



March 2013
Issue 5

The GENERATOR

Contractor Spotlight

Materials & Products
**** Important Updates ****
 McKrete Color Packs are now available. ... user-friendly. Packaged in double plastic bag. Remove outer bag, drop the inner bag in mixing bucket, mix as usual. Use 1 (one) Color Pack per bag.
 11 colors available ...
 \$9.00 White
 \$5.00 all other Colors
 Ideal for interior & exterior surfaces in McKrete.
 www.mckinnonmaterials.com
 5612 Commerce Park Blvd.
 Tampa, FL 33610
 813-622-7031 (office)

Kenny Pattillo, Concrete Concepts, (Crowley, TX) created this unique game board using Aurora Epoxy Dust. His craftsmanship is always inspiring. Architectural concrete, in the form of dining room & end tables, fireplace hearths & matching mantels, kitchen & bath countertops, benches & lounge chairs, headboards, and other furniture are all the rage by interior designers, as well as residential/commercial property owners ... freedom of color, shape, and design are endless; as well as being a sustainable, strong, sanitary, and lasting alternative to wood and composites.



CUSTOM COLORED EPOXY



When **Jose Rolon of Wall and Floor Image (San Juan, PR)** required a custom colored UV resistant Industrial Epoxy (100% solids), for **Planet Fitness** he came to McKinnon Materials. Color was matched, made up, and in route to him within a couple of days. Appealing low cost of user-friendly Epoxy “plus” Jose’s expertise, resulted in winning game plan.



Stop Bidding ... Start Proposing

Bids are a list consisting of surface type, materials, and cost per square foot. Never assume the buyer sees the true value that your company offers. Tunnel vision on price can be overcome. **Bids** are pricing wars based on cost comparisons; therefore, it is vitally important that you set yourself apart by removing **bid blinders** in order for prospects to get a clear detailed picture in the form of your **Proposal**.

Proposal's illustrate unique features, benefits, and a value equal to or better than investment made; thereby, overcoming objections ... end result will be increased sales, recognition, and profits. Attention to detail, along with perplexing problems resolutions, will set an impressive benchmark, assure referrals, and establish professional status.

Structure of a professional **Proposal** should include ...

** A summary of clients individualized needs in a bullet point/targeted manner; this demonstrates that you have listened, processed, and fully understand their specific needs and interests.

** State how your **Proposal** will meet challenges ... protection of adjoining areas/fixtures/landscaping, surface prep, basic scope of work, time schedule, and responsible removal of all related debris ... simple **bids** that vaguely state “clean, apply *named product*, seal, and total cost” do not provide the buyer with sufficient information to compare the **bids of competitors** to your **detailed Proposal**. If your prospect questions or attempts to leverage a power price by using the **bids** of competitors respond by asking “which of the necessary surface prep procedures, professional services, or materials in my **Proposal** would you like to eliminate in order to save money; keep in mind that doing so will affect the longevity, performance, and lasting beauty of your surface as well as limit the warranty?” ... chances are, put this way, they will be left speechless, opting to do the job right rather than chancing the unknown of a basic/non-detailed **bid**.

** Include with **Proposal** documents that attest to specific suitability of proprietary materials used, physical properties data, and warranty.

The stated cost in **bids** are perceived as a “necessary evil” ... while an “investment,” as outlined in your **Proposal**, has a perceived future value as an asset that will pay off for years to come. Turn off the negotiation faucet by removing the word **bid** from your vocabulary; replacing it with **Proposal** ... you are a skilled craftsman, not an installer of carpet or linoleum flooring.



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Contact Information

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“Like us on Facebook” ... get \$10.00 off you next prepaid shipping order.

