

ProductWatch

By Steve Grimm
Accent! Concrete Coating

TIPS: Concrete Floors Get an Extreme Makeover

Today's homeowners are giving the garage more attention these days as an extension of their homes. According to reports from the National Home Builders Association, American homeowners will spend \$2.5 billion in 2005 for garage remodeling. The garage is still a place to park the family vehicles, but it's just as likely to double as a play space for the kids, a workshop for dad, a game room or even an extra sitting or serving area for outdoor entertaining.

A Corazzo floor starts with a polymer resin base in a choice of colors. After the base is installed seamlessly over the existing concrete, imported Corazzo color chips are broadcast across the surface to create a faux terrazzo floor. The surface is finished with a topcoat to seal it and protect the floor for years to come. The chips are available in a choice of sizes and colors and can be broadcast with varying intensities to create a custom look that fits the homeowner's style.

Corazzo is professionally applied right over existing, cracked, stained concrete or over a new concrete

floor with equally durable and beautiful results. Corazzo is bright and light reflective and is so easy to clean that even oil spills wipe away.

For homeowners who want to add a unique, decorator touch to their basement floors or a concrete patio or porch consider acid staining for concrete. The stains are a mix of acid and inorganic solvents suspended in water that achieve their beautiful colors through a chemical reaction with the free lime in the concrete. Because the lime is not evenly distributed throughout the concrete, acid staining produces a rich, mottled look. How much stain is applied and how long it is on the surface can be varied to create just a hint of color to dark, rich shades. Homeowners can choose from a palette of colors and combinations to create their own custom look.

When the basement floor is cracked or otherwise unsightly, Corazzo offers the perfect solution to restore it and make the space usable. Lower level space is growing in popularity as a way for home-

owners to gain more living area, and Corazzo solves the problem of what to do with an ugly, old floor. Whether the remodeling plans for the basement include an office, game room or just a nicer laundry room, Corazzo will brighten up the space with care-free good looks.

To introduce Corazzo and Accent acid staining to area builders and homeowners, Accent! Concrete Coatings has installed Corazzo in two homes featured in the 2005 Parade of Homes. For home locations visit www.hbaggr.com

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A man of many talents, Steve Grimm is best known for the over 10 years he spent building Great Lakes Insulating Systems into a flourishing business. While searching for a new way to refinish his own garage floor, Grimm found Stone to Foam. Because he was so pleased with his results, Steve started his own company, Accent! Concrete Coatings, which carries the Stone to Foam line.

Accent!

CONCRETE COATINGS



An ugly, cracked concrete mess is transformed into a high-performance floor designed to last for years.



Even tough oil spills clean up easily.



Accent! Concrete Coatings achieve a stylish terrazzo finish.