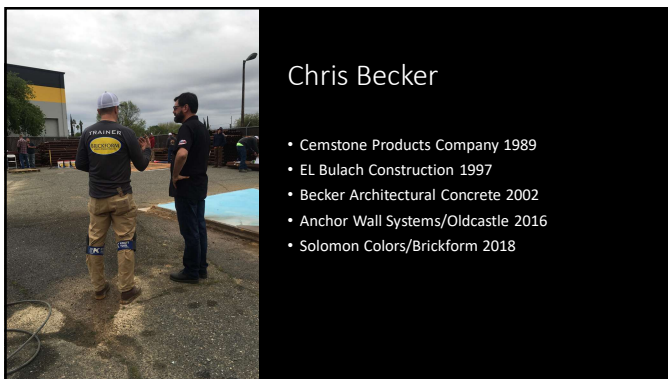




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3

Overview

- Brief Overview of the Evolution of Decorative Concrete
- Explore what's on trend today
- Predictions about the future



4



Where it all
Started...the early
pioneers, influencers
and products

5




Lynn Scofield, LM
Scofield




- In 1915 Early development of metallic oxides for use in Concrete...Grew into LM Scofield Company
- Later introduced color hardeners, sealers stains.
- By 1920 Moved the Company to California

6




John Crossfield, Crossfield Products

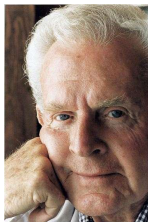
- 1938, Patent for Plastic Composition, A combination of rubber and Portland Cement
- Later incorporated polymer resins
- By the 1970's , Sundeck experimented with spraying these types of materials through a hopper gun, and Crossfield Developed the Miracote branded material



7





Bomanite




Brad Boman Bomanite

8

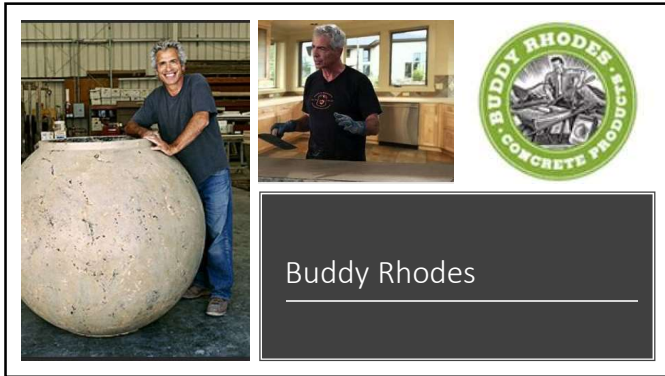



Bomanite



Innovator and Leader

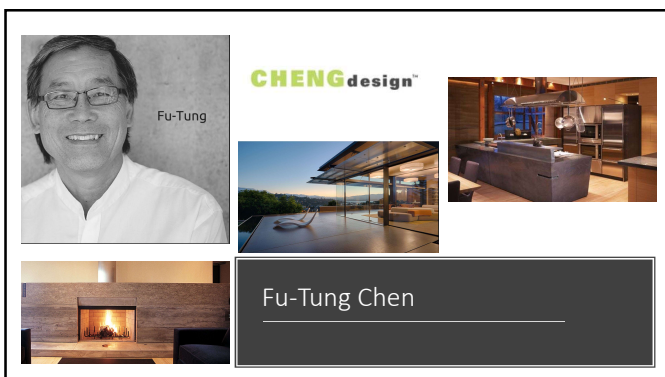
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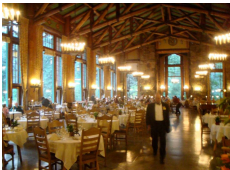


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Materials & Installations

13



Chemical stains
In the early 1900s some precasters colored their castings by submerging them in chemical stains. But Gilbert Stanley Underwood, an architect who designed several National Park buildings, is probably the first person to use them on flatwork. For his Yosemite Valley Ahwahnee Hotel project in 1927, he sent letters to the contractor with directions to purchase certain chemicals, mix them with water, and apply them to all the ground level floors throughout the building. The installation was very successful, and the floors remain in good condition today. But it was L.M. Scofield who converted single-use recipes to manufactured "ready to use" products, making them reliable and available to everyone. Chemical stains were one of Scofield's first manufactured



