



Enduring, comfortable, beautiful hardscapes: For driveways, pool decks and other exterior environments, decorative concrete treatments have become an increasingly popular choice. Displaying its own intrinsic beauty or mimicking a nearly infinite variety of other natural materials, decorative concrete withstands tough treatment, from cars, weather, cleaning and more, yet it is comfortable underfoot. Decorative concrete is a beautiful complement to any architectural style and a great value when compared to alternatives.

Architectural Concrete Delivers Value, Beauty and Versatility.

Benefits of Concrete

- Locally produced and widely available
- Unmatched durability
- Superior strength
- Many features that support sustainable development
- Cost, installation and maintenance advantages when compared to other choices

Additional Advantages of Architectural Concrete

- Match virtually any natural texture, color and finish
- Create imaginative solutions
- Confidently match finished surfaces from batch to batch
- Scratch-resistant, permanent finishes that are more than skin deep
- **Up to 33% less costly than brick and other surfaces.**

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Count on Concrete

Architectural and Decorative Concrete

Long-lasting colors, textures and finishes enhance any hardscape while delivering the traditional value of concrete.

Plus architectural and decorative concrete delivers savings of up to 33% when compared to brick and other surfaces.



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Concrete has always been known for its strength, durability and value. Architects and designers have long exploited these characteristics to beautiful effect. Today, advanced technology and techniques make concrete an even more versatile design choice. Enhanced by an ever-broadening array of textures, and an extensive palette of long-lasting colors and finishes, there's a cost-saving architectural concrete choice to complement every style.

Integrally Colored Concrete: Beauty That's More Than Skin Deep.

Integrally colored concrete is as practical as it is beautiful. As flooring, pavement or wall it offers concrete's legendary strength and durability, in colors to match any setting, without the cost, installation time, maintenance burden and other disadvantages of competing choices.

The newest color admixtures offer streak-free, permanent, non-fading hues that match from batch to batch and project to project. And since the color is distributed throughout the mix, integral colors won't chip or scratch away. Unlike many carpets and other flooring choices, integrally colored concrete offers decorative beauty without the volatile organic compounds that reduce indoor air quality.

And integrally colored concrete is much more easily maintained and lasts for generations, producing attractive lifecycle cost advantages.

Stamped Concrete: Faux Slate, Brick and Stone - As Much As 33% Less Expensive.

Nothing beats the appeal of traditional slate, brick and stone paving... unless the appearance of these popular favorites is combined

with concrete's long-term performance and economy of installation. Stamped concrete, also called patterned concrete or imprinted concrete, is concrete that is cast in place, embossed and often colored, to resemble brick, slate, flag-



Concrete offers the look of terrazzo and many other materials, while maintaining its traditional value.

stone, limestone, cobblestone, stone, tile and even wood. Closely replicating the color, relief and texture of individual pavers, concrete can be stamped to complement any design in public, commercial and residential settings.

Thanks to Shaw & Sons, www.shawconstruction.com, in Costa Mesa, California for supplying the photo above.

Form liners can be used to give concrete sculptural qualities.



Strikingly complex surfaces are testament to concrete's versatility.

Stenciling, Staining and Skinning: Imagination Preserved.

Concrete's flexibility makes it a versatile medium in the hands of creative people. Like integral color and stamping, stenciling, staining and skinning can also enhance concrete. With stenciling, areas of a concrete surface are masked or exposed so that sandblasting, coloring and etching, leaves a pattern and faux finish, but with shallower grout lines than stamped concrete.

From a pattern of butterflies or sea shells to the appearance of fossils in stone, texture skinning can produce dramatic and unique effects. Stains and other penetrating coatings enhance these effects and produce lustrous marbling, mottling and other kinds of unique variations, including effects that are reminiscent of suede, distressed leather and other materials.

Color, texture, durability and value make concrete a very attractive choice.

Thanks to Concrete Reflections, www.yesitsconcrete.com for supplying the photo to the right.

Exposed Aggregate: Advanced Systems for Uniformity and Durability.

Exposed aggregate has long been a favorite of architects and designers who are looking for a subtle or dramatic, yet practical architectural concrete treatment. Today, advanced technology offers additional texturing options, with more control over levels of exposure, as well as greater uniformity, strength and durability.

Exposed aggregate systems produce terrazzo or marble-like results, using glass or other exotic aggregates, in a single, load-bearing placement. Ideal for hardscapes, exposed aggregate is a practical, sustainable and attractive solution where slip-resistance, resilience and durability are important.



New techniques produce stunning, durable results, outside as well as in.

A splash of color enlivens ordinary public spaces in unexpected ways

