



2nd Quarter 2014
Issue 8

Aurora Epoxy Dust "Illusions in Tile"

No grouts to maintain, tiles to lose bond and create safety trip/fall issues; easy to maintain and sanitize; limitless custom designs, patterns, and colors.

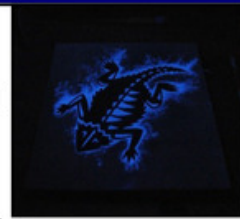


The GENERATOR

Unique Works of Concrete Art by True Masters of Our Trade

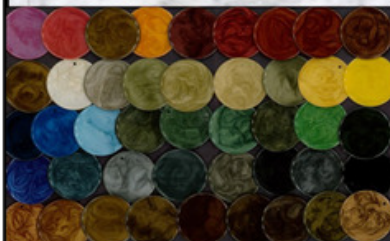
Kenny Pattillo, of Concrete Cosmetics

(Crowley, TX), is known for his architectural concrete creations on interior/exterior surfaces as well as concrete counters and table tops. This **Aurora Epoxy Dust** surface features a horn toad with McKinnon's "blue glow powder" additive.



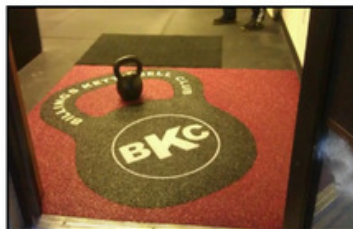
Nature at its Finest ... "Rock-In-Art" ... Epoxy Stone Creations

River stone, naturally rounded over time by water erosion, then hand troweled and securely bonded in place using McKinnon's custom formulated 100% solids UV resistant Epoxy.



Aurora Epoxy Samples

\$25 for 12 standard colors
\$65 for additional
32 custom colors.



Tough enough for vehicle traffic and auto showrooms, as well as integrally withstanding harsh exterior environments. Porous surface eliminates hazards associated with puddling water. Allows for limitless color blends enhanced with logos, custom designs, etc.

Spring Training ... Be a MVP Superstar in the Field ... Increasing Your VIP Stats

It has been a long harsh winter where many across the country have found themselves in a state of forced hibernation, sort of like a bear in its den, awaiting the coming of Spring. Now that it has arrived, the market demand for your professional services/surfaces is budding out. Sports teams attend Spring training camps to supercharge their athletic prowess in order to be "all that they can be," in the quest to achieve winning championship status. Is not this the time you considered doing the same, as an **MVP** in the **Decorative Concrete, High Performance Coatings, and Resurfacing Field**? Increase your market share. Hone your skills. Gain insights into new techniques of the trade. (For detailed information, please visit our website or give our professional team a call to schedule your training session.)

Customize Your Training to Meet Your Specific Areas of Interest

Professional Training featuring:	DAYS	COST	INCLUDES
<ul style="list-style-type: none"> Acrylic Overlays Decorative Concrete Industrial Floor Coatings Quartz Paint Chip Flooring Dyes and Stains Epoxy Bonded Stone 	3	\$500*	All Products
	1-1/2	\$300*	River Rock only
	1	\$200*	Choose 2 products, (except River Rock)
* Flat Fee for up to 3 trainees, \$50 each additional person			

McKINNON MATERIALS, INC. VIDEO EDUCATION SERIES

Home About Us News Resources Project Gallery Contact Us

Epoxy Basics
Epoxy Stone (River Rock)
McKrete™ Concrete Overlay System
Aurora Dust
Colorsquartz Ceramic Color Coating Crystals

Get Ready To Create With McKinnon Materials

Welcome to the McKinnon Materials Video Education Series. In these fun short videos you can learn everything you need to know about producing with McKinnon Materials phenomenal products, including our River Rock Epoxies, The McKrete Concrete Overlay System, and the phenomenal Aurora Epoxy Dust.

With more demand for your services and time being at a premium, as you make money while the sun shines, take advantage of previewing our **all-inclusive training video** that **showcases McKinnon Materials products**. It is available on **DVD** or **on-line** for **only \$40**. The valuable insight and knowledge you gain will be inspiring.

If you have a sales staff that performs your residential/commercial field prospecting endeavors, we encourage you to have them watch

If you have a sales staff that performs your residential/commercial field prospecting endeavors, we encourage you to have them watch the video also. (The more they know, the greater an asset they will be). We suggest you have your crew view this as well. Doing so has the potential to bring about more homerun success statistics for your company!