Acid Stains...Early 1900's

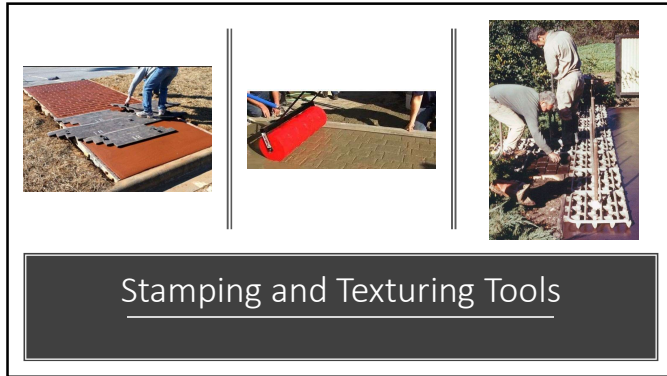
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01 Natural Tan	02 Light Tan	03 Dark Tan	04 Dark Tan
05 Tan	06 Dark Tan	07 Dark Tan	08 Dark Tan
09 Dark Tan	10 Light Tan	11 Dark Tan	12 Dark Tan
13 Dark Tan	14 Dark Tan	15 Dark Tan	16 Dark Tan
17 Dark Tan	18 Dark Tan	19 Dark Tan	20 Dark Tan



Integral Colors

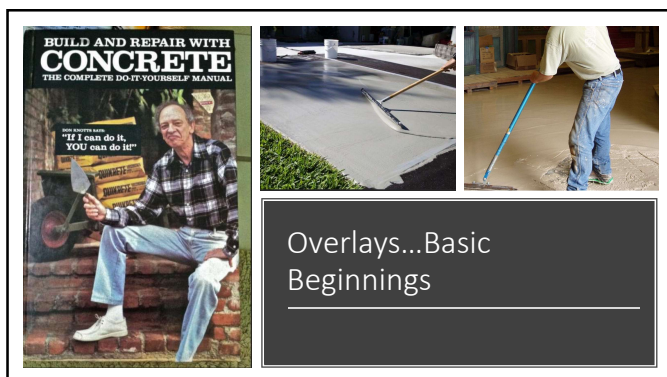
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Through the 1980's- Early 2000's

- Color was a combination of Color Hardener, Integral Color & Stains
- Metal imprinting tools had morphed into urethane tools that had texture and pattern
- Overlays started to become more widely used in both residential and commercial applications
- Floor Polishing began to work its way into large commercial slabs
- Specialty/Themed work used both form liners and vertical carved concrete
- Concrete Countertops and castings start to show up

19



Trends from Early 2000's to today

- Seamless Texture replaced more complicated pattern stamps
- Integral Color (through better dispensing systems) replaced a good percentage of color hardener applications
- Water based, penetrating stains gained market share, however acid based stains still widely used
- Polished Concrete Floors become one of the fastest growing segments of Decorative concrete, with the advent of more specialized equipment for projects of all sizes
- Overlays become more diverse and unique, including systems for polished, textured and sealed surfaces
- Vertical Finishes, both interior and exterior start to become more widespread
- Countertops and castings are no longer a novelty...more sophisticated and complex

20

Today's Trends

- Integral Color with sand/exposed finishes
- Urethane stencils
- Water Based Stains
- Metallic Epoxies
- Vertically Carved Concrete
- Overlays...from polished to textured
- 3d castings...less about countertops and more about other elements
- Environments incorporating multiple decorative concrete elements





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Sand/Exposed Surfaces


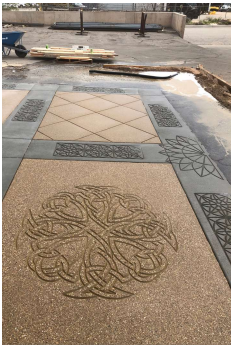
- Basic decorative elements are integral colors and surface deactivators
- Combinations of colors, levels of exposures create on-trend looks
- Addition of urethane stencils and stains take it to the next level

