

July 2014

Issue 10

The GENERATOR

Protective Paver Shield ... Enhanced Color ... Ease in Cleaning

Materials & Products

** Important Updates **



New Stone: Carmel Blend
Available in 3/16" & 5/16"

Looks similar to Alabama Rainbow. Unfortunately, Texas & Oklahoma Rainbow are no longer available.

Stencils & Grouting Tape
Available in (3/8", 1/2", 3/4")

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Exterior surfaces are constantly under attack by the elements of Mother Nature, creating challenging end-use conditions: foreign matter that leads to permanent stains, hard water deposits, common chemicals that etch and discolor pavers (*including treated swimming pool water*), tire marks, or other substances that may bring about their untimely demise. First impressions are lasting: therefore, it is vitally important for commercial and residential property owners to protect their investments made in exterior surfaces, projecting a cared-for appearance.



Crystal Coat has a proven performance history, making cleaning and maintenance a breeze. This advanced fortified sealer was chemically engineered for RRR (*Restoration, Revival, Rejuvenation*) of hardscape substrates, vibrantly enhancing the color as it seals out water and other contaminants.

As **Crystal Coat** is applied, it penetrates into the pavers, as well as enters into the sand between them, thereby stabilizing the pavers to a certain degree and deterring erosion that leads to hazardous trip/fall accidental injuries associated with heaved/sunken/unleveled surfaces. Additional plus factors of **Crystal Coat** include non-hospitable habitat for the growth of mold/mildew/algae in pavers and weed growth in voids, as well as drives ants to take up residency elsewhere.

Instead of brick pavers (*along with exposed aggregate*) being looked at as a competing alternative to the professional hardscapes and resurfacing systems you offer, focus on the opportunity to increase your market share, referrals, and revenue by adding **Crystal Coat** to your protective coating/sealer services. Technical info, material specifications, coverage rates, and application guidelines will be promptly provided upon request. Material cost: \$93 for a 5-gallon pail (*Yields 10 gallons of sealer when diluted 50/50*).

Safety Engineering Concerns on Swimming Pool & Aquatic-Use Decks



Summer, a time to enjoy the cool inviting water of swimming pools. Aquatic environments offer a refreshing place for rest and relaxation. However, they can also represent a clear and present danger if there are areas on concrete decks where water puddles. These conditions are the result of splashing, low spots with inadequate drainage, dripping water during entry/exit, or settling of the concrete deck over time that also lead to stress cracks. There are several types of algae that are prone to blooming where water accumulates, thereby transforming the deck into a hazardous "slip and slide" liability. Removal and replacement of such damaged concrete conditions is extremely costly, requires an extended period of time to do so, and can damage the landscape; therefore, this not a viable option.



These safety concerns can be professionally addressed by providing the water with a pathway to "run off." How? By applying our porous **Epoxy Stone Resurfacing System**. If the deck has low spots, or has settled in a direction that does not allow water to flow off, the situation can be remedied by application of **McKrete** or **Epoxy/Sand Grout**, treating cracks by filling and/or reinforcing as part of this initial surface prep process. The **River Rock** incorporated in our decades old system has been smoothed, rounded, and shaped by eons of running water, resulting in a surface that is firm, stable, comfortable on bare feet, and much easier for those having mobility issues to transverse on/over.



Stones (providing *limitless blends, creative designs, and a rainbow of colors*) are bonded and locked in place by our custom formulated **100% solids UV-Resistant Epoxy** that has a proven performance history in challenging exterior environments (*harsh winter extremes of the North, freeze-thaw cycling, continuous UV rays exposure, mountainous altitudes, and wet coastal regions*). Fine micro-media can be incorporated in the **Epoxy Stone** surface while wet and uncured to achieve a maximum degree of traction and Coefficient of Friction (COF).

Please visit our website (www.mckinnonmaterials.com) to learn more. Take a moment to view invigorating gallery of impressive images. Hands-on training is also available at your convenience for **Epoxy Stone** and our entire line up of **McKinnon Materials**.