Experience The Excitement of Designing Beautiful Works of Art

- [Quality products](#) you can depend on
- **Affordable prices you didn't know still existed**
- Technical support and [training](#) you can count on
- **Competitive discounted freight rates**
- **Simple, quick order processing**
- **If you don't currently offer such services in your business, but wish you could, call us today to sign up for [training](#) on this product and any others.**



Get Floored with Epoxy on the Rocks

Epoxy Bonded Stone brings the beauty of nature indoors and is formulated to survive harsh exteriors in all regions of the country!



"Like Us on Facebook" and get \$10 off your next prepaid shipping order.

Chromastain Dramatically Colors Concrete

In today's world, materials that are both environmentally safe and applicator friendly, as well as available in an array of vibrant colors and at a low "direct from the manufacturer" (not inflated "middleman distributor") price are a paramount concern and assure you of generating greater net profits upon job completion. (No more scrubbing, neutralizing, and rinsing, then responsibly discarding chemical residues, as required with typical reactive acid-based materials).

Although acid stains had been the backbone of the industry for decades, modern advancements in technology have brought substantial improvement, particularly in reference to our proprietary **Chromastain** formulation.

We understand that your ability to test and evaluate **Chromastain** for yourself is a self-preservation concern. After all, your reputation is one of your most important business assets. Therefore, we offer complete wet sample kits for only \$30. Hands-on training is also available.

CHROMASTAIN
Eco-friendly water-based, self-sealing stain penetrates and adheres to porous surfaces for custom blending and shades.



Sample kit available



Are You Asking the Question: "Where Can I Find Good Help?" Here's the Answer!

The back door answer is to lure potential new hires away from competitive contractors by paying them more or providing incentives that they currently do not have. In order to retain them, show your appreciation for their hard work. Remember, they have family, friends, neighbors, and other acquaintances that might want or need the services/surfaces your company specializes in. Should any of these connections result in a job sold, pay your new hire a finder's fee or commission. (Doing so increases their income, as they wear a construction and prospecting hat on your behalf.)

On the other hand, you can "grow" your own crop of skilled employees that will have no misconceptions or bad habits they may have picked up from previous employers. With the overseas wars winding down, there are an influx of returning military that are opting to not re-enlist. They are seeking gainful, rewarding employment in a master trade. These prospects are programmed — through service to our country — to listen to and follow orders; to complete all assigned tasks in a prescribed manner; to present themselves with decorum while being punctual and dependable; to read, comprehend and follow (application) guidelines; to dutifully follow your authoritative lead without question.

Durability & Design (www.durabilityanddesign.com) is a trade magazine with a helpful "Blog" on their website. (**FREE subscriptions** for contractors and others with a vested interest in our industry.)

A March 14 blog — written by Kelley Chisholm and titled "**Get Them While They are Young**" - addresses the workforce needs of professional construction trades and provides a roadmap to assisting you in finding good help.

One sub-heading drew attention to **"Helmets to Hardhats"** (www.helmetstohardhats.org). Helmets to Hardhats connects quality men and women from the armed forces — workers who have acquired the discipline and dependability, as well as desirable leadership skills and safety training — with promising building and construction careers.

Another subtopic in this D&D blog, **"Youth Build USA"** (www.youthbuild.org), focuses on bringing youths into the construction field. Not all high school graduates want to attend, or can afford, college; therefore, they are seeking an immediate career in which they can grow and prosper. Keep in mind that many high schools host "job fairs" where prospective employers and seniors can meet and learn what each has to offer.

"Ace Mentor Program" (www.acementor.org) is a pathway for youths to learn a skilled construction trade. Most large cities across the country have a chapter.

"Think outside the box" as to gender. There are a great many women who have excelled and made a real name for themselves in the world of concrete resurfacing and design. Their high level of creativity, ability to focus on details, clear-cut craftsmanship, and professional decorum are a credit to our industry. Yes, it's hard work, but they have proven themselves ready, willing, and able to perform in classic style.



For more information on our products, click below:

- [Aurora Epoxy Dust](#)
- [Stone Bond Epoxy](#)
- [Durogloss \(Industrial Epoxy\)](#)
- [McKrete](#)
- [Chromastain](#)
- [Deck Coat Overlay \(Stampable\)](#)