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**QUIKRETE® INTRODUCES ENHANCED LINE OF PROFESSIONAL
CONCRETE COATINGS AT THE INTERNATIONAL BUILDERS' SHOW**
Expands Zip & Mix and Stucco Product Portfolios

Las Vegas (Jan. 22, 2013) – The QUIKRETE® Companies, leading manufacturer of packaged concrete products for the building and home improvement markets, unveiled an enhanced line of professional concrete coatings as well as additions to its suite of Zip & Mix and stucco products at the International Builders' Show (IBS) today. QUIKRETE® is showcasing its products and conducting demonstrations at IBS in Booth C5830 at the Las Vegas Convention Center from Jan. 22-24, 2013.

QUIKRETE® Professional Concrete Coatings

QUIKRETE® has combined a light semi-transparent base with a dark semi-transparent accent in a two-part process that will provide professionals and consumers repeatable coating application and designs. Following extensive testing, QUIKRETE® identified four color systems—tan, grey, brown and terracotta—that consistently produce desired patterns featuring a light base with dark accents. As a result, users of all skill levels can confidently enhance the appearance of walkways, pool decks, sidewalks, patios and other concrete surfaces in their decorative vision. The product will be available later this spring at home centers nationwide for approximately \$25-\$30 per gallon.

QUIKRETE® also has enhanced the surface preparation product in its epoxy garage floor coating system to significantly improve resistance to hot tire pick that commonly plagues homeowners. The easy one-step cleaning, decreasing and etching process using this product maximizes the bond between concrete surface and protective barrier over a long period of time regardless of vehicle traffic. With a full line of cleaners, degreasers, etchers, sealers, coatings, stains and epoxies, QUIKRETE® offers a vast combination of aesthetic and cosmetic upgrades to any concrete surface. For more information on the QUIKRETE® Professional Concrete Coatings, visit www.quikretecoatings.com.

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QUIKRETE® Zip & Mix Products

Following the very successful launch of Zip & Mix – FastSet™ Repair Mortar in 2012, QUIKRETE® is now offering its Vinyl Concrete Patcher, Hydraulic Water-Stop Cement, Anchoring Cement and Mortar Mix in the same unique packaging that allows the material to be mixed directly in its pouch. Without the need of a pail or trowel, users simply unzip the package pouch, break through the protective seal, add the required water and kneed the mixture to the desired consistency. Specific instructions including the amount of water and application process are outlined in detail on the Zip & Mix package pouch for each product. The QUIKRETE® line of Zip & Mix products are available in three-pound pouches at home centers nationwide for approximately \$6-\$7.

QUIKRETE® Base Coat Stucco – Fiber Reinforced

QUIKRETE® has elevated its existing base coat stucco products by adding synthetic fibers to the formula, which increases sag resistance and reduces potential for shrinkage cracking while improving flexural strength. For greater job-site labor and material efficiency, QUIKRETE® Base Coat Stucco – Fiber Reinforced Pump Grade can be spray applied at high pressure over steel studs, masonry, dens glass, OSB, lath and other cladding material. Both base coat stucco products are available in 80-pound bags as well as 3,000-pound bags, which require a silo system for application.

For more information on QUIKRETE® and its products to include how-to videos, visit www.quikrete.com, like it on [Facebook](#) and follow it on Twitter [@QUIKRETE](#).

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 or call (800) 282-5828.

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