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# The GENERATOR

## Sealer Solutions

### **100% solids Epoxy**

UV Resistant Industrial  
Clear or Pigmented  
Standard 8 hour cure  
Rapid Set 4 hour cure

### **Color Coat Sealer**

Water or Solvent Based  
Clear or Pigmented

### **Urethanes**

Water Based  
Single Component  
2 Component

### **Crystal Coat**

Water Based

### **Miracle Glaze**

Solvent Based  
Clear or Pigmented

### **Vinyl Supreme**

Solvent Based Clear

## **Pricing & Information**

Price list & specifications/tech data, application guidelines, brochures, and further details will be promptly provided. Low discounted freight rates.

[www.mckinnonmaterials.com](http://www.mckinnonmaterials.com)

5612 Commerce Park Blvd.

Tampa, FL 33610

813-622-7031 (office)

## Clearing up the “mystery” of sealers.

Do you find sealers and coatings, required to shield and maintain the lasting beauty of residential and commercial surfaces, especially those in high traffic areas, a frequently unsolved mystery?

Is selecting the best sealer for use on a specific interior/exterior surface puzzling, in relation to reaching an informed decision for presentation and recommendation to your customer? If they have tunnel vision on the lowest cost initially, instead of focusing on lasting performance and value based on the challenges and environment the surface will routinely or incidentally face, do they understand that they will be spending more on an annual basis (year after year) to clean, reseal, and repair it? As a professional it is important that you educate your customer, leading them toward making wise decisions, based on factual information. ... in doing so their rate of satisfaction will increase, bringing about a greater number of referrals. The best advertising venue is the lasting image you leave on your customers concrete, along with verifiable references.

There are those in our WOC that initially apply, and recommend, that sealed floors be routinely waxed as deemed necessary ...this is a “vague” statement and rarely followed through on. Wax is a sacrificial temporary guard; providing very limited protection; ergo, it will wear off along the traveled pathways leaving floors with an neglected, stained, and ugly worn appearance. Sealers that stand alone, based on the end use of the surface and elements it will be subjected to, without costly/labor intense waxing regimes, are a wise investment and will increase property value.

To learn more about our line of high performance, custom formulated, protective sealers/coating solutions, that have passed the toughest test of all (“time”), we invite you to give us call today. Our 30+ years of expertise, combined with the field knowledge and integrity of our technical team, set an impressive benchmark and are guaranteed to rev up your engine of success.

## Don't just “drive by” ... you may be passing up sales!

Having an inquiring mind can pay off when it comes to acquiring commercial business. When you see ground being broken for a new business make it a point to stop and introduce yourself. Seek out the person in charge, exchanging business cards with them; or, better yet, give them a power point CD that showcases your attention to detail, high quality workmanship, and true freedom of color and design you offer that they and the powers that be can view at their convenience.

Every business needs indoor floors that are engineered to assure longevity and user-friendly safety; furthermore they must withstand the challenging end use needs, requirements, and extreme environmental conditions they will be routinely subjected to. Curb appeal, in relation to their exterior surfaces, is another important consideration since it makes them stand out ahead of their completion, drawing customers inside.

By demonstrating your interest in a professional manner you will be opening the door to current project, as well as others down the road. Its crushing to see a contractor (competitor) from out of your area (or State) working in your own backyard/market region (it may be that the builder was not aware of your company).

## Contractor Spotlight

### Carter Johnson ... Creative Surfaces of Atlanta



Completed resurfacing of patio.

Applicator: Carter Johnson of Creative Surfaces of Atlanta

Product: **CHROMASTAIN**

**Problem:** Tile patio deck with cracks and in need of resurfacing. Water seeping into the cracks, along with harsh climate and freezing temperatures, led to tiles becoming cracked, broken, difficult to clean, and taking on an uncared for appearance; further compounded by potential to bring about hazardous safety and sanitation related issues.

**Solution:** Tile was removed, cracks and concrete substrate repairs, and surface prepared for resurfacing by Carter Johnson that would assure maximum survival against elements of nature in a vibrant, appealing, and uniquely creative way using **Chromastain**.

**Application Process:** Pressure washed and thoroughly cleaned to remove all foreign matter. Polymer modified cementitious overlayment was applied approximately 1/4" thick, sculpting a pave stone like appearance in prior to material setting up. The overlayment was allowed to cure out overnight. All rough edges were sanded off. The entire substrate (at this point in time being white) was then stained to take on a natural stone appearance using **Chromastain** (decorative penetrating colorant). using 4 spray bottles of various colors. The **Chromastain** dried within an hour, after which time it was sealed to shield it from the elements of nature, foreign matter staining, and provide the property owner with a surface that would be easy to clean and maintain, assuring that they receive lasting value and sustainable beauty for the investment made.

**Success:** We congratulate Carter Johnson on his craftsmanship, attention to detail, and a job well done.

## Epoxy Stone

**McKinnon Materials** has the premium time tested materials to "rock your world" ... we will provide you with everything you need to cover up interior/exterior naked concrete with natural riverstone and our premium line of 100% solids epoxy formulated for this specific purpose.

Every day you don't learn something new you are at best running in neutral instead of proceeding progressively ahead in forward gear.

By: *Lindy Ausburne*

## Contractor Spotlight Invitation

We invite you, our loyal professional contractors, to submit a summary detailing your concrete resurfacing projects along with photos for prominent potential showcasing in our **Contractor Spotlight**. Photos submitted will also be featured in our photo **Gallery** on website (with credit given) gaining you the status and recognition you as a professional who excels in the hardscapes, decorative concrete, protective coatings & high performance sealers, epoxy stone, and seamless industrial flooring industry systems, along with our "bedazzling" Aurora Dust/Epoxy surfacing (3D image incorporating shimmering metallic dust and our 100% solids UV resistant Industrial Epoxy.

## **FREE subscriptions to leading trade related publications.**

If you are not a subscriber to the below magazines we highly recommend that you do so in order to broaden your scope of knowledge while gaining valuable insights that will pay off bringing about a brighter and more profitable future.

**Coatings Pro Magazine** ... [www.coatingspromag.com](http://www.coatingspromag.com)

**Durability & Design**, the journal of architectural coatings ... [www.durabilityanddesign.com](http://www.durabilityanddesign.com)



## Aurora Dust & Industrial Epoxy create "bedazzling" 3D Floors



Are you searching for a way to "bedazzle" your customers and their floors that has a flowing 3D like image? Do you want your creations to shimmer in a vast array of vibrant colors? If so, we invite you to learn more about our Aurora Dust & Industrial Epoxy system. Upon request we will send you detailed information including technical data and specifications, application guidelines, and Aurora Dust color chart. Of course all residential and commercial property owners, designers and architects, and others with a vested interest want to see actual samples ... for a nominal cost of only \$25.00 we will furnish you with a set of made up samples (14 of them to be specific). If you need assistance in figuring amount of material needed for a specific project, along with total material cost and freight quote to your location, either give us a call or drop us an email message for our prompt response.