



VOL. III • No. III

# Imprint

For the Decorative Concrete Professional



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## Keep Your Eyes Wide Open

*Educate your customers about concrete options— and boost your bottom line*

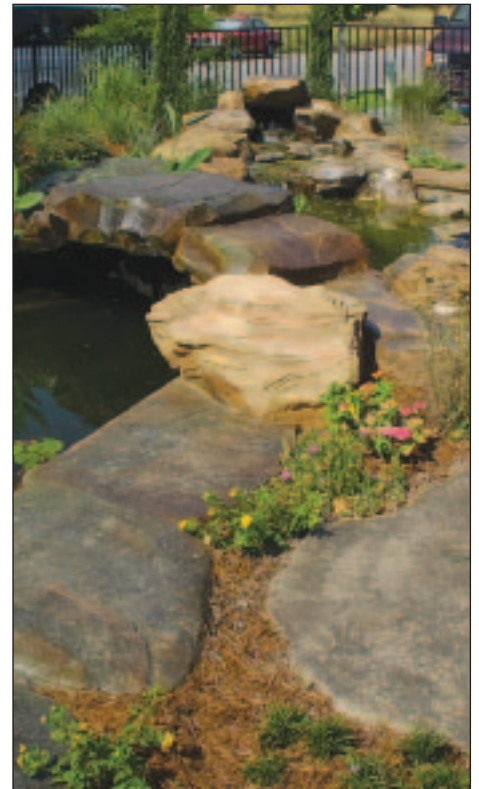
BY DOUG BANNISTER  
THE STAMP STORE®

**E**ducating your customers about your capabilities helps them with design choices and maximizes the possibility of your company doing more work on each project. For instance, the designer who calls about an acid stained floor may not be familiar with concrete countertops, backsplash options or vertical texturing. While these options may not fit your current project, chances are good the designer is working on other projects where these applications would be considered.

Here's a common scenario: A landscape architect calls your company about a stamped patio. He or she probably doesn't realize the pool coping, steps, walls, column caps and even the outdoor grill counter can have a similar shape and color—all with concrete.

Case in point: We were asked to do hard-scaping on a large residential project. We shared our knowledge of

*Cont'd on page 2*



The Stamp Store water garden is a perfect example of the versatility of concrete. All hard-scaping here is the textured and stained concrete work of Stan Pace, FossilCrete. Pace will share his skill in forming and creating concrete boulders, rocks and trees during upcoming Wall Deminars. For details, please see page 2.

## Eyes Wide Open

*Cont'd from pg. 1*



Sky high stone prices plus stiff competition from resin and plastic manufacturers in Canada brought Mike Rossi, left and Andrew Bukoski, right, of Stoneline to the Stamp Store. Stoneline sells fountains, birdbaths and statuary to retail garden centers throughout Canada, but plan to add decorative concrete—an attractive alternative to high-priced stone—to their business.



Stan Stillwagon of Orchid Island, FL is an artist and sculptor who appreciates the myriad of creative concrete applications. "I see so many applications for the wall system for both scratch and precast stuff," he says.

Amedeo Cilli of New Jersey is a seeker of knowledge. "If I see something new, I want to learn all I can about it." An experienced contractor specializing in high-end residential concrete applications, he attended the May Deminar to familiarize himself with the wall system as well as the use of SLICK'EM.



While the market for commercial flatwork may be slowing, but the demand for stamped concrete is enjoying a boom in and around Washington D.C. "A lot of people want stamped work and there's not enough people to do it," says Al Frankeny of Chantilly, VA. Frankeny owns Loral Concrete, a company that lays over 12 million square feet of flatwork/year. After attending the August Deminar, he plans to add decorative concrete to his service package.



Stegmeier forms for bull nose steps, pool coping and wall caps with the architect and owner. They chose the Intermediate Form for the pool coping, the Intermediate Stepliner for the front porch steps and the back yard steps, and the Mini Cap 300 for capping the brick walls and columns. The architect appreciated having one material of similar color, texture and shape for all these elements rather than several different materials. The owner appreciated the cost effectiveness of cast-in-place concrete. If only the architect had included an outdoor grill, we could have used the Marble Round Renovation Form for the grill's work surface to complete the full range of options.

Remember the vertical surface option when visiting with your clients. Wall texturing may appeal to a designer for

their current project or the one on the drawing board. Whether used to create a neat feature in the kids' bedroom or on an outside pizza oven, vertical texturing is a great asset to the decorative contractors' repertoire.

A seldom mentioned advantage but important nonetheless is scheduling. General contractors and home-builders wrestle with scheduling issues everyday. Your company can solve this dilemma by doing several decorative applications – inside and out.