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Process

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Finished Product

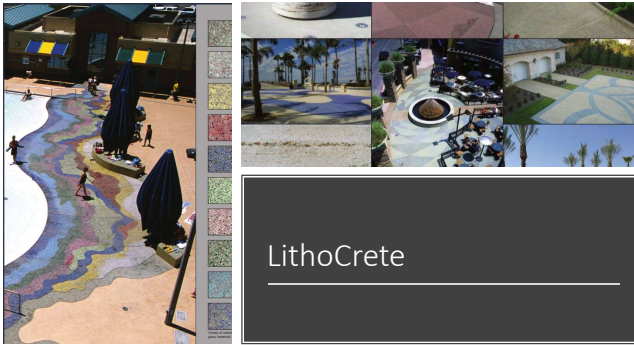
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2018 WOC Booth



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LithoCrete

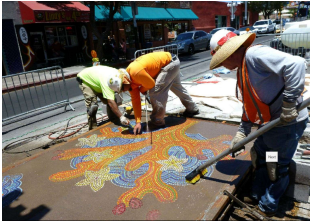


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Litho Mosaic, TB Penick



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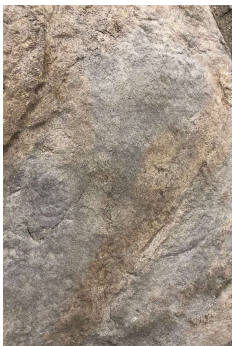
Progressive Concrete

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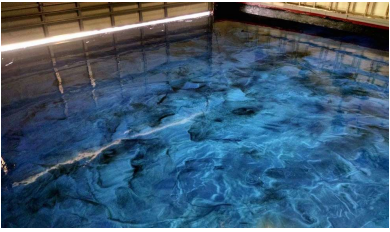
Water Based Stains

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Water Based Stains


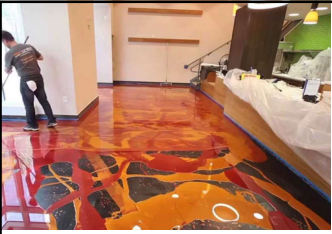
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- Increased Market Share vs micro toppings
- Vivid Colors
- Unlimited Effects
- Interior Use Only

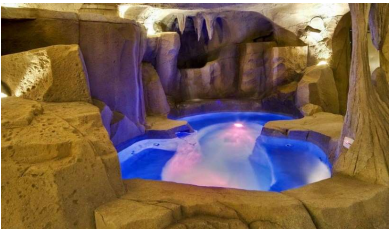
Metallic Epoxies

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Retail, Commercial, Residential

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- Started Primarily in Commercial/Themed Environments in the 1970's
- Now becoming a full time specialty trade
- Vast Array of applications and uses

Vertically Carved Concrete

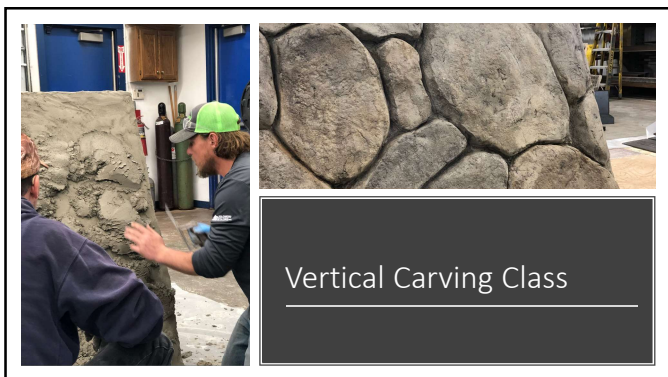
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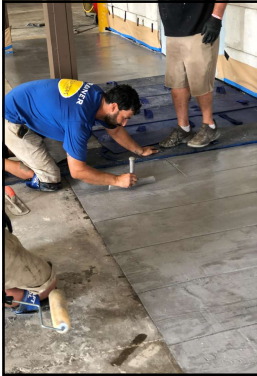
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Overlays

- Stamped Overlays gaining popularity
- Self-Leveling and Polished
- Products used for both Vertical and wear surfaces

