



June 2012

Issue 2

# The GENERATOR

## Aurora Dust Epoxy

### **Primer Epoxy**

Pigmented (usually black)

2-1 mix ratio

### **100% Industrial Epoxy**

Clear, UV Resistant

(add Aurora Dust to this)

3-1 mix ratio

### **Aurora Dust Additive ...**

#### **Fine Metallic Dust**

**Pure, contains no fillers.**

16 ounce package will color 4-6 gallons of Industrial Epoxy

### **Aurora Dust Samples**

Sample ring has 14 of the most popular bedazzling Aurora Dust colors options. (awe inspiring).

### **Aurora Dust System top**

**coat** ... 100% Industrial Epoxy or High Performance Urethane (depending on end use of surface and conditions it will be subjected to).

### **Pricing & Information**

Price list, specifications, tech data, application guidelines, brochure, color charts, etc. will be promptly provided on request.

Low discounted freight rates.

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

5612 Commerce Park Blvd.

Tampa, FL 33610

1-866-622-7031 (office)

## **Shimmering, Cool, and Inviting ... Aurora Dust Epoxy Floor and Light-Up Bar ... Created by Derek Saxmann, Owner/Operator of Surface Makeovers (Salisbury, MD) [www.surfacemakeovers.com](http://www.surfacemakeovers.com)**

The transformation of this ordinary tile floor in the Blue Bar & Grill of Ocean City, MD is truly inspiring! It features not only a bedazzling Royal Blue Aurora Dust Epoxy floor that has a spellbinding aura, capturing the attention of its patrons, but also is further complimented by a unique backlit Aurora Dust bar. Together they form an architecturally appealing focal point. Publicly accessible locations such as this exhibit the attention to detail and custom craftsmanship required to reap valuable returns for years to come, becoming a showcase attesting to the creator's superior expertise - The foundation on which referrals, revenue, and success are built.

**\* Floor:** Black Primer Epoxy rolled over mechanically ground/profiled substrate. Next, metallic Royal Blue Aurora Dust was blended into 100% UV resistant Industrial Epoxy (applicator friendly, superior ease in self-leveling (flow ability) was then applied. Finally, top coated with High Performance Urethane.

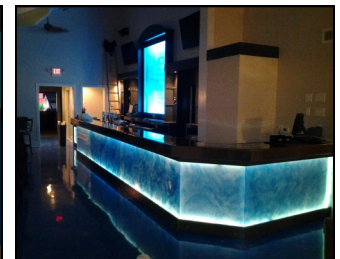
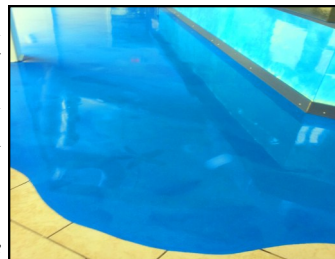
**\* Bar:** Mottled effects on the front panel of the bar were done by mixing Royal Blue Aurora Dust with Miracle Glaze that was randomly brushed on ... the LED lighting behind it radiantly illuminating through.

Picture these high definition visual effects of Aurora Dust Epoxy floors in: restaurants & nightclubs; upscale hair salons; Caribbean-like atmosphere of tanning parlors; retail stores; hotel & motel lobbies and ballrooms; condos & apartments; nail salons; casinos; automobile & motorcycle showrooms; upbeat tattoo studios; art museums; boat showrooms; etc.

**Surface Makeovers** has set an impressive benchmark in the architectural hardscapes industry, blazing a trail for other professional contractors' to follow, while doing his part to proactively eliminate dull and boring bare-naked concrete.

Congratulations, Derek, great job!