Keeping your "eyes wide open" may well increase your gross sales and earn your company the reputation as a problem solver. Your concrete solutions will help owners and designers with those difficult decisions that are critical in bringing a project together.

**Don't miss upcoming deminars devoted to the Wall System!**  
Get the details, below.

## WALL POWER

Visitors to the recently opened Concrete Design Center in Lewisville, TX (see article pg. 6), can't believe their eyes: Yep, it's all concrete—the longhorn, the tree and the stone wall.

The life-size work is the combined labor of love of Dana Boyer, ConcretiZen, and Stan Pace, FossilCrete. They created the tree and lower wall using Stamp Store Vertical Mix combined with FossilCrete tree bark stamps and wall tools. The longhorn was formed using a combination of styrofoam and rebar overlaid with vertical mix and SLICK'EM, then carved, sanded and stained.



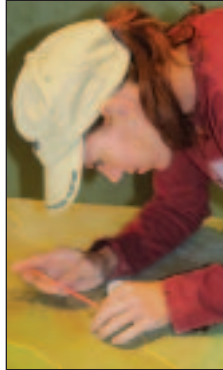
## Enroll in the Vertical Deminar

Gain hands-on skill in the use of Vertical Mix and wall tools during the special Wall System Deminar on October 9-10 and October 24-25. Devoted solely to the wall system, this two-day event will introduce you to basics: applying the mix, texturing using wall tools, touch-up carving, and staining and finishing techniques. In addition, you'll learn the basics of forming and creating boulders, trees and other sculpted pieces using Vertical Mix. To enroll, call the Stamp Store at 888-848-0059/[www.thestampstore.com](http://www.thestampstore.com).

## CONCREATIONS

# MEET DANA BOYER a concrete pro you need to know

When it comes to decorative work, some clients aren't satisfied until their concrete sings. If you can't hum a tune, such jobs present a challenge—lose the job altogether or wing it on a prayer. Dana Boyer of Concretizen, suggests a more intelligent solution. “Rather than turn down a more artistic job, call me,” Boyer says. “You'll get the job done and maybe even learn a trick or two.”



Boyer uses many standard decorative concrete tools combined with unique staining, etching and artistic techniques honed through years of practice. A consummate concrete pro, Boyer's blend of artistic vision and technical skill turns a plain concrete slab into a museum masterpiece. Boyer was a featured artist at the 2003 World of Concrete “Artistry in Concrete” demonstration and her custom designs appear in large-scale commercial buildings and high-end residences



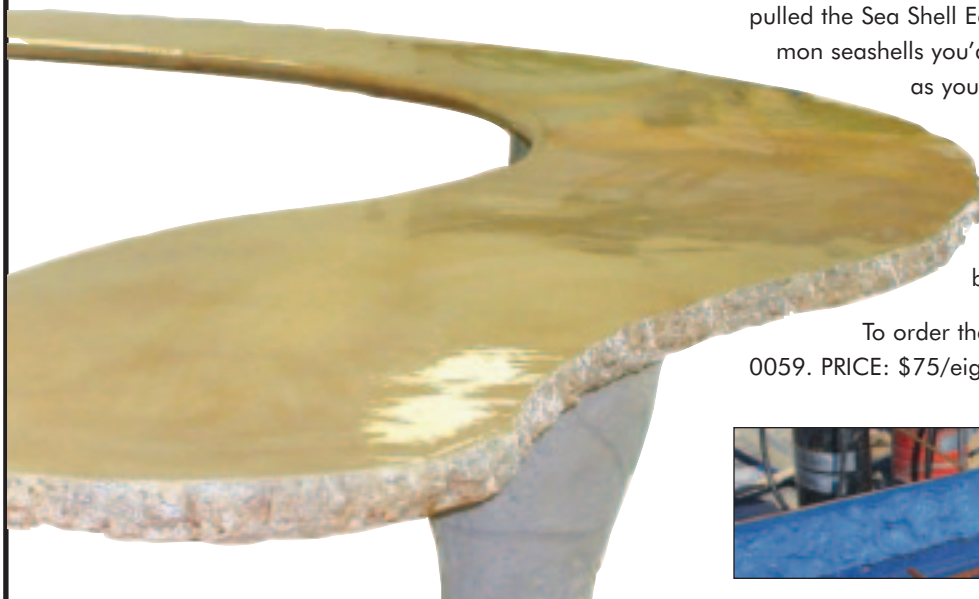
Dana Boyer's stain work, above. To view more of her designs, see the ConcretiZen online gallery at [www.theconcretizen.com](http://www.theconcretizen.com).

around the country. Boyer's work also appears in the Stamp Store and the recently opened Concrete Design Center in Lewisville, TX.

