

POLISHING CONTRACTOR®

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Floorcare USA balanced homeowner expectations for a successful installation of black polished concrete floors.

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BUSINESS MEDIA

Polished Concrete Offers
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Style

Floorcare USA balanced homeowner input and expectations for a successful installation of black polished concrete floors in a residential setting.

When a Wisconsin couple planned their dream house, they chose style and materials that were at once modern and rustic to complement the wooded plot of land that would be the backdrop for their new home. Concrete played a starring role. Black polished concrete floors throughout the 3,000-square-foot

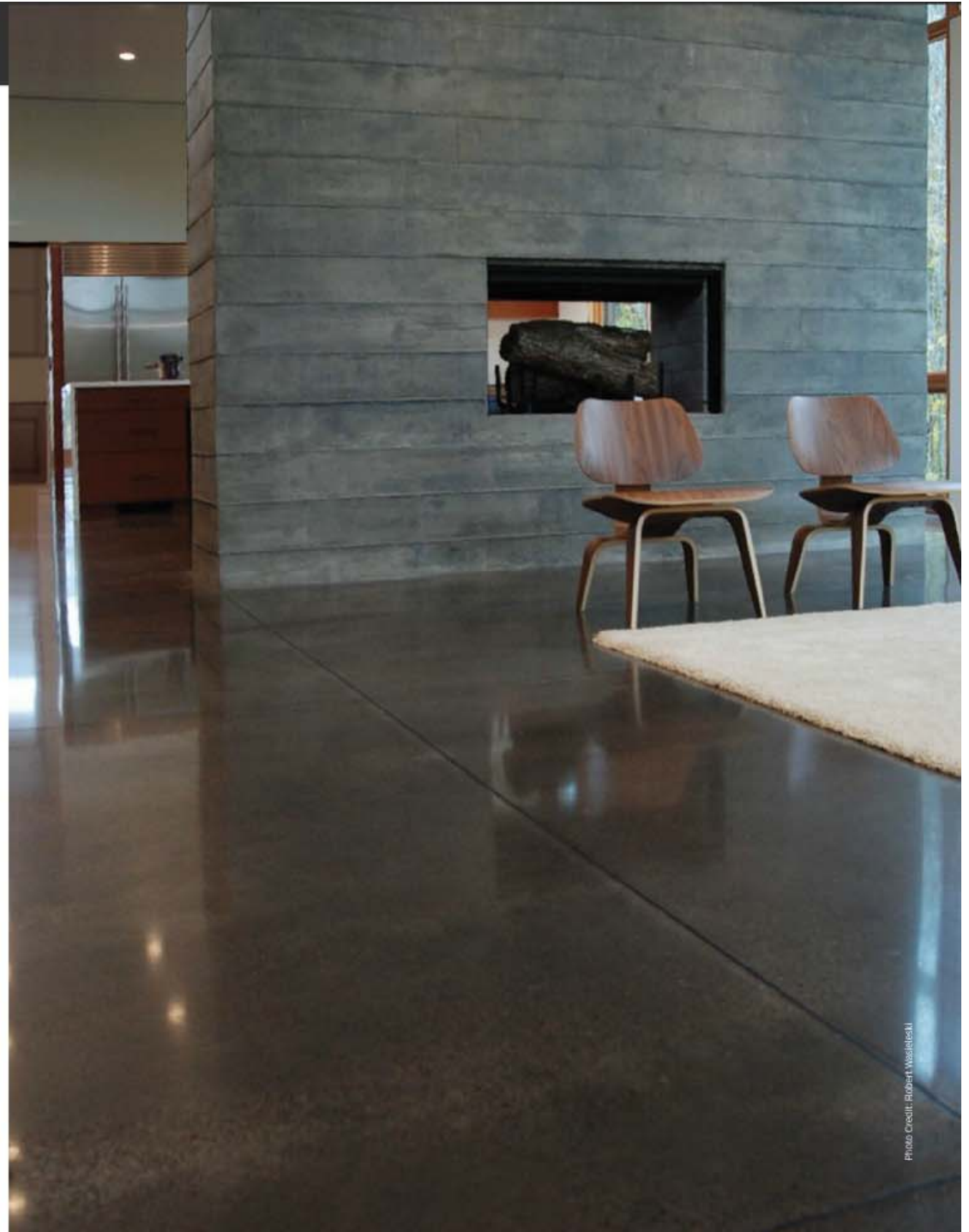


Photo Credit: Robert Wasieleski

COVER STORY

interior are at once stunning and subdued, offering a neutral base for the couple's bright art and multiple textures in furniture and furnishings.

Floorcare USA, Waukesha, Wis., was the polishing contractor on the project. While the company is largely a commercial and industrial concrete flooring provider, it is also experienced in working in a residential environment and managing homeowner expectations. Floorcare USA President Brian Brunner says one of the biggest challenges on any residential project is the relationship with the homeowner because they can be emotionally involved with the project and hold extremely high standards for the outcome. "This is a high-end home," Brunner says of the recent residential project, located north of Milwaukee. "Expectations were at the limit of what concrete and concrete polishing is capable of."

The Floorcare USA team worked closely with the homeowners to ensure the end product would meet their expectations. "We were very detail oriented in the mock-up stage," Brunner explains. "Our project foreman established a very good rapport with the homeowners. He invited them to become intimately involved in the mock-up process."

The project foreman spent four days collaborating with the client on the mock-up. Brunner explains that while his foreman was on the floor altering dilute rates and tweaking the application process, the homeowner was right there with him. She would give thumbs up or thumbs down on color and finish.

"As polishing contractors we need to continually reinforce that the slab of concrete we are provided — more than any other aspect of the project — dictates the process we need to follow



Project Summary

POLISHING

CONTRACTOR: Floorcare USA, Waukesha, Wis.

