

**CURECRETE**  
**CONCRETE**  
**SOLUTIONS**

# 68 YEARS

OF PROVEN PERFORMANCE

## WE ARE CONCRETE FLOORING EXPERTS

For 68 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.



# THE SCIENCE

## OF CONCRETE FLOORS

## CONCRETE CHALLENGES

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.

### Dust

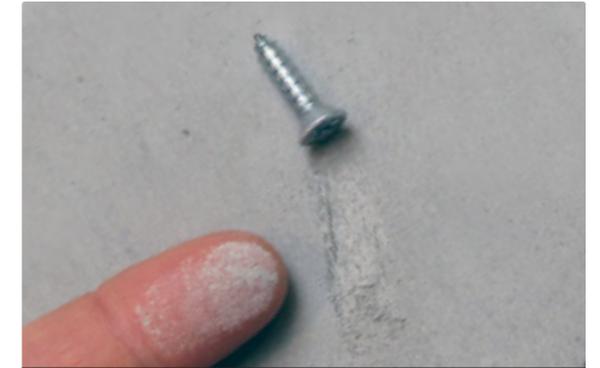
Concrete creates dust from efflorescence. Dust settles on finished goods, racks and equipment.

### Dull

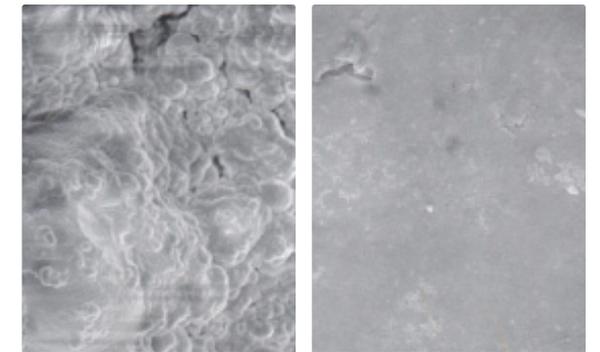
Concrete does not develop a glossy finish by itself. This means that most concrete floors become relatively dull and unattractive over time.

### Uneven Appearance

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



Non-densified concrete easily erodes and dusts.



Magnified view of non-densified concrete vs. densified concrete.



Concrete floors typically have an uneven appearance.

# 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 overridingly equates to temporary solutions that waste valuable time and money.

## Membranes & Coatings



### ADVANTAGES

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

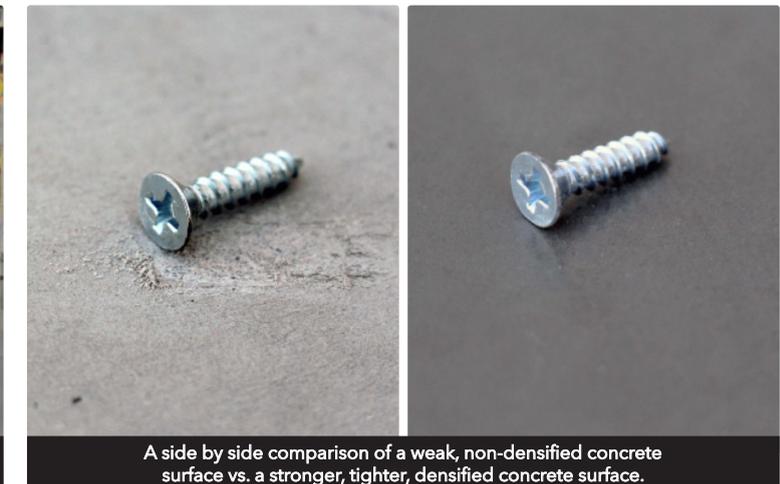
### DISADVANTAGES

- 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

## THE IMPORTANCE OF CONCRETE DENSIFICATION

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.



## THE REAL **SOLUTION** TO COMMON CONCRETE CHALLENGES

## Chemical Densification



### 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.**

# 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.



## PROPER MAINTENANCE, OPTIMAL PERFORMANCE

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.



## 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?

### STANDARD CLEANERS

- Most cleaners are multi-purpose cleaners "believed to" clean concrete
- Does not remove small grit particles
- Does not remove insolubles
- Too acidic or too basic; does not complement concrete
- No specific benefits to enhance concrete sheen
- Leaves behind residue which clogs pores and attracts more dirt
- Can contain hi-alkalis which harm the floor surface; etching
- Low dilution rates; not environmentally conscious
- Multi-purpose cleaner that contributes no specific benefits to concrete

### CONCRETE SPECIFIC CLEANER

- Designed to specifically clean calcium silicate hydrate
- Removes small grit particles
- Removes insoluble soils
- Designed with an 8.5 pH level similar to that of concrete
- Designed to improve densified concrete sheen
- Leaves behind NO detergent residue
- Contains NO harmful chemicals to etch or mark surface
- High dilution rate means less chemicals and less packaging
- Offers a warranty extension on densified concrete floors



## Recommended Supplies

### Automatic Scrubber

Capable of 125 - 150 lbs. of downward pressure.

### Black Stripping Pads or 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 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.



## 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.

## 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.



# 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.



# 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.*



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