To visit with Dana Boyer about an upcoming project, contact her at ConcretiZen, 602-269-1792 or visit her Web site and gallery at [www.concretizen.com](http://www.concretizen.com).

## COUNTERTOPS

# get the edge *on the competition*



The latest in cool products from the Stamp Store and FossilCrete, the Sea Shell Edge Form washes others common countertop forms out to sea. Crafted of top quality rubber that flexes easily to fit your design, the new Sea Shell Edge gives your countertop a unique natural form loaded with signature details your customers will appreciate.

With the porous texture of lava or calcium carbonate, when pulled the Sea Shell Edge provides raised impressions of common seashells you'd collect on the beach. Stain and finish as you normally would, or for added impact, apply a varying stain color to the individual shells.

Best news of all, this new concept in countertop forms pulls easily from the base and requires little or no touch-up work.

To order the Sea Shell Edge form call 888-848-0059. PRICE: \$75/eight-feet.



# WALL TOOLS random stone



The latest in the FossilCrete line of wall texturing tools, the Random Stone texture skin is producing awesome, deep texture effects on vertical surfaces (see photo, above). To mimic the look of natural laid rock, Random Stone comes in a three-skin set with each skin slightly different in texture and size.

For contractors who appreciate versatility, Random Stone offers the ultimate in creative freedom—skins can be used interchangeably to create different patterns and effects. After the Vertical Mix cures slightly, carve grout lines where you want them.

The Random Stone three-skin set retails for \$169. Other wall texturing tools include Stacked Sandstone and Country Cobblestone.

To order Random Stone or other wall texturing tools, call FossilCrete at 888-848-0059



If you find yourself pounding the mats at the end of the pour trying to get texture, you may need to familiarize yourself with the products and processes involved in Step Retardation. The Step Retardation method helps assure your concrete sets evenly, bottom and top.

If you already understand the benefits of this process, you'll appreciate another useful product—Control Finish. Control Finish is a blend of retarder and super-plasticizer and is packaged in the familiar Fritz-Pak water-soluble bags. Use it in addition to Delay Set or by itself.

Control Finish works by plasticizing the top surface of the concrete without slowing down the bottom set. On hot and windy days, the biggest challenge is to keep the top elastic while you wait for the bottom to catch up. If you reach for the water hose to control the set, you risk compromising the strength of your concrete.

Here's our recommendation: Dump one bag of Control Finish in a pump-up sprayer, shake and you're ready to treat 1,000 square feet. Lightly apply Control Finish after screeding or after the first wood bull float pass and work the product into the surface. The top is plasticized without affecting the bottom set and without compromising

## CONCRETE CALENDAR

SEPTEMBER 18-20  
ASCC ANNUAL CONFERENCE, DALLAS, TX  
866-788-ASCC/[WWW.ASCCONLINE.ORG](http://WWW.ASCCONLINE.ORG)



Doug Bannister applies Control Finish, the newest aid in controlling the set.

the strength of your slab. In addition, Control Finish improves the workability of color hardener because it creates moisture chemically—and you can apply it more than once.

**HOW TO ORDER**  
**CONTROL FINISH**  
\$153.<sup>60</sup>/box of 30 pkgs. (18 oz/pkg.)  
888-848-0059  
[www.thestampstore.com](http://www.thestampstore.com)

Believe it—Control Finish will make your life a lot easier without the damaging effects of water. And remember the other products that help you manage the stamping environment—the wood bull float and Eucobar.

For a complete review of the step retardation process, download the *Imprint*, Vol. II Issue II, off the Stamp Store Web Site at [www.thestampstore.com](http://www.thestampstore.com).

SEPTEMBER 25-26  
INCON, ORLANDO, FL  
[WWW.INCONSOUTHEAST.COM](http://WWW.INCONSOUTHEAST.COM)

FEBRUARY 17-20  
WORLD OF CONCRETE, ORLANDO, FL  
[WWW.WORLDOFCONCRETE.COM](http://WWW.WORLDOFCONCRETE.COM)

# BACKSPLASH



## NEVER SETTLE FOR BORING

With the introduction of SLICK'EM, Stamp Store Vertical Mix and the growing array of unique raised impression tools from FossilCrete, there's no excuse for producing a boring countertop—or a boring backsplash.