*Aurora Dust Epoxy sample rings are available for your marketing purposes for only \$25.00.*



## **Postcards ... Opening Doors To Prospective Customers**

If you have an especially creative indoor or outdoor surface, consider using postcards as a sales/marketing tool. A major plus factor in doing so is that **EVERYONE** who comes in contact with it - from the time it is mailed through delivery - becomes a potential prospect. Include before/after images. Keep all statements very brief (this is not a brochure). Focus on providing a "taste" of the decorative concrete concepts you offer (not on serving them a complete "meal"), ergo they must contact you to learn more! Post cards are ideal for mailing out to pre-selected residential or commercial property owners, Custom Home Builders, Architects, General Contractors, Property Management Companies, Interior/Exterior Designers, Condo & Apartment Complexes, Hotel/Motels, etc. Be sure to invite those receiving the postcard to visit your website. There are various online specialty marketing companies - one of which is Vista Print ([www.vistaprint.com](http://www.vistaprint.com)) and others - who have user-friendly templates for the creation of postcards, as well as who offer various delivery services to your targeted groups if you opt to have them do so on your behalf; or you can simply have specialized postcards printed and sent to you, for mailing out at your convenience. Be selective as to whom they are sent to in order to get more bang for your buck (20 or so out of each of the groups mentioned above is a good start).



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

**Contact Information**

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**We invite you to visit us on Facebook ..**  
where friends sharing interests are found.

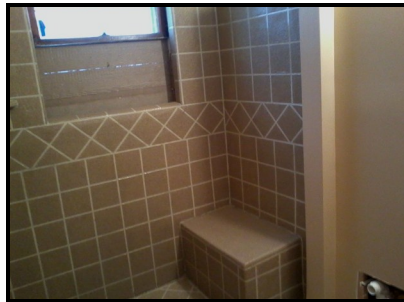
Time is a precious commodity that is frequently in short supply. Strive to never waste it. Remember, you can never replace it. ...At **McKinnon Materials**, our focus is on rapid order processing, same-day shipping, readily available tech support backed by decades of experience, as well as to provide you with the lowest discounted freight rates in the Nation.

**Contractor Spotlight**

**Jim Furst, Of Furst Concrete Solutions (Wonder Lake, Illinois)**

Jim has succeeded in innovatively taking McKrete, Colorquartz, and Industrial Epoxy to an exciting new level. Instead of looking downward on flat work, he has taken it up the wall in shower surrounds (and, out over the floor, when requested)!

**Application:** First, a base of McKrete (which can be integrally colored) was applied over reinforcement mesh on shower walls. Once dry, grouting tape was used to achieve a tile illusion. Next, epoxy was applied into which colorquartz granules were pressed to rejection. When dry, loose granules were removed. The surface was taped off again and the process was repeated. The final step was a finish coat of epoxy to shield, protect, and assure easy cleaning/maintenance. The end result is a seamless and sanitary surface, that has a 3D image and granite like appeal at a fraction of the cost. Freedom of color and design reign supreme with limitless colorquartz blends, while classic beauty provides lasting resolution.. Value received exceeds investment made! A viable alternative to tile which requires labor intense ongoing cleaning of grout to prevent mold, mildew, and germs.



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**Rack Up The Revenue**  
With High Definition  
**CHROMASTAIN**

Environmentally friendly water based concrete stain designed for acrylic concrete overlays, along with ordinary concrete surfaces. Penetrates into concrete and is self-sealing (NOT a topical acrylic paint like product that is masquerading as a stain). Can be sprayed, rolled or sponged on. Base color blending allows for hundreds of color shades for customized appeal. The below image is showcases **Chromastain** applied over wood grain **McKrete**.



**CRYSTAL COAT**

Natures crystals have a mystic like aura and multi-faceted light refraction. The same is true of **Crystal Coat** ...a single component, 100% acrylic floor sealer. It is UV stable, flexible, chemical resistant, and capable of withstanding the harsh elements of Mother Nature; thereby ideal for interior/exterior application on commercial/residential decks, patios, driveways, overlayers, and pavers.

Application ... roller, brush, lambs wool applicator, high pressure sprayer, or pump up sprayer (only be used when coating a porous surface). Clean up with soap and water. Coverage 150-300 sq.ft per gallon (depends on porosity & profile). Multiple coats of this product are acceptable (previous coat must be dry), in temperatures of above 55°F. Call for tech data & pricing.

**How To Craft An Email That Gets A Reply... By David Johnson**

Are you seeking a key to open the door that will assure your emails are read?

- Make it clear whom message is addressed to (this personalizes it).
- Put your bottom line up front. Make a concise statement or request action.
- Formatting matters ... break up into short paragraphs, for ease in reading and to focus attention
- Be clear and specific about what you need, when it is needed, and who should provide it.
- Be as brief as possible ... cull your message down to essential facts and details (long messages may either not be read or understood).