



January 2015

Issue 12

The GENERATOR

Miracle Glaze H20 (above)

Properties: Excellent Chemical Resistance, Two Component Water Based Aliphatic Urethane, Superb Satin Gloss Retention, Virtually Zero VOC, Odor Free

Recommended Uses: Aircraft Hangers, Service Bays, Warehouse Floors — requiring light reflective and chemical and wear resistance. Contact us for detailed tech data, coverage rates, and cost.

McKinnon Materials Inc.

www.mckinnonmaterials.com

1-866-622-7031

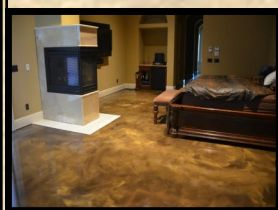
Our 2015 master price list is now available. No price increase, but does include updated photos and detailed information to inspire your creative talents!

2015 New Year Resolution

“Learn Something New Every Day”

Knowledge is the power that fuels business success at warp speed. It is the driving force, in relation to propelling us forward toward a more profitable and progressive future. Winter is not the time of year to hibernate like a bear; instead, it is the ideal time to invest in your company. Take full advantage of our hands-on training opportunities designed to share insightful tips, thus providing you with essential skills to capture a greater market share as a leader in your field of expertise.

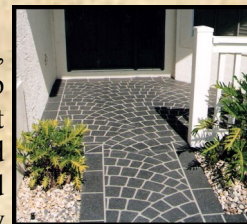
Call us now. We will show you how! Visit mckinnonmaterials.com and click on the training-workshops tab. (Training videos are also available.)



Opening B2B Door (Business 2 Builder)

Today's custom home builders are seeking new ideas that will pave their way to rise above their competition, successfully selling and increasing the demand for the homes they construct. They want competitive pricing, not “cheap” seconds or low quality materials/products that will ultimately damage their reputation (*most important asset*) and cause costly headaches. Bad publicity, by unhappy homeowners using online social media sites to vent, is destined to scar their otherwise pristine image.

They are seeking sustainable, unique, inspiring surfaces — wherein freedom of design, color, and texture reign supreme — thru interior floors, countertops, and exterior surfaces. It's your job to learn about their wants/needs/requirements and if they have any areas of concern that are not being fulfilled by other contractors. Respond by providing them with facts, features, benefits and solutions, in relation to your professional services and surfaces that have an established and *verifiable* high performance history. Innovative upgrades, intriguing beauty, and sustainability may well lead to selling their homes at a higher price.



Remember, those that purchase non-cookie-cutter homes are open to the modern exclusive style that you specialize in, making them the envy of the neighborhood. Added advantages are ease in cleaning and maintenance as well as healthy and sanitary living environments. Your high level of attention to detail and craftsmanship, in union with leading and respected builders, is a win/win for all concerned parties having a vested interest in timeless success and lasting beauty.

Suggestions: Offer a small/free application, maybe a porch or entryway, to build the bridge of “I want that in the homes I build” desire. Also, we encourage you to join and become an active member (*networking*) in your local and/or regional Home Builders Association.



Like us on Facebook! Get \$10.00 off your next prepaid shipping order.

Power Up Your Sales With Social Media

2015 is the year to fully embrace social media marketing. Social media develops a sense of trust and influences consumer purchasing behavior. You can tap into maximum returns with one or more of the following that include but are not limited to:

Facebook • Instagram • Pinterest • Twitter
Vine • YouTube • Flickr • Snapchat • Tumblr

Share your photos by uploading images or short video clips to be seen by:

- Residential/Commercial property owners
- Architects, homebuilders & GC's
- Property management companies
- Condo/Homeowner Associations
- Restaurant owners
- Public facilities and schools
- Health club franchises
- Pool builders for decking use
- Hotel & motel maintenance engineers
- Or those that frequent the Internet to satisfy their "I want it/need it" purposes.

Social media provides the ideal way to target audiences, boost sales, and showcase your attention to detail and creative talent. Every surface is an "original" work of concrete art to be exhibited before thousands.

Consider hiring an expert that specializes in promotional social media marketing to focus the desired spotlight on your company, especially if you lack the confidence and/or the time to do so yourself.

Are You Trending?

Over the past 20 years, there has been a growing trend in laminate flooring, particularly those having the appearance of planked hardwood. However, there are problematic issues associated with laminate flooring.

As a decorative concrete industry professional, you have the **ability to "trend"**, by applying our **McKrete** polymer modified cementitious system to create wood floor illusions (or limitless other creative designs/options), protected by our proprietary product line of green, safe resinous sealers ... A solution that saves dollars and makes sense!

Plus, consider other factors that go above and beyond those associated with laminate flooring:

- Seamlessly applied (with *no joints, seams or crevices*), creating a sanitary living and/or working environment, ease in cleaning/maintenance. Liquids can be mopped up or wet/dry vacuumed.
- Limitless colors, further enhanced by our environmentally safe **Chromastain**.
- Unlimited integral designs (the *inlay look*), textures, and plank illusion lengths possible.
- Solid, stable, no hollow sound underfoot (*as is inherent with composite surfaces*).
- Seamless application prevents ongoing odorous foreign entrapment; e.g., pet urine, etc.
- Provides a level finished floor even when applied over an uneven substrate; e.g., slightly higher/lower from one room to the next or as in random low areas or spalled/damaged spots (unlike laminates, which must be applied over level surface to prevent separation at joints). Thickness can be varied, as required.
- Conducts and holds heat, making it an ideal application choice for passive radiant heat flooring systems.
- Can be applied on any interior floor or exterior surface.
- **McKrete** far exceeds hardness (*AC1 thru AC5 factors*) of laminate flooring and, as for sustainability, also exceeds physical properties and characteristics of laminate flooring.



Mesa Brown Chromastain over McKrete Wood Grain

To obtain valued, long lasting interior/ exterior solutions, the choice is "clear". So are the vast number of **McKinnon** sealers that have a proven performance history spanning decades in challenging climates and harsh environments. **Decorative concrete** is not a fad. It is a "trendsetter" that is **here to stay, with limitless and profitable potential.**