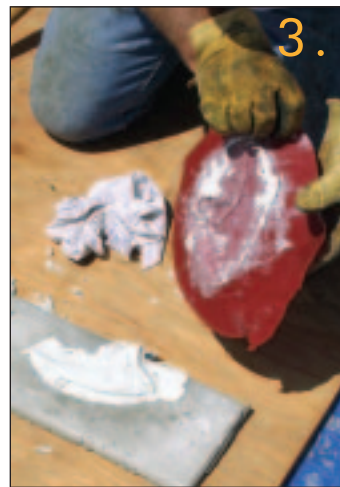
Putting these tools to the test, Stamp Store owner Doug Bannister created the concrete countertop and backsplash (see photo, above) using the FossilCrete Seahorse raised impression tool.

Later, Deminar attendees tried the simple technique on their own backsplash. It's an easy technique and the results can be subtle

or dramatic, depending on the stamp and coloring effect you choose.

One tip: All FossilCrete raised impression tools work great on a backsplash or wall, but larger stamps with deeper texture should be loaded with Vertical Mix rather than typical overlay material for the best results. The reason: Vertical Mix is a lighter material and designed specifically for optimum vertical bonding.

The quick, easy steps to using these tools on a backsplash are listed below. For information on FossilCrete tools, contact Stan Pace at 405-525-3722.



## QUICK STEPS TO A COOL BACKSPLASH

1. Load your FossilCrete raised impression tool with material fortified with Stamp Store Polymer. 2. Firmly apply it to your backsplash. 3. Gently pull the tool. Final tip: Allow your material to cure slightly, use a trowel or your finger to smooth out rough edges and blend the material into the backsplash. As the mix cures, you can do additional touch-up work with SLICK'EM, sanding, etc. Follow with stains and you're finished.

# NEW

## COUNTERTOP DEMINAR

If you're interested in a total training program focused strictly on concrete countertops, your opportunity is coming up.

On October 3-4, the Stamp Store and the Concrete Design Center will host a special deminar devoted entirely to concrete countertops. The Deminar will cover all aspects of countertop design including proper mix design, forming, finishing, creative tips and techniques using stains and SLICK'EM, and final sealing.

The Countertop Deminar will take place at the Concrete Design Center in Lewisville, TX.

Enroll now for this Deminar—space is limited. To enroll, call CDC at 972-436-8900.

## CAN'T MAKE IT?

Order your copy of the Stamp Store Cast-in-Place

Countertop video (\$39.99/plus s&h). This video walks you through the countertop process from start to finish and is an excellent instructional tool for contractors of all skill levels. Call 888-848-0059 or order online at: [www.thestampstore.com](http://www.thestampstore.com)



# FACES

## Meet the Geek

The latest addition to the Stamp Store service team, Troy Schweinberg's chief responsibilities include updating and maintaining the Stamp Store internet site. In addition, he will assist with sales and will handle all information systems maintenance and upgrades.



TROY SCHWEINBERG

Troy was previously employed at Managed Data Solutions as systems administrator and sales representative.

## Missed Your TT&T?



If you subscribe to the Stamp Store free e-bulletin, *Tips, Trick & Tools*, you may have noticed a lapse in delivery.

The reason: We're revising and reviewing the delivery schedule to meet your needs for information without clogging your e-mail box. In addition, we are revamping the delivery system to optimize affordable and secured distribution via a new online service provider.

In the future, we plan to integrate *Tips, Tricks & Tools* into our *Imprint* delivery schedule so you receive fresh information and tips between publication, but aren't overwhelmed by our bulletins or worse—feel like you're getting "spammed." In the meantime, you can still find our step-by-step guides online at [www.thestampstore.com](http://www.thestampstore.com).

## CONCRETE NEWS...

# Concrete Design Center Opening Draws Large, Curious Crowd

The latest news in concrete is the grand opening of the Concrete Design Center (CDC) in Lewisville, Texas.

CDC's grand opening on July 19 drew a large crowd of contractor's and other visitors eager to learn more about decorative concrete products and applications. CDC sells decorative concrete stains, stencils, stamps and other products.



In the future, CDC plans to offer decorative concrete short courses on countertops, stamping and other applications. The first training program takes place October 3-4 and will focus on concrete countertops. A training program on the Vertical System is set for October 24-25. For information on these Deminars, contact the Stamp Store at 888-848-0059 or CDC at 972-436-8900. CDC is located at 701 S. Stemmons Freeway in the Lewisville Shopping Center.

new products from the Stamp Store...



Putting the finishing touch on your decorative concrete work is an important step that pays off—by

protecting your quality work and ensuring your fine reputation. Just released with our quality stamp of approval, Stamp Store SUPREME 3000, SUPREME 2500 and ECONO-SEAL offer terrific coverage, gloss options and pricing variability to fit your needs.