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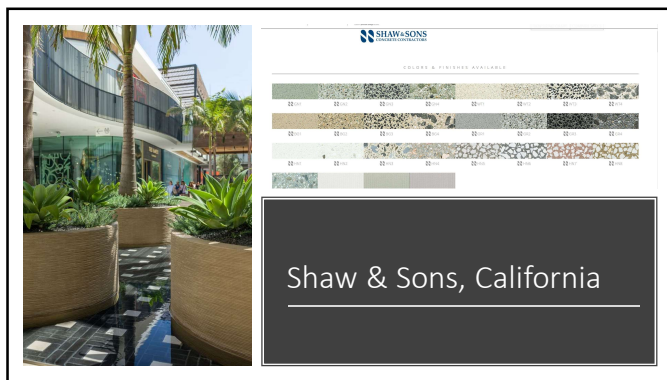
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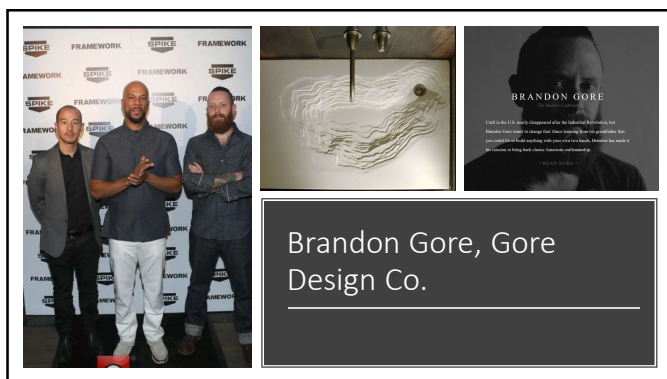
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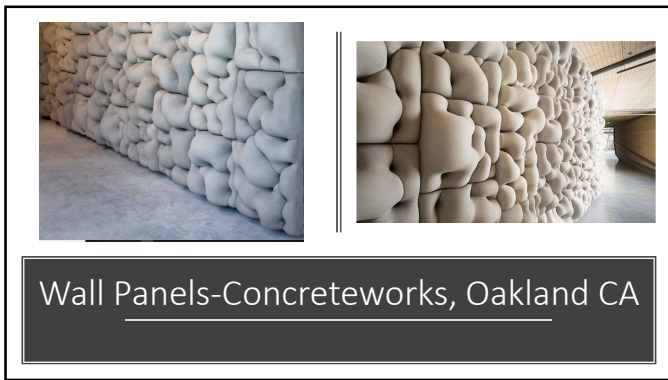
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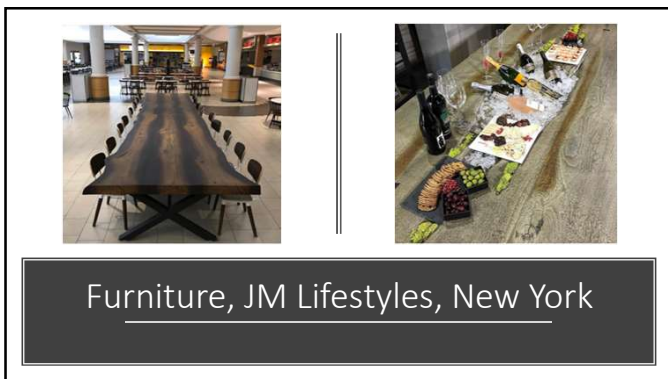
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Candela Tables

2018 / Milan Design Week, Italy & Museum Expo, Mexico
Tables

The Candela Tables, made in collaboration with Jorge Diego Elorrio, are an homage to a pioneer architect who pushed the boundaries of concrete during the 1920s in Mexico: Pedro Cantelero. This concept uses glass fiber reinforced concrete (GFRC), to create an otherwise impossible design in concrete: a cantilevered table for structural concrete in his time. This design has a strong bond with Mexican modernism by reinterpreting it to a contemporary furniture design for both indoor and outdoors.

Using Cantelero's concept of "Cascavates" (thin shells made out of reinforced concrete) together with the lightness and fluidity of modern GFRC, it was possible to create thin surfaces with dynamic forms that push these material technology forward. The hyperbolic geometry is both elegant, and evoking work of structural design in concrete.

