



FOR IMMEDIATE RELEASE

Contacts:

Will Haraway
Weber Shandwick Worldwide
(404) 266-7596
wharaway@webershandwick.com

Brett Willi
Weber Shandwick Worldwide
(404) 266-7501
bwilli@webershandwick.com

RETURN TO ELEGANCE BY TRANSFORMING CONCRETE SURFACES

Upgrading Concrete Surfaces is a Unique Way to Beautify Your Home

ATLANTA (March 27, 2007) – Homeowners on the lookout for creative ways to add beauty and value to their home need only to look beneath their feet. As seen at upscale shops, restaurants and model homes, decorative finishes lend interest and sophistication to otherwise dull concrete floors.

Etching stains applied to interior floors and exterior surfaces can create a multi-toned finish to compare with natural stone, weathered marble or tile. The color tone is permanently imprinted into the concrete as the etching stain chemically reacts with the concrete; resulting in a finish that will last.

Transform any exterior concrete surface with QUIKRETE® Etching Stain, available in rich earth tones (Coffee, Tan and Olive), and QUIKRETE® Etching Stain High Gloss Sealer. Delivering a clear, high-gloss topcoat, the sealer enhances the durability and color depth of the permanently etched concrete.

For this project, homeowners also will need a 3/8-inch premium roller with extension handle; roller tray; 3 inch premium brush; garden sprayer; stiff-bristled brush; wet/dry vacuum or string mop; painter's tape and plastic to cover areas not being stained.

- Careful preparation of the concrete surface is essential to ensure the etching stain can properly react. Therefore, the surface must be cleared of all debris, grease, oil stains, sealers and paints.
- While cleaning, be sure to check that the concrete is porous and will accept the etching stain. If water beads on the surface, then further cleaning is necessary.



--more--

The QUIKRETE Companies Inc.

One Securities Centre
3490 Piedmont Road, Suite 1300
Atlanta, GA 30305
404.634.9100 • 404.842.1424 Fax • www.quikrete.com



QUIKRETE® Etching Stain for Exteriors Project – page 2

- Prior to staining, protect all areas not being stained with tape and plastic, and test the pressure and spray pattern of the garden sprayer with water.
- Dampen the entire surface to be stained but avoid standing water.
- Spray the stain in a back and fourth pattern to fully saturate the concrete until entire surface is covered allow 4 hours to dry.
- Remove etching residue on surface by saturating with water and scrubbing vigorously with a stiff-bristled brush. Follow scrubbing by removing residue with a wet/dry vacuum or string mop.
- After surface is completely dry (18 to 24 hours), start applying the protective topcoat by trimming all edges and hard to reach areas with a brush.
- Roll the sealer in 2-by-6 foot areas across the etched concrete surface. If the first coat sinks in rapidly, apply a second coat after 2 hours.
- Allow the surface to dry for 18 to 24 hours before light foot traffic and 72 hours before heavy use.

For additional project ideas, visit www.quikrete.com.

The QUIKRETE® Companies

The QUIKRETE® Companies are the largest manufacturers of packaged concrete in the United States and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in 86 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center 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 or call (800) 282-5828.

###

The QUIKRETE Companies Inc.

One Securities Centre
3490 Piedmont Road, Suite 1300
Atlanta, GA 30305
404.634.9100 • 404.842.1424 Fax • www.quikrete.com