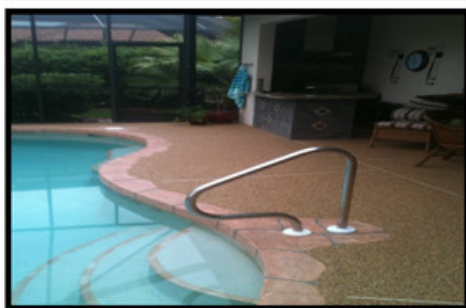
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1st Place ... Winning Combination



McKrete Flagstone Border with complimentary Epoxy Stone Deck



Non-Penetrating LCD Moisture Meter with Tri-Color Bar Graph Get it now for \$60

Excess moisture on or within a concrete slab causes a high percentage of sealer and coating failures. It is, therefore, important to keep in mind that moisture vapor transmission and actual moisture content within the slab are completely different issues. Every slab has its own chemistry, porosity, and profile. Warmer ambient air temperatures drive moisture in the concrete to the surface beneath coatings, then vaporize, creating **Moisture Vapor Emission** pressure. If **MVE** exceeds 3 lbs./1000 sq. ft., it can cause blisters, bubbles, and delamination, as well as optical clarity issues in regard to clear sealers. In the worst cases, when popping the blisters that have formed, water will be found under them. Taking the time to perform moisture tests (the *degree of which is within the slab*) as well as **MVE (ASTM F710 Calcium Chloride test)** will increase your level of success and deter number of failures.

Obtaining Highly Sought After Referrals

Customer referrals are more powerful than a locomotive, bringing with them a payload of revenue, as well as assuring that your business remains on track as to future growth.

The best source of new business is referrals from satisfied customers. Your first step is to make your customers happy by applying only premium quality materials that have a history of proven performance and exhibiting attention to detail in relation to your workmanship.

You must provide them with a surface they love, one that is the envy of the neighborhood, something that they will proudly show-off and that implants a feeling that they made a wise investment that has improved their property value; or, in reference to commercial properties, one that escalates their welcoming aesthetic image over that of their competitors. Whether performing residential or commercial projects, your doing so will plant a well cared for, and maintained picture in the mindset of their friends, guests, clientele, and public.

In order to gain referrals, property owners must enjoy their interaction with you, feeling that they are being listened to, that you truly understand their individual wants/needs, that you provided them with competent guidance and that your professional services met/exceeded their expectations. Send them a “thank you” card for selecting you as their contractor. If it was a large/profitable job consider including a gift certificate to a local restaurant to express your appreciation. Be sure to stress that, if they ever have any questions or concerns to give you a call for your prompt attention. Include a few of your business cards, advising them that you will provide them with a specified amount or gift certificate.

Just as plants need water and sunshine to grow, you must continue to nurture your customers in order to reap referrals, good will, and rewards.

“Establish Value” Upstream (or Create Trouble “Closing the Sale” Downstream)

The first step in preventing price objections is to establish value. If you cave in and lower your price, you are creating a negotiation game, as well as planting a seed of doubt in the mind of your potential customer as to why you did not offer your best price from the start.

Be wary of acquiring business with lower prices. This tactic will ultimately backfire. You will typically lose customers (such as quality-conscious builders) to a competitor who comes along and lowers theirs.

Aim as high as you can. Climbing from the bottom to the top, struggling to get to midway, then dreaming you can upgrade to the best, is not a winning strategy. Start at your “premium” (materials, services, and decorative/appealing designs); then, if need be, offer less costly alternative as to materials, services and ordinary plain functionality. Sell to the frugal customer by convincing them that “premium” provides lasting value, unique appeal, and superior performance, thereby, actually costing them less over time, as the surface actually comes under challenging end-use conditions, contact with foreign matter, and the harsh elements of nature. If they balk, or simply do not have the funding for “premium” then they will opt to stay with your basic.

It is important to keep in mind that you **MUST** exhibit a higher degree of knowledge and experience as to the physical properties of the proposed products and your professional services. In other words, be an **EXPERT** and **SPECIALIST (Concrete Surgeon)**, going far beyond information that your prospective customer can easily find on the Internet. Choose your words carefully, then effectively communicate your high level of expertise.

Cater to Customers by Accepting Credit/Debit Cards Payments

If you are not accepting credit/debit cards for payment, you need to jump on this beneficial bandwagon. The benefits of doing so are far reaching, including increasing your market share. Payments by card are more timely, influence on-site impulse buys, reduce number of late payments, and deter non-payment defaults; ergo, the sales they drive, along with rapid manner in which you are paid, are worth the nominal processing fee you are charged.