In the coffee table, the concrete body's edge floats in space and is topped by a glass surface that allows visibility of the concrete body. Using the same geometry in reworking, the tables are cut down to create a smaller and taller side table. The choice of materials are also a reference to Mexican modernism and the excitement of creating during structural designs.



Furniture, Concreteworks, Oakland CA

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FASTENER

WALL SHEATH

GFRC PANEL

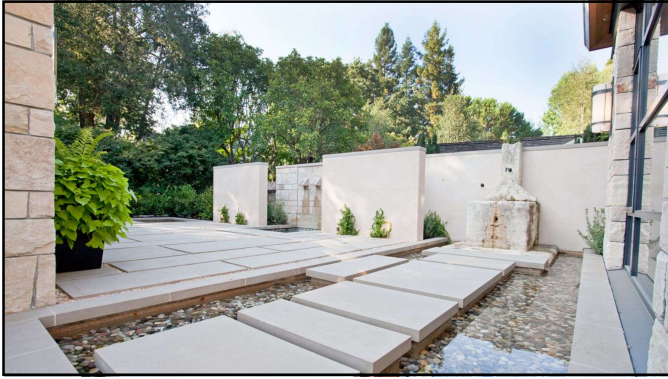
CAST IN CLIP

WALL STUD



Wall Panels, Concreteworks

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Old School Finishing Techniques

- Swirl finish troweling creates artistic affect
- The concrete broom becomes an artist brush
- Broom timing is critical
- Broom direction determines light reflectivity

- Sealers will become less about shine and mil thickness and more about penetration and natural beauty
- What's old will make a come back
- Creativity and Artistry will continue to evolve with the use of technology and tools...stencils, custom art
- Whatever can make installations involve less people are easier systems will win

Predictions for the Future

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Technology
will help push
Innovation



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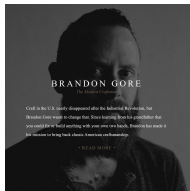


Fu-Tung

Architect



Potter



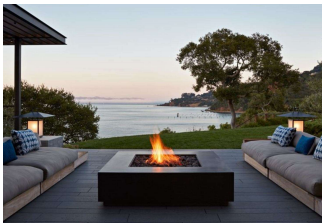
BRANDON GORE

Over 10 years of experience in the hotel industry, Brandon Gore is a professional in the hotel industry. He has worked for several years in the hotel industry and has a lot of experience in the hotel industry. He is a professional in the hotel industry and has a lot of experience in the hotel industry.

Hotel Management

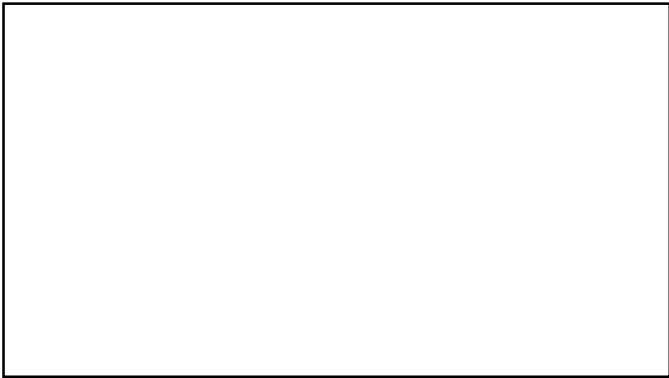
Many Trends Have come from people outside our industry...look for
opportunities to work with them

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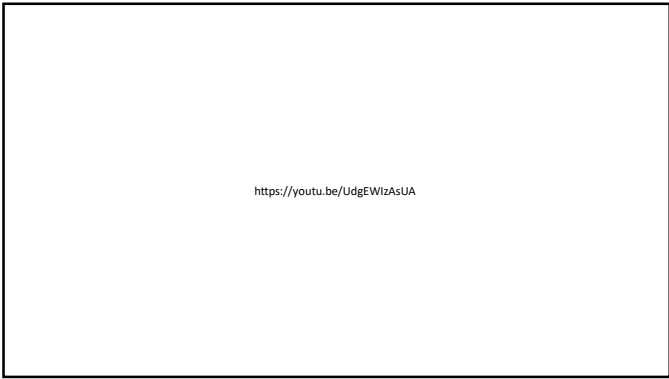


Thank You

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