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QUIKRETE® GETS DECORATIVE AT THE INTERNATIONAL BUILDERS' SHOW
Highlights Stains, Coatings, Stuccos and Veneer Stone Mortar

Las Vegas (Feb. 4, 2014) – The QUIKRETE® Companies, the leading manufacturer of packaged concrete products for the building and home improvement markets, is showcasing its new comprehensive line of advanced formula decorative concrete stains and coatings as well as stucco wall system products and veneer stone mortar at the International Builders' Show (IBS). QUIKRETE® is conducting product demonstrations at IBS in booth C5831 at the Las Vegas Convention Center from Feb. 4-6, 2014.

“We’ve eliminated the frustration many homeowners have experienced in the past with paints and film-forming stains that peel, flake or fade over time by formulating stains that penetrate and permanently bond to existing concrete surfaces. Our collection of stains, which includes etching stains, provides homeowners a variety of decorative and design options that they can be confident will stand the test of time,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies.

The following QUIKRETE® products will be demonstrated daily starting at 9:30 a.m. and ending at 4 p.m. with a lunch break from noon – 1 p.m. at IBS.

QUIKRETE® Etching Stains

QUIKRETE® Etching Stains transforms plain concrete into a marble-like appearance with warm earth tones and unique shading. The acid-based stains react with the cement as they permanently penetrate the surface to create a unique, decorative, and multi-toned appearance. Available in tan, coffee, black, English red and olive, QUIKRETE® Etching Stains are ideal for decorating interior rooms, patios, porches and driveways for approximately 25 cents per square foot per gallon bottle. QUIKRETE® Concrete & Masonry Waterproofing Sealer or QUIKRETE® Concrete & Masonry High Gloss Sealer should be applied to create desired effect and to protect the surface.

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QUIKRETE® Translucent Concrete Stains

QUIKRETE® Translucent Concrete Stains create a semi-transparent appearance that highlights the natural variations in concrete and masonry surfaces. The water-based, polymer-bonded stains can be used in multiple color combinations to achieve a unique, multi-tone layered appearance that will not peel over time. Available in red, terra cotta, cola, light brown, light gray, gray, blue, golden wheat and brick red, QUIKRETE® Translucent Concrete Stains are ideal for decorating garage floors, driveways, pool decks, sidewalks and patios for approximately 10 to 15 cents per square foot per gallon bottle. QUIKRETE® Concrete & Masonry Waterproofing Sealer or QUIKRETE® Concrete & Masonry High Gloss Sealer should be applied to protect the surface.

QUIKRETE® Epoxy Concrete Floor Coating

QUIKRETE® Epoxy Concrete Floor Coating is a two-part advanced formula water-based epoxy kit that delivers a high-gloss showroom finish with exceptional durability and resistance to hot tire pickup. Unlike traditional epoxy kits that require a waiting period of up to 30 minutes before applying, QUIKRETE® Epoxy Concrete Floor Coating is ready-to-use immediately after mixing the two components and the surface is prepared with QUIKRETE® Cleaner, Etcher & Degreaser, which is included in the kit along with decorative color, non-skid flakes. Available in gray and tan, one kit can cover a one-car garage or up to 250-300 square feet for approximately 28 cents per square foot.

QUIKRETE® Epoxy High-Gloss Coating

QUIKRETE® Epoxy High-Gloss Coating is a two-part advanced high solids formula water-based epoxy kit that delivers clear, chemical-resistant and durable protective barrier on concrete surfaces. Unlike traditional epoxy kits that require a waiting period of up to 30 minutes before applying, QUIKRETE® Epoxy Garage Floor Coating is ready-to-use immediately after mixing the two components. The kit includes an anti-skid additive and covers up to 500 square feet on coated concrete and up to 300 square feet on uncoated concrete for approximately 15 cents per square foot.

QUIKRETE® Acrylic Concrete Coating

QUIKRETE® Acrylic Concrete Coating is a heavy-duty resin technology that provides a permanent non-slip, new look finish to old and worn concrete surfaces including steps, sidewalks, driveways and patios. It can be applied by roller or brush and covers up to 150-170 square feet depending on surface porosity for approximately 25 cents per square foot.

QUIKRETE® Masonry Waterproofer

QUIKRETE® Masonry Waterproofer is a heavy-duty resin technology that beautifies and waterproofs porous indoor and outdoor concrete and masonry surfaces above and below ground including basement walls, retaining walls and foundations. The bright white material can be applied by roller or brush and covers 100-200 square feet depending on concrete surface porosity for approximately 20 cents per square foot.

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QUIKRETE® Base Coat Stucco - Fiber Reinforced

QUIKRETE® Base Coat Stucco - Fiber Reinforced is a portland cement-based stucco that contains synthetic fibers to reduce shrinkage cracking. It exhibits low-sag characteristics and is designed to be used as the scratch and brown coat in a 3-coat stucco application, or the brown coat in a 2-coat application. QUIKRETE® Base Coat Stucco - Fiber Reinforced is available in 80-pound bags or 3,000-pound bulk bags with a silo delivery system. It is also offered in pump-grade, which is a flowable, high workability plaster particularly designed for spray applications.

QUIKRETE® One Coat Fiberglass Reinforced Stucco

QUIKRETE® One Coat Fiberglass Reinforced Stucco is a Portland cement-based plaster designed for use in one coat stucco applications over substrates of fiberboard, plywood, oriented strand board (OSB), gypsum sheathing or expanded polystyrene (EPS) insulation board on exterior walls of wood or steel stud construction. It may also be used as base coat in conventional two- or three-coat stucco systems.

QUIKRETE® Polymer Modified Veneer Stone Mortar

QUIKRETE® Polymer Modified Veneer Stone Mortar is a consistent, pre-blended, construction-grade mortar mix designed for veneer applications and tuck pointing of manufactured and natural stone. QUIKRETE® Polymer Modified Veneer Stone Mortar can be used as a scratch coat, bond coat and as a mortar joint grout over concrete and masonry surfaces or galvanized, expanded metal lath. It is available in 80-pound bags or 3000-pound bulk bags with a silo delivery system.

QUIKRETE® Self-Leveling Floor Resurfacer

QUIKRETE® Self-Leveling Floor Resurfacer is a self-finishing interior floor topping and underlayment specially formulated to produce smooth surfaces ready for the installation of ceramic tile, resilient flooring or other finishes without the use of a trowel. It effectively addresses new concrete floor slabs with unacceptable finishes, existing concrete floors with damaged finishes, and over wood floor systems stabilized with metal lath. QUIKRETE® Self-Leveling Floor Resurfacer should be mixed in a five gallon bucket, poured onto a properly prepared concrete surface in 1” strips and repeated without a break until the entire surface is covered. Available for approximately \$30 per 50-pound bag, QUIKRETE® Fast-Setting Self-Leveling Floor Resurfacer can be installed from 5/8" thick to a feather edge, and in layers for depths of more than 1”.

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QUIKRETE® will randomly award two people \$1,000 for attending a product demonstration as verified by having a show badge scanned at booth S10527. For more information on QUIKRETE® and its products, visit it at 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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