

# Business Spotlight

Create an extraordinary look  
for your home or business  
with decorative concrete flooring.

FAUX TERRAZZO FINISH  
ACCENT CONCRETE STAIN  
FLIGHT DECK COATING

**Accent!**

CONCRETE COATINGS

616/261-5501

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



## Accent! Concrete Coatings

Looking for an attractive and cost-effective way to update a worn, stained concrete floor? Several years ago, so was Accent! Concrete Coatings president Steve Grimm. When he built his home, Grimm had been talked into a coating for his garage floor that was supposed to be easy to clean and stain resistant. Unfortunately, it wasn't, and it looked awful. Grimm started perusing Web sites, looking for a floor coating that looked good, would wear well, and came with a decent warrantee.

He found what he was looking for at Stone to Foam Corp. "I wanted to purchase the products, but was told that they only sold through dealers ... and that there were none in West Michigan."

A light bulb went off in Grimm's head, and after performing some market research, he flew to the company's headquarters in Cleveland to see their products first-hand. What he saw impressed him, and he became a dealer within a week. "The rest is history," says Grimm. "I was fortunate that one of my builder clients from my insulating career was receptive to having me coat the floor of his spring Parade home in Manchester Hills. It turned out great and my phone started ringing."

Today, Accent! Concrete Coatings offers a wide range of options for turning an unattractive concrete floor into a welcome addition to any décor. Their signature product is Corazzo, which combines beauty and functionality with virtually unlimited options for creating a unique, faux terrazzo floor in any room in the house that could use an upgrade from a plain concrete floor. Accent! also performs concrete acid staining for new or existing concrete floors—a hot new trend for both home decorating and commercial interiors. A 10 year warranty against chipping, peeling or staining is offered on all products.

Several 2006 Spring Parade homes will feature this company's work; for more information, call (616) 261-5501, or view a gallery of completed projects at [www.accentcc.com](http://www.accentcc.com).



## See Us At The Parades!

### GRAND RAPIDS

Colonial Builders	1346 Nottinghill Ct. SE
Diephuis Builders	10065 Serenity Shores Dr. NE
David Homes	4221 N. Oak Pointe Ct. NE
David Homes	7238 Storybrook Lane SE
Insignia Homes	547 Pinnacle View Dr.
Rivertown Builders LLC	2245 Pleasant Pond SW
Schrock Builders	1365 Nottinghill Ct. SE
True North Homes LLC	6590 Pleasant Hill SW

### HOLLAND

Kooman & Sal	6101 Ravines Court, Saugatuck
The Troxel Company	At The Macatawa Legends
HOM Builders	At The Macatawa Legends

**WE'LL FLOOR YOU!**