

## Aurora Epoxy Dust

Create A Mysterious

3-D Visual Effect

12 Standard Metallic Colors

44 Total Metallic Options

(Complete Chart on website)



### “Sales/Marketing”

Sample ring: \$25

(Has 15 most popular colors)

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

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# The GENERATOR

## Contractor Spotlight ... West Coast Surface LLC

There are decorative concrete surfaces that are ordinary, as well as EXTRAORDINARY, as clearly exhibited by this inspiring sea blue floor crafted by **Brett Steinke of West Coat Surface LLC (Venice, Florida)**. Loggerhead Sea Turtles seem to be gliding effortlessly through the shimmering Royal Blue McKinnon Materials Metallic Aurora Dust Epoxy floor (*Location: Shakey J's, Bradenton, FL*)



First, a diamond grinder was used to remove all existing glue on the floor. Primer epoxy was then applied, fading from dark to light near the “beach” to achieve a look of depth in the “water.” Concrete was engraved to create the lifelike image of the Loggerhead Sea Turtles with the special techniques of the concrete artist being incorporated, which techniques included the use of solvents along with several colors of Metallic Epoxy in a two-step process. Upon completion, the entire surface was shielded to assure lasting beauty, wear/abrasion resistance, and ease in cleaning/maintenance with McKinnon Materials clear high performance (*two-component*) aliphatic urethane.



The natural aged “dock” allusion that extends out over the water was created by first troweling on McKrete Concrete Overlay (*patented acrylic and epoxy cementitious system*), adding a custom wood graining effect. Various colors of Chromastain (*environmentally-friendly/water-based/penetrating stain*) were then used to complete the unique decorative effect.



As for the “beach,” it also was troweled using McKrete; then, sponge finished, with real shark teeth, shells, and beach sand being added to give the look of a “real beach.” The floor was sealed with a protective coat of McKinnon Materials clear/UV resistant/100% solids Industrial Epoxy.

This floor truly welcomes all those that enter, with the serene ocean motif it exudes portraying a calming and relaxing naturalistic environment.



**West Coast Surface LLC** was established by Brett Steinke in January 2011. BBB accredited. Specializes in Industrial Epoxy surfaces ... including metallic, flake, and custom designs; as well as Epoxy Stone, Terrazzo repair, various resurfacing systems, concrete polishing, concrete stains & dyes, cementitious overlays, and concrete countertops.

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### Materials Used To Create This Contractor Spotlight Floor

**Clear UV resistant, 100% solids**, environmentally safe, **Industrial Epoxy**: 1 gal. kit @ \$37 ... 4 gal. kit @ \$144 ... 20 gal. kit @ \$700  
**Pigmented 100% solids**, environmentally safe, **Industrial Epoxy**: Factory Colors: \$44/gallon ... Custom Colors: (ask for price)  
**Aurora Dust (Metallics)**: \$30 for 16 ounces ... (Enough for 4-6 gallons of clear Industrial Epoxy — See Color Chart on website)  
**McKrete Overlay**: 8-bag kit Standard & Quick Set: \$208/kit ... 4-bag kit Standard & Quick Set : \$104/kit ... Color Packs Available  
**Chromastain**: 1 gallon @ \$30 ... 5 gallon @ \$125 (not water reduced) ... 1 gallon reducer @ \$20 ... 5 gallon reducer @ \$80) ... 1 box sample kit @ \$30 (all colors)  
**High Performance Urethane**: 3 gallon kit clear @ \$185.95 ... 15 gallon kit clear @ \$834.71 ... (Tinted/Pigmented colors also available)



## Contractor Spotlight ... Concrete N Counters

### Contact Information

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Call us now for a complete **Contractors Master Price List. Remember:** low prices “+” high quality = maximum results, longevity, and net profits!

**“Like us on Facebook”: Get \$10 off your next prepaid shipping order.**

Jeffrey Potvin, Concrete N Counters (Lutz, Florida) has built an impressive reputation relative to high level craftsmanship in the form of custom designed concrete countertops, as well as decorative concrete floors, using McKinnon Materials **Chromastain** (as shown below). This contractor’s attention to detail, along with an elegant sense of classic style, transforms drab grey concrete into valued surfaces that promote healthy living and working environments. ‘No two surfaces are ever the same’ (interior/exterior) is Concrete N Counter’s claim to fame!



### Effective Elimination of Hard Water Mineral Deposits left after Evaporation

Over 85% of the country has hard water; especially rural areas that are supplied with water from aquifers or wells due to the naturally occurring minerals. The primary minerals contained in hard water are calcium, magnesium, and, in some cases, iron.

Calcium containing minerals are calcite and gypsum; with magnesium ones, being dolomite. The presence of these can take a heavy cosmetic toll on beauty associated with decorative concrete surfaces. As the water evaporates, these minerals remain in the form of whitish deposits. Lime scale build up from the calcium has the potential to etch/eat into sealers. The effective cleaning/maintenance necessary to removal hard water mineral deposits is labor intense, time consuming, and can be difficult (*the harder the water, the worse the condition will be*). Iron in the water is another troubling issue, in that it can leave orange-like stains that are extremely harder to remove.

Hard water contributes to soap scum build up on surfaces. Soap scum contains calcium stearate, brought about by sodium stearate (*main component in soap*). No doubt everyone has dealt with soap scum, mineral deposits, and rust stains on glass shower doors, tubs and sinks, tile surfaces, etc. Decorative concrete surfaces are no different (*the harder the water, the more dire the situation*).



What is the solution to your customer’s surfaces remaining pristine if affected by hard water? An **“in-line” garden hose water softener filter!** This works by replacing the calcium and magnesium ions with sodium ions, neutralizing and eliminating hard water; as well as raising the PH associated with low PH acidic water. The filter also removes rust, chlorine, chloramines, and other chemicals. Sodium ions are soft and do not produce scale, stain, or water spots. Garden hose in-line water softening filters are nominal in cost (*approximately \$45 to \$50 for the canister the hose attaches to; \$35 to \$40 for the water softener cartridge; and the cartridge is rechargeable with rejuvenating tablets*).

Exterior decorative concrete surfaces are frequently textured, stamped, scored/engraved, and/or have decorative designs that create 3-D tile/etc. images, etc. (ergo: water stands longer on these surfaces than typically more flat/level/smooth interior ones). The same is true of exposed aggregate concrete and epoxy stone surfaces. When these surfaces (*patios, driveways, sidewalks, pool decks, etc.*) come in contact with water from sprinklers or from routine cleaning, they become very susceptible to hard water mineral deposits that distract from their vibrant color, classic style, and take on a neglected appearance. By eliminating the hard water through the use of an **“in-line hose water softener filter”**, this problem is resolved — to the elation and satisfaction of your customers — since all water that accumulates on the surface will have the minerals and other chemicals/contaminates removed. (*Note: Rain water does not have a concentration of minerals associated with hard water since it has been cleaned by the process of nature itself.*)

As an additional “plus factor”, property owners will appreciate that they will not have mineral deposits or soap scum (calcium stearate) left on their vehicles after washing/rinsing; in addition, there will be healthier potted plants, lawns, and other flowers/greenery since the filter also eliminates acidic low PH of the water flowing through it.