



The Boom in Concrete Flooring

*From raw to refined, rigorously minimal to modern,
tasteful to outrageous.*



A beautiful interior concrete floor
created by Diamond D Concrete.

How have interior concrete floors made the leap from a fringe fashion to such widespread appeal? The reason is the desire for customization among buyers. High quality products now give owners an endless array of choices in which to make their living environment their uniquely their own. They can choose their floor just like they can choose their iPod and its host of options. [Continue >](#)



Wanda Ellerbeck of Grotto Designs in Calgary notes that she's seen a remarkable evolution in the concrete industry over the past decade. Some of the most influential changes she's seen involve the amazing technical advances that give concrete its great versatility, "like the introduction of polymers and additives and the scope of colors now available," she says. She notes that back when she was starting out, the only colors available in Calgary were red, yellow, and black. "I used a whole bunch of pigments to make my own colors, but they're nowhere close to the colors available today."

The more choices that became available, and the more homeowners and building owners see these choices in person and in magazines such as *Architectural Record*, *Dwell*, and *Fine Homebuilding*, the more the public's appetite for custom concrete flooring grows. According to Jerry Piotrowicz of Elegant Concrete Engraving Inc. in Bradenton, Florida, "through various magazines, web sites and television shows such as Home & Garden Television, the public is quickly becoming very aware of the beauty of concrete floors."



While the beauty of concrete floors and the ability to customize the floors gets concrete flooring contractors in the door, the other benefits of concrete often seal the deal. “People are first attracted to concrete floors because of their beauty, then once they realize they need very little maintenance, and are allergen free, they are sold every time,” says Cindy Hamm, owner of The Ultimate Edge Inc., located near Dallas Texas.

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According to the American Lung Association, controlling dust mites is very important for people who are allergic to animal dander and mites. Dust mites live deep in carpet and are not removed by vacuuming. Many doctors suggest that their mite-allergic patients use washable area rugs rather than wall-to-wall carpet.



In addition to being clean, concrete floors offer a host of other benefits. “Concrete floors are particularly great in any geographic location where you deal with the elements such as sand or snow. Sand can be easily swept up, and snow melts and the resulting water can be mopped up,” according to Barbara Sargent of Kemiko Concrete Stains. Sargent also notes that stains don’t rule out any option, so if a homeowner wants to sell their home and the next homeowner wants to change their décor to include carpet or wood, they can simply cover up the concrete.

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Some craftsmen are literally creating artwork on floors for their customers. David Pettigrew of Diamond D Concrete in Watsonville, CA has created a floor at the 6000 square foot Griffin residence in La Honda, CA. Pettigrew drew sketches for the floor design and his crew of five men spent three days just scoring the designs into the concrete floors. Then, it was a six-week process to color the floor. Dave utilized four treatments on this project: Micro topping, acid-etch stain, Con Color, and Plate-All - which is molten metal on concrete.

With the plethora of options for concrete flooring you can go wild with creative choices for eager buyers. However, don’t neglect the technical side of concrete flooring; you absolutely need to be an expert at surface preparation and at understanding and mitigating moisture vapor transmission through concrete floors. ***Don’t wait to get interested in these topics until you experience a floor failure.***



Concrete Flooring Resources

Buy publication No. 03732, *Selecting and Specifying Concrete Surface Preparation for Sealers, Coatings, and Polymer Overlays* from the International Concrete Repair Institute.

(<http://www.icri.org>)

This book summarizes the capabilities, operating requirements, and limitations of the various methods used to prepare concrete surfaces for the application of protective sealers, coatings, and polymer overlays. Benchmark profiles are included which provide visual standards for purposes of specification, application and verification.

Understand moisture vapor transmission- its effect on concrete flooring, and how to measure moisture vapor.

www.keyresin.com (click on: "System Product and Support" then click on: "Source Material")

These free online articles are written by Robert Cain, president of KRC Associates, consultants to architects, engineers, contractors, and manufacturers and specializing in protection of concrete and steel. Mr. Cain conducts seminars at the World of Concrete on coating concrete floors.



Learn more about the various types of decorative concrete flooring through these useful online sources:

Self Leveling Overlays:

www.ardex.com

Stampable Overlays:

www.concretesolutions.com

www.scofield.com

Microtoppings:

www.colormakerfloors.com

www.decosup.com

www.bomanite.com, click on “products”, then “Topping Systems”

Acid Staining:

www.concretenetwork.com

www.acidstain.com

Water Based Stains

www.thestampstore.com

www.super-krete.com, click on “products”

Concrete Dyes:

www.concretenetwork.com

www.superstone.com

Concrete Polishing:

www.concretenetwork.com

Epoxy Terrazzo:

www.concretenetwork.com

Floor Graphics:

www.concretenetwork.com



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SUMMIT DATE

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NAVIGATION & USER TIPS

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KEYBOARD SHORT CUTS

	PC	MAC
Zoom in (Larger)	[Ctrl] [+]	[r] [+]
Zoom out	[Ctrl] [-]	[r] [-]
Full screen/normal screen view	[Ctrl] [L]	[r] [L]

ABOUT THE CONCRETE SHERPA

The Concrete Sherpa is a team of people that represent the experience, teaching and learning of our team members and other industry leaders *on a mission to make life better for the concrete contractor*. We are an idea center striving to deliver thought provoking ideas based on “Concrete Advice for Business and Life” to stimulate you to reach new heights. As a user, you should remember to consider all information you receive, here at the Concrete Sherpa or elsewhere, not as a *cast in concrete* recommendation, but rather as an idea for you to consider and ponder.



Sherpa info

THE JOURNEY LEADING TO THE CONCRETE SHERPA PROJECT

The Concrete Sherpa Project (A [Sherpa](#) is a “guide”) was born at The Concrete Network in mid 2004. Here is how it happened:

The biggest surprise, or gift, since starting The Concrete Network in 1999 has been the concrete contractor friends from around the country we’ve made and witnessing the passion they have for what they do. These people include Dave Pettigrew, up in the San Francisco Bay Area, or the Verlennich brothers in Minnesota, or Bob Harris in Georgia, the list goes on and on. It’s quite inspiring.

We were once asked, “How are you so excited every day about concrete?” Well the answer is simple, it is impossible to not be excited about concrete when you have the job we do—interacting with hundreds of concrete contractors from every state in the country.

The thing we’ve learned about concrete contractors is that most are passionate *craftsmen*—they are often less passionate and experienced in the “office stuff”. Human nature channels us to do what we are most comfortable with; learning how to use a new saw-cutting tool is comfortable; learning and implementing a new estimating strategy, or job management tool, is not so comfortable.



Sherpa info

THE JOURNEY CONTINUES...

So Sherpa was born to provide FREE and easy to use information on topics many contractors are not too comfortable with.

- Concrete Sherpa is here to provide help to contractors who are often 'Lone Rangers' and don't have anyone to get solid business advice from.
- Concrete Sherpa is here to provide help for contractors who have to work too hard and too many hours in their business, and one day realize they need to work *on their business, not in their business*.
- Have fun with Concrete Sherpa and go faster towards reaching success than you might have on your own.
- To skeptics who think something free can't be valuable, or there must be a trick- visit Concrete Sherpa and decide for yourself.

We hope you make great use of the Concrete Sherpa and it helps you to become an awesome success for yourself, your family, your church, and your community.

VISIT THE CONCRETE SHERPA

To visit the Concrete Sherpa click here <http://www.ConcreteSherpa.com>.