Top-of-the-line SUPREME 3000 and SUPREME 2500 are non-yellowing, durable acrylic sealers and excellent choices for both interior or exterior applications. ECONOSEAL is an affordable option to higher-priced sealers but is not as UV resistant.

To order, call 888-848-0059 or order online at [www.thestampstore.com](http://www.thestampstore.com).

# SUPER SEALERS

CALL FOR CONTRACTOR PRICING!

■ **SS SUPREME 3000:** A top-of-the-line pure acrylic sealer with 30 percent solids. Provides a lasting, high-gloss finish with UV protection, perfect for interior or exterior work. \$108/5 GAL.

■ **SS SUPREME 2500:** Tough, long-wearing pure acrylic sealer with 25 percent solids. Medium gloss with UV protection, excellent for interior or exterior sealing. \$104<sup>40</sup>/5 GAL.

■ **SS ECONOSEAL:** Extremely affordable styrenated acrylic sealer with 25 percent solids. Lacks UV protection. An economical choice for indoor applications. \$81/5 GAL.



# DEMINAR **SNAP** SHOTS



APRIL 8-10, 2003: Standing: Jim Depuy;; Michelle Shades; Jason Bartels; Chad Gaffney; Bob Collins; Kyle Dusenbery; Nick Moren; Darrell Sieben; James Stevens; John Brewer; Darcy Wasylshen; and Tim Leonard. Kneeling: David Harris; Doug Bannister; and Chastity Sparks.



APRIL 3, 2003, APACHE JUNCTION, AZ: Standing: Claudio Berki; Dennis Antunes; Sabrina Huffman; Frank Harr; Leslie Meyer; Pamela Emery; Meg Perry; and Stan Vigil. Kneeling: Steve Niles; Dana Boyer; Doug Bannister; and Frank Wise.



MAY 8, 2003: Left-right: Amedeo Cilli; Daniel Farenbruch; Jennie Tugh; Neil Glick; Dan Wirtanen; Rick Scott; John Schuler; Jeff Struble; Ken Calary; Wade Chickering; and Brandon Adamson of Engrave-a-Crete.



JUNE, 2003: Standing: Ben Armstrong; Randy Rider; Martin Armstrong; Stanton Stillwagon; Steve Pebworth; Travis Dorris and Mark Coleman. Kneeling: Doug Bannister; Mike Rossi; Nathan Maurer; Michael Cuzzort; and Andy Bukoski.



JULY, 2003: Standing: Earl Herbert; Robert Cottrill; Mike Baldwin; David Harris; Frank Spacil; Brandon Darby; Dusty Ferguson; Ken Burger; Sue Scheetz; and Jim Scheetz. Kneeling: Loren Farnsworth; Rom Sikorski; Doug Bannister; Vicente Bustillos; and David Horn.



AUGUST, 2003: Standing: Jerry Thomas; Lander Thomas; Larry McGuffin; Randy Pounds; Andy Pruitt; David Middleton; Alberto Frankeny; Gordan Randolph; Troy Schweinberg; and Ross Klimo. Kneeling: Doug Bannister; Gary Stafford; Robert Carpino; Jordan Johnson; Mike Berta; and Shane Ober.



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# Deminar Calendar

*The Hands-On Training  
You Expect, Plus New  
Deminars That Zero In On  
Exciting New Techniques!*

OCTOBER 3-4  
CONCRETE COUNTERTOPS  
Concrete Design Center, Lewisville, TX  
Enroll by calling 972-436-8900

OCTOBER 9-10  
VERTICAL SYSTEM - WALL STAMPING  
The Stamp Store, Oklahoma City, OK

October 23-25  
OVERLAY & STAMPING  
Phoenix, AZ/Enroll via the Stamp Store

October 24-25  
VERTICAL SYSTEM - WALL STAMPING  
Concrete Design Center, Lewisville, TX  
Enroll by calling 972-436-8900

## 2003 DEMINAR DATES

*October (COUNTERTOPS)	3-4
*October (VERTICAL SYSTEM)	9-10
October	16-18
*October (OVERLAY & STAMPING)	23-25
*October (VERTICAL SYSTEM)	24-25
November	6-8
December	4-6

## COMING UP IN 2004

January	22-24
February	26-28
March	25-27
April	22-24
May	20-22
June	17-19
July	29-31

Don't miss the our  
Wall Deminars  
October 9-10 &  
October 24-25!



**Enroll Today!**

Register online at  
[www.thestampstore.com](http://www.thestampstore.com)