



January 2014

Issue 8

# The GENERATOR

## Epoxy Stone Notice

Gray Blend is now back !

Oklahoma Rainbow is in short supply and may no longer be available when current stock is depleted.

## Test Concrete for PH

We urge you to test concrete acidity or alkalinity using a PH test pencil before applying any sealer or decorative coating. Optimum value for bonding is neutral range of 7 to 8.

## Water Absorption Test

Drop drips of water on the concrete. If it beads up, there is a contaminate preventing absorption, in which case you will need to mechanically sand to achieve acceptable porosity and profile (vacuum up all dust) or acid etching (neutralize and rinse thoroughly).

## **\*\* Happy New Year \*\***

May you be blessed with a New Year that is full of opportunity, revenue, and the success you deserve for your professionalism, attention to detail, and custom-designed creativity. Be proud of all your accomplishments as you focus on the future.

We truly value and are grateful for customers like you who have formed a strong and lasting bond with us. The trust and faith you have placed in McKinnon Materials by selecting our premium quality materials is appreciated. Just as your surfaces are engineered to meet various challenging end-use conditions and elements of nature, we believe that, by working together, we can all exceed our goals as we strive to thrive in 2014.

Respectfully,

Your dedicated **McKinnon Materials** support team.

## **SUSTAIN YOUR BUSINESS THROUGH GPS (Great Personalized Service)**

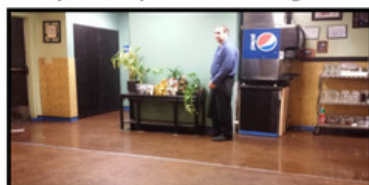
### **Don't Just Meet Expectations — Focus on Exceeding Them!**

You are the "Goodwill Ambassador" of your company; therefore, it is very important that you provide your customers with detailed knowledge, while creating solutions based on their individualized needs and sense of style. In order to do so, you must listen to what they want and respond accordingly. If a customer has a complaint, take action as soon as possible before it escalates. (Be sure to thank your customer for bringing it to your attention.) As Mark Twain once said: *"Always do right. This will gratify some people and astonish the rest."* ...as well as ... *"If you tell the truth, you don't have to remember anything."*

Exceed your customers expectations by sending them a "Thank You" card that expresses your appreciation in reference to selection of your company. (You can have a printer make up ones with your company name and short message.) Include a \$25 gift card to a local restaurant. (They will tell their relatives, neighbors, friends, and co-workers about this gracious act as well as invite them to view your creativity, high-quality workmanship, and attention to detail, thus bringing about coveted referrals.)

We encourage you to make your business as unique and alluring as an Aurora Borealis. Of course, replicating Nature's Northern Lights is challenging, but our **Aurora Epoxy Dust** surfaces offer bedazzling individualized effects, custom designed to achieve likeness.

*These photos are of Aurora Epoxy Dust floors created by Johnny & Jessica Angel, Rocky Mountain Hard Top Flooring, Billings, MT.*



[Click here for training and workshop information.](#)





**“Like us on Facebook” and get \$10.00 off you next prepaid freight.**

## QR Codes (Quick Response Code)

Scan for instant info/access on smartphones. They have the potential to be a great marketing tool.

We live and operate our businesses in a time when people are constantly on the move and want “instant information access”. How quickly one is able to acquire such can mean the difference between whether one takes action, makes a purchase, or specifies a product, tool, material, or service. If you are not meeting this need, this could mean potential lost sales (revenue). By scanning QR Codes with your smartphone, immediate and useful information can be obtained. Are you using them? Consider just a few of the ways you could effectively be using QR Codes to achieve greater recognition for your business, by instantly, on demand, advertising your services to potential and/or current customers:

**\*\* Business cards, brochures, literature, and banners —** for instant access to your website

**\*\* T-shirts and/or name badges —** worn on the job or at home & garden trade shows, conferences, other public events (Business cards can get lost, but a scanned QR Code is always assessable for instant information.)

**\*\* Yard signs —** to draw attention while work is in progress for instant company info

**\*\* Magazine and newspaper ads —** requiring smaller amount of printing space, thereby cutting advertising costs

**\*\* Facebook page, invoices, letterhead, show banners, magnetic signs on your trucks, etc.**

The places for a QR code are endless and rewarding. Free QR Code reader apps are easy to download and use. There are many sources online for you to obtain your own QR Codes free.

