

POLISHED CONCRETE / CONCRETE OVERLAYS

MANAGING CUSTOMER EXPECTATIONS FOR POLISHED CONCRETE FLOORS

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FCICA



The Flooring Contractors
Association

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MEETING THE EXPECTATION

THE TREND

The global polished concrete market size is projected to grow from USD 2.2 billion in 2020 to USD 3.0 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 5.6% during the forecast year. According to The Concrete Polishing Association of America (CPAA), “polished concrete is a process of converting a concrete floor surface, with or without aggregate exposure, to achieve a specified level of gloss using bonded abrasive polished concrete, burnished polished concrete or hybrid polished concrete.

Markets and Markets



MEETING THE EXPECTATION

THE SUCCESS

THE OVERALL SUCCESS WILL ONLY BE ACHIEVED
WITH CUSTOMER SATISFACTION

WHAT IS REQUIRED TO SATISFY THE CUSTOMER?

WHAT WILL MAKE THEIR DREAMS A REALITY?



MEETING THE EXPECTATION

THE DREAM CAR

AMERICAN MADE



MEETING THE EXPECTATION

THE DREAM CAR

AMERICAN MADE
SPORTS CAR



MEETING THE EXPECTATION

THE DREAM CAR

AMERICAN MADE
SPORTS CAR
YELLOW EXTERIOR



MEETING THE EXPECTATION

THE DREAM CAR

AMERICAN MADE
SPORTS CAR
YELLOW EXTERIOR
BLACK ACCENTS RUNNING DOWN THE HOOD, SIDES, and
TRUNK LID



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CHROME RIMS



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TWO DOOR – COUPE



MEETING THE EXPECTATION

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BLACK ACCENTS RUNNING DOWN THE HOOD, SIDES, and TRUUNK
LID

CHROME RIMS

TWO DOOR – COUPE

READY TO MEET THE EXPECTATIONS ??????????





1972 AMC GREMLIN

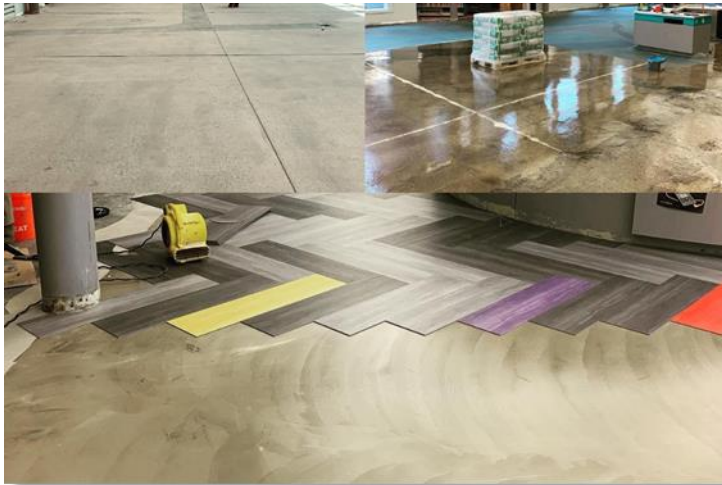
DID YOU MEET THE EXPECTATION?





WHO IS YOUR CUSTOMER ?

Are you talking to the building owner, architect, general contractor, subcontractor, distributor representative or applicator?



IN MOST CASES IT IS NOT THE SAME CUSTOMER

The sales approach used with top surface flooring will not be the same as with decorative overlays or polished concrete.



DECORATIVE CONCRETE DEPENDS ON A TEAM

Build your team to include the building owner, architect, general contractor, subcontractor, distributor representative and applicator.



THE FINISH IS MORE THAN JUST THE CONCRETE OR OVERLAY

Communication with the team should give direction for additional products and services needed for overall success





WHAT DO I NEED FOR SUCCESS?

The equipment for concrete or concrete overlay polishing is much different than the normal tools of the flooring trade



WHAT ELSE COULD I NEED?

Polishing contractors should test the hardness of the product at time of finishing to determine the correct tooling required.

MOHS' HARDNESS TEST KIT



CHECK CONCRETE HARDNESS TO SELECT THE RIGHT BOND AND PREVENT GLAZING OR PREMATURE TOOL WEAR.



