a chemical densifier to concrete floors is crucial. Why? Because it resolves most, if not all, of the typical concrete challenges inherent to concrete.

The chemical densifier reacts with the concrete to create a dense, hardened surface by reducing the porosity of the concrete. This chemical reaction is permanent, and never requires expensive reapplication, downtime or additional labor costs.

Chemical densifier is applied as a flood coat and broomed into the concrete surface allowing for complete penetration and chemical reaction.

A few months after concrete densification, and with typical foot traffic and regular cleaning, a glossy sheen has naturally developed on the floor surface.

A side by side comparison of a weak, non-densified concrete surface vs. a stronger, tighter, densified concrete surface.

THE IMPORTANCE OF CONCRETE DENSIFICATION

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MAINTENANCE OF CONCRETE FLOORS

As a result of chemical densification, concrete floors become much easier to clean and maintain. They are stronger and denser, do not dust, and are less porous - preventing contaminants from penetrating and staining the surface.

It is important to note that concrete is NOT maintenance free. However, it is low maintenance.

DESIGNED TO CLEAN CONCRETE

Not all floor cleaners are created equal - especially not for concrete. Selecting a concrete cleaner specifically designed to complement and work with concrete floors is essential to protecting your investment and ensuring your floor performs at its optimum level.

So what are the differences between typical floor cleaners and one designed specifically to clean concrete?

<table>
<thead>
<tr>
<th>STANDARD CLEANERS</th>
<th>CONCRETE SPECIFIC CLEANER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most cleaners are multi-purpose cleaners “believed to” clean concrete</td>
<td>Designed to specifically clean calcium silicate hydrate</td>
</tr>
<tr>
<td>Does not remove small grit particles</td>
<td>Removes small grit particles</td>
</tr>
<tr>
<td>Does not remove insolubles</td>
<td>Removes insoluble soils</td>
</tr>
<tr>
<td>Too acidic or too basic; does not complement concrete</td>
<td>Designed with a 9-10 pH level similar to that of concrete</td>
</tr>
<tr>
<td>No specific benefits to enhance concrete sheen</td>
<td>Designed to improve densified concrete sheen</td>
</tr>
<tr>
<td>Leaves behind residue which clogs pores and attracts more dirt</td>
<td>Leaves behind NO detergent residue</td>
</tr>
<tr>
<td>Can contain hi-alkalis which harm the floor surface; etching</td>
<td>Contains NO harmful chemicals to etch or mark surface</td>
</tr>
<tr>
<td>Low dilution rates; not environmentally conscious</td>
<td>High dilution rate means less chemicals and less packaging</td>
</tr>
<tr>
<td>Multi-purpose cleaner that contributes no specific benefits to concrete</td>
<td>Offers a warranty extension on densified concrete floors</td>
</tr>
</tbody>
</table>

An effective maintenance program that includes routine scrubbing with stiff bristle brushes, ample down pressure, and proper amounts of water and detergent will enhance the floor’s performance significantly.

**Scrub Floor OFTEN:** Minimum routine cleaning 2 - 3 times per week with CreteClean Plus with Scar Guard provides superior results.

Clean Spills QUICKLY: After densification is complete, concrete will resist contamination and moisture penetration of most liquids. Corrosive or aggressively staining contaminants should be removed quickly to avoid possible staining.

Recommended Supplies

- **Automatic Scrubber**
  - Capable of 125 - 150 lbs. of downward pressure.

- **Medium-Aggressive Nylon Brushes**
  - Accelerates sheen; creates a more uniform appearance.

- **Detergent**: CreteClean Plus with Scar Guard™
  - Performance enhancing detergent specifically designed to clean densified and densified-polished concrete floors.
  - Regular use helps decrease the visibility of minor scratches and blemishes, and helps maintain the concrete sheen.

- **Large Volumes of Water**
  - Water used while cleaning the concrete surface will actually accelerate the reaction between Ashford Formula and RetroPlate, and the concrete.

- **Oil Emulsifier & Acrylic Stripper**: CreteStrip™
  - Use directly on stain for spot treatment.

- **Polypropylene or Stiff-Poly Brushes**
  - Regular maintenance after sheen develops.
SOLUTIONS
FOR ADDITIONAL COMMON CONCRETE CHALLENGES

DUSTING
Non-densified concrete creates dust as a result of efflorescence. Concrete dust settles on finished goods, racks and equipment, creating an unsightly appearance and a significant nuisance.

The Ashford Formula and RetroPlate System resolve the issue of dusting by means of concrete densification - a chemical reaction which builds crystals within concrete pours, creating a denser, tighter concrete surface which produces a dustproof floor.

TOUGH STAINS
This retail store was left with a blue streak stain on its concrete floor from a leaky trash bag being dragged across the floor. Although various stain removing chemicals were applied to try and remove the stain, none worked. That is until CreteClean Plus was applied and scrubbed into the stain (in a concentrated form), eventually removing it entirely.

COATINGS RESIDUE
This auto parts warehouse received years of topical wax that eventually began to deteriorate and chip over time, leaving the floor surface extremely uneven and unsafe. Curecrete’s CreteStrip was used to chemically penetrate the wax, allowing for easier removal. The result was a bare concrete floor which was strengthened and densified permanently with the Ashford Formula - never requiring re-treatment or any other type of topical coating again.

DULL FINISH
The back storage room of this facility served as the initial testing area for a client interested in the benefits of CreteClean Plus. After a total of 30 cleanings with CreteClean Plus, the sheen level increased dramatically as a result of simple, routine cleaning.

One of the unique benefits of densified concrete is the natural marble-like sheen which develops over time as a result of normal foot traffic on the floor. Developing a routine cleaning schedule also adds in helping to develop this beautiful sheen.
**SOLUTIONS**

**FOR ADDITIONAL COMMON CONCRETE CHALLENGES** (continued)

**CRACK & SPALL REPAIR**

Concrete can wear, erode and deteriorate over time if not properly maintained. This spall appeared at the intersection of two expansion joints. The affected area was removed and then carefully repaired using Curecrete’s CreteFill Spall Repair.

Repairing this spall not only improved the visual appearance of this warehouse floor, but also the safety for warehouse workers, and the integrity and quality of the concrete floor for many more years to come.

**REFURBISHING OLD FLOORS**

This old concrete floor was brought back to life by using KickStart to accelerate the diamond grinding process, followed by RetroPlate densification and polishing. These concrete treatments are a one-time, permanent application - saving time and money now and in the future - and dramatically improving the appearance of this retail store’s floor.

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**ONE COMPLETE SYSTEM**

**ONE EXPERT SOURCE**

FOR ALL YOUR CONCRETE FLOORING NEEDS!

Curecrete Distribution, Inc. is dedicated to providing expertise and proven superior technology for densifying, polishing and finishing the world’s concrete surfaces.