Below are some of ours:

**Product Coverage Rates    Stone Bond Video**



## Epoxy Coating Imperfections — Causes & Solutions

**Bubbles**, ranging in size from pinhead to larger, can occur over an entire floor or random clustered areas. If concrete is very porous or has deeply etched damage, the reason for the bubbles is probably outgassing. As 100% solids epoxies start to kickoff, the temperature of it increases significantly; this, in turn, heats up the air in porous/etched concrete, causing this air to expand, presenting itself as bubbles in the epoxy coating. Another potential cause for bubbles is if the epoxy was mechanically mixed at too high a rate of speed. Mixing at 300-500 rpm — with a slow-speed drill, with a paint-mixing paddle (moving the paddle up/down and in a circular motion), or using a Jiffy Mixer — is recommended. Failure to use the right type and nap of roller can lead to bubbles, as can most types of foam rollers.

If bubbles in your epoxy coating occur, you will need to abrade when dry. Use fine to medium grit on rotary floor machine. Be sure you remove all dust (vacuum) and/or wipe with MEK or Xylene, then re-apply. **NOTE:** If, when you initially examine the concrete, you conclude that the concrete is quite porous or etched, then a tightly rolled coat of epoxy primer that will wet out/penetrate into the substrate, before applying the epoxy coating itself, is recommended. Bringing the temperature up in the application area (akin to pre-heating an oven before baking) will warm up the air within the porous concrete, deterring air expansion related bubbles. A spiked roller may suffice in bursting bubbles if used within the workable window of time. However, keep in mind that you might be able to burst the tiny bubbles but, if the epoxy is beginning to gel up when the bubbles pop, they can sometimes cave in and form little craters.

**Blushing** presents itself as a waxy, greasy, slightly sticky-like film on the surface of cured out epoxy coating. It is usually brought about by high relative humidity during application (exceeding 85%), improper mix ratio (precise measurement is vital), non-homogenous mixing of resin/cure, or low temperature (of air & substrate) at time of application (below the recommended guidelines per tech data/spec sheet, while applying and cure out). It is important that blush is removed, doing so by cleaning with warm water, mild soap and using either a stiff non-abrasive brush/broom or Scotch Bright pad. If the epoxy is to be sanded, the blush must be removed first. Failure to remove it will drive it deeper into the cured epoxy coating, compounding the blush removal issue.

**Inter-Coat Adhesion Issues** are brought about by surface contamination, re-coat time exceeded between coats of same or compatible sealer/coating, or improper mix ratios. All industrial epoxies, dual-component high-performance urethanes, and polyureas (PAP's) have a window of time as to subsequent coats being applied (range from 12 hours up to 24, some 48). Therefore, it is vitally important to read, and heed, manufacturer guidelines. If the re-coat window has been exceeded, you must lightly mechanically abrade with fine grit on rotary floor machine. It is also advisable to lightly sand epoxy primers prior to applying subsequent coats of epoxy over them (see manufacturer's recommendation).

**Fish Eyes** are circular imperfections that appear in the coating immediately after application. The center of them will be the source of substrate contamination (e.g., oil, grease, silicon derivatives, wax residues, etc.) that caused them. In some cases, excessive surface tension can also play a roll. To remedy: Surface should be thoroughly cleaned with a degreaser, rinsed and allowed to dry, abraded, and then reapply coating.

## The Foundation of Success Begins with Performing Required Surface Preparation

Never rely on a residential or commercial property owner or their janitorial service company, or anyone else, to clean and prepare the substrate. You do not have ESP as to whether they did so properly, as instructed, or not. If an issue appears after you have applied a resurfacing system or decorative coating (e.g., bond failure, tiny bubbles/blisters, fisheyes from substrate contamination, whitish/foggy appearance, etc.), then it is your company's reputation on the line! Once your image has been tarnished and stained, resurfacing it will be an uphill battle. Furthermore, your profits will get sucked down the drain in order to repair and remedy the issues. Delegating surface prep is a recipe for potential disaster (the only exception being if sub-contracting out to a known professional who has the experience, knowledge, and references in direct relation to decorative concrete, resurfacing materials, seamless industrial flooring, and high performance coatings).





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**Winning Results**

This "checkered flag illusion" was created using Black & White Industrial Epoxy, protected with our High Performance Urethane.

