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**QUIKRETE® DRESSES UP “GRANDE DAME OF THE ROCKIES”  
*Broadmoor West Finds Beauty in 675,000-pound Coat of Stucco***

**COLORADO SPRING, Colo. (July 23, 2014)** – Since opening in 1918, The Broadmoor has become known as a premier luxury destination in the Western U.S. and to maintain that prestigious standing, the resort recently upgraded its Broadmoor West property. A critical element in the larger expansion and renovation plan for The Broadmoor, contractor KHS&S applied more than 675,000-pounds of QUIKRETE® Base Coat Stucco – Pump Grade on Broadmoor West, which was built in 1975, to match the original appearance of The Broadmoor.

In a May Hotel-Online.com article, Broadmoor President and CEO Steve Bartolin said, “It was fair to say it was not a good time for architecture, in general, in the ‘70s. The building (Broadmoor West), while functional in its day, as we look at it in 2014, it was clear that architecturally it didn’t fit into the family of buildings around the rest of the property.”

Nearly \$60 million was spent to add more than 200,000 square-feet of new or reconstructed space in Broadmoor West including balconies, a tower, a porte cochere (covered entry), three new floors, 31 new rooms and five new suites. In addition to the structural changes, KHS&S created architectural consistency between Broadmoor West and the rest of the resort with QUIKRETE® Base Coat Stucco – Pump Grade. KHS&S spray-applied 225 3,000-pound bulk bags of stucco in a traditional 3/4” three-coat scratch and brown application. The material was applied over nearly 100,000 square feet of concrete block and an insulated OSB (oriented strand board) wall system using a silo delivery system. Parex was applied as the acrylic finish to complete the stucco system.

Bartolin concluded in the Hotel-Online.com article, “It’s a handsome building now, and it really fits the architecture around the property. We feel it belongs. It’s a timeless design.”

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The 3,000-acre, Forbes Five Star and AAA Five Diamond resort, also known as the “Grande Dame of the Rockies,” features 744 rooms, three golf courses, 26 retail boutiques, 19 restaurants, and award-winning spa and fitness center. The Broadmoor West project was the first phase of a more than \$100 million investment being made to enhance The Broadmoor, which was purchased in 2011 by Denver-based Anschutz Corp.

QUIKRETE® commercial-grade materials have been used on many high-profile, landmark building and refurbishing projects like the Georgia Aquarium, Frank Lloyd Wright House, National Museum of the American Indian, Georgia World Congress Center, George W. Bush Presidential Center, San Francisco Bay Bridge, Alcatraz Island, and Bill and Melinda Gates Foundation. More information on QUIKRETE® products and projects as well as access to home improvement how-to videos are available at [www.quikrete.com](http://www.quikrete.com), [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Target Technologies®, Daubois® and QPR®. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center also ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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