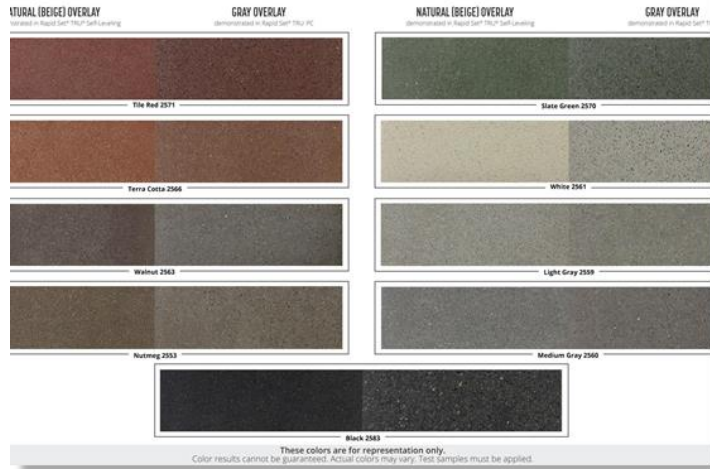
MOHS' HARDNESS TEST KIT

Mohs' Scale	Bond Color	Concrete Type
2-3	Yellow	Soft Concrete
3-5	Gray	Medium Concrete
5-7	Red	Hard Concrete
7-8	Gold	Extra Hard Concrete
8-9	White	Super Hard Concrete

30 GRIT - MEDIUM TO LARGE AGGREGATE
50-70 GRIT - SMALL TO MEDIUM AGGREGATE
120 GRIT - SALT & PEPPER

RECOMMENDED RPM:
550-650 FOR ELECTRIC GRINDERS
1800-2100 FOR PROPANE GRINDERS

- USE SINGLE SEGMENT FOR LIGHTER MACHINES (UNDER 25')
- USE DOUBLE SEGMENT FOR HEAVIER MACHINES (25' & UP).



Integral color (noun) Pigments used to integrally color concrete and concrete overlays. Can be found in both powder and liquid.

WHAT ELSE COULD I NEED?

Integral colors are added to the mix and will provide color throughout the entire overlay or concrete. Integral color is popular in high traffic areas due to the ability to repolish without the addition of more stain.



Topical Stain (noun) a colored liquid material to change the appearance of the concrete surface. The products used can be acid stains, pigmented water-based stains, or penetrating dyes.

WHAT ELSE COULD I NEED?

Topical stains will penetrate the top surface of the concrete. Topical stains can be applied with multiple coats to enrich the overall color and uniformity.



Grout coat (noun) A thin mortar used for filling spaces. The act of using a grout that is forced into the pore structure of the concrete substrate to fill surface imperfections.

WHAT ELSE COULD I NEED?

Grout coats will repair surface spalls, pop-outs, surface pitting, bolt-holes, random cracks, and more! It also enhances the continuity and gloss of your floors, ensuring a beautiful appearance from edge to edge.



Densifiers (noun) A combination of silicate and water-based compounds that react in the surface of the concrete to produce additional calcium silicate hydrate (CSH)

WHAT ELSE COULD I NEED?

Densifiers are applied to a concrete surface in order to increase surface density by reacting with the concrete, hardening the surface, and sealing pores. Increased surface density means a harder surface and more surface strength.



Gloss Meter (noun) A device that is capable of measuring specular gloss at 20, 60, or 80 degrees.

WHAT ELSE COULD I NEED?

Gloss Meters will give you a DOI (Distinction of Image) reading. This tool will ensure that your contractor has a constant gloss throughout project and has met the expectations of the customer.



Film Forming Coating (noun) A film forming material which is designed to be a surface coating on concrete with a minimal film thickness of greater than 0.05 mils.

WHAT ELSE COULD I NEED?

Floor coatings are tough, protective layers used in applications where heavy surface wear or corrosion is expected. Typical applications include warehouses, chemical plants, and manufacturing floors.



Sealer (noun) Non film forming stain and food resistant penetrating sealer designed to be applied to densified and polished concrete.

WHAT ELSE COULD I NEED?

Sealers penetrates deep into the surface of the concrete where it chemically reacts below the surface from within the pores. Penetrating sealers do not leave behind a visible surface film, and most of them will not change the look or color of the surface.



Resources (noun) a department or person that helps people with knowledge to avoid problems

WHAT ELSE COULD I NEED?

Support from your vendors.

Having a team approach will lead to success

Properly trained applicators are the most important tool.

They should be craftsmen, artist, and experienced.



WHAT IS THE MOST IMPORTANT
KEY TO MEETING THE CUSTOMERS
EXPECTATION?



THE KEY TO MEETING THE EXPECTATION IS A MOCK UP

A successful project should include a mockup to set a standard of acceptance and expectation of the product and the application



A MOCK UP SHOULD BE DONE USING THE JOBSITE CONDITIONS

A change in the environmental conditions of the jobsite verses warehouse or showroom space can change the overall appearance of the concrete or concrete overlay



A MOCK UP IS NOT THE SAME AS A SAMPLE

A mockup will allow the installer to set the expectation that cracks may occur, tool marks could show, and aggregate may have limited exposure



2022 CORVETTE

DID I MEET YOUR EXPECTATION?

