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**QUIKRETE® FIREPLACE MORTAR HELPS ENHANCE HOME VALUE**  
*Fireplace Strength and Aesthetics Important Factors in Annual Maintenance*

ATLANTA (Nov. 1, 2012) – According to the Hearth, Patio and Barbecue Association, nearly 20 million homes in the U.S. have at least one wood burning fireplace constructed with brick and mortar. In addition to having a certified chimney sweep service all fireplaces, homeowners should repair cracks, chips and other damage to mortar joints as part of annual fireplace maintenance. The QUIKRETE® Companies, the leading manufacturer of packaged concrete products for the building and home improvement markets recommends homeowners use QUIKRETE® Fireplace Mortar to make those repairs.

“A variety of factors starting with the professional inspection of the flue and damper are important in making sure a fireplace is safe and functioning properly each year,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “However, repairing mortar joints is a simple exercise that any homeowner can handle with the right product and direction. By properly repairing mortar joints, a homeowner strengthens and improves the appearance of a fireplace, which helps build long-term value into their home.”

The National Association of Realtors claims that a fireplace increases the value of a home by 12 percent.

**QUIKRETE® Fireplace Mortar**

A silicate-based refractory cement caulk, QUIKRETE® Fireplace Mortar is ideal for tuck pointing damaged firebox mortar joints. Using a caulk gun, the mortar is applied in strips no greater than 1/8-inch with multiple 1/8-inch layers for larger joints as needed. Once dry, start a fire that does not exceed 212 F for one to four hours until the mortar dries and sets thoroughly. Next, increase the firebox temperature to 500 F for an additional one to four hours before routine fireplace use. Once cured, the mortar provides superior adhesion for a durable repair while withstanding temperatures up to 2,000 F. QUIKRETE® Fireplace Mortar is available at home improvement centers in 10-ounce tubes for approximately \$5.

**The QUIKRETE Companies Inc.**

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More information on QUIKRETE® products and access to home improvement project how-to videos are available at [www.quikrete.com](http://www.quikrete.com), [Facebook](#) and [Twitter](#).

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 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](http://www.quikrete.com) or call (800) 282-5828.

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