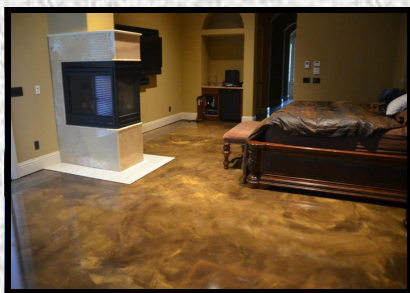
Epoxy Stone Resurfacing System



River Rock Update

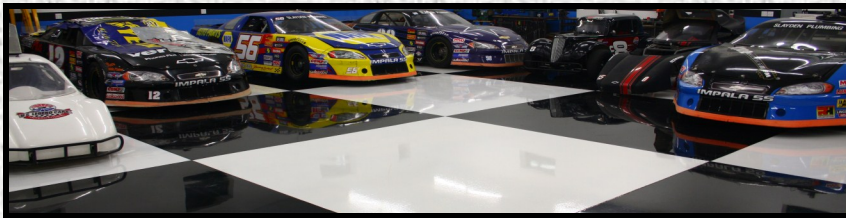
Gray Blend and Texas Rainbow will be in short supply this year and may eventually not be available due to issues with quarry.

Rich Elegance of Liquid Gold



Just as 24k gold is a highly valued and prized possession, so is this Aurora Epoxy Dust floor. It’s multi-faceted brilliance truly exhibits the high quality workmanship and customized fine detailing of its creator Ron Francis of Ron Francis LLC located in Tampa, Florida. Black epoxy primer was applied, which micro-dowels and locks into the concrete substrate (detering tiny pin-head air bubbles/outgasing). Next, Gold Aurora Dust was added into clear Industrial Epoxy. High Performance Urethane provided wear-abrasion resistant diamond like finish. Mining with Aurora Dust pays off.

Winning Results Showcase ... Get Geared up with McKinnon



Stateline Speedway & Competitive Edge Racing School Floors

Dennis Florianovich of Florartisan LLC located in Green Acres, Washington created this “checkered flag illusion” using Black & White Industrial Epoxy, shielded/protected with High Performance Urethane.



Office floor is right on track using Aurora Epoxy Dust system. First was black epoxy primer, followed by Brass and Royal Blue Aurora Dust (fine metallic dust) added into clear Industrial Epoxy, finished off with High Performance Urethane.

Both these surfaces provide CHAMPIONSHIP winning results!

Helpful Hints

Decorative Concrete Substrate and/or Finished Surface Protection

- # 15 weight roofing felt (wall to wall), overlay 1” and duct tape all seams
- # 30 weight roofing felt (wall to wall), over craft paper or painters film, placed immediately after dry in (before sheetrock and paint)
- Cover with Tryvek and then masonite, with all seamless taped off.
- Beverage carton paper 3’ to 4’ wide, tape overlapped edge with dust tape. Put down at framing (before electrical, plumbing, hvac, sheet rocking, painting, etc.)
- Corrugated cardboard, tape seams. Leave some extra on site. Comes in 3’ x 250’ or 4’ x 250’. Is available at packing supply wholesalers and some tile/hardwood floor stores.
- Single face corrugated paper over Brown Builders paper. Do not recommend the use of Red Rosin paper since it contains rosins that could over time transfer to the concrete and possibly result in sealer/bonding issues and as a waterproofing paper it does not breathe.
- IMPORTANT ... always tape the seams securely (overlapping). NEVER tape anything to the bare concrete substrate, stained or dyed surface, or any sealer.

Notice to Builder ... Suggestion

It is of great importance that the commercial or residential builder signs off of a written statement pertaining to their knowledge that the concrete is to receive a decorative concrete surface. This statement should make it clear that in the event they, or their subs, use permanent markers, red caulk, black lumber crayons (list all others they can not use as well); contaminate the concrete by dripping adhesives, plumbers glue, mastics, paint, sheet rock dust or mud, etc; lay bundles of lumber directly on concrete surface; chip/gouge or deeply scratch; or in any other way damage the concrete surface, they (the builder and/or tradesman/sub-contractors) will be held financially liable for all costs (material and labor) incurred to correct their vandalism. Suggest you add a clause to your Proposal addressing this.