

installers **edge**

▶ Two-day Advanced Workshop
June 7th & 8th, 2012
Newark, NJ

The only workshop that covers decorative concrete flooring and industrial floor coatings.

Are you serious about your profession? Are you willing to take the steps necessary to increase your profit margin, expand your customer base, and do the most professional creative work possible?

Then don't miss this one-of-a-kind workshop for concrete and resinous flooring professionals!

You'll learn all the latest techniques of concrete resurfacing products, metallic epoxy coatings, decorative quartz, dyes, stains and much more... You'll also learn about the different types of sealers and practical applications for each.

Not only will we teach you the latest installation techniques; we'll show you ways to improve your business and increase your bottom line. From pricing to marketing we will answer all of your questions.

Workshop Highlights

Technical Segment

- Learn all about concrete resurfacing and floor coatings—surface preparation, tools required, installation methods, finishing methods
- Various coloring methods, techniques and suitability of the products in different situations
- Suitability and application methods of different kinds of sealers
- Application of industrial floor coatings

Business Segment

- Understanding costs and pricing for profits
- Knowing your customer and recommending the correct system
- Segmenting and marketing your business
- Putting social networks like blogs, twitter, etc. in your marketing mix
- Provide AIA/CES Lunch-and-Learn seminars and connect with the Architects in your local area.

Explore & Learn

Concrete resurfacing products

- Self leveling concrete—*Param 5500*, 1/8" to 1.5" thick
- Micro-topping—*Sgraffino*, 1/16" thick

"I highly recommend this workshop to others. The field of decorative concrete and resinous flooring is constantly changing. In our competitive industry it's imperative to stay in-the-know concerning new techniques and technological advancements. Classes like the Installers Edge series have helped me grow and advance my business."

John MacDonald
Contemporary Concrete Designs
Toms River, NJ

Coloring products

- Acid Stains/Chemical Stains—*Patianetch*
- Dye Concentrates—*DESO Dyes*
- Pigments specially formulated for concrete resurfacing—*Colorfast*
- Water based colorants—*Aqua Colors*

Sealers

- Acrylic Sealers—water & solvent based
- Epoxy sealers—water based and 100% solids
- Polyurethane—water & solvent based
- Polyaspartic—100% solids

Floor Coating

- High performance resin chip flooring system—*endüra*
- Self leveling epoxy—*SLE* and *SLE(T)* systems, 1/16" to 1/4" thick
- *Lümiere* metallic epoxy flooring
- *Kwörtz* flooring

▶ Ask how to become an AIA/CES Provider.

Venue

Düraamen Engineered Products Inc.
457 Frelinghuysen Avenue
Newark, NJ 07114
Victor Pachadé at 646.875.86905

Cost

only **\$500** per person
Includes materials for workshops,
lunch and beverages

To make a reservation...

Please call

▶ **646.875.8690**

or visit our website

www.duraamen.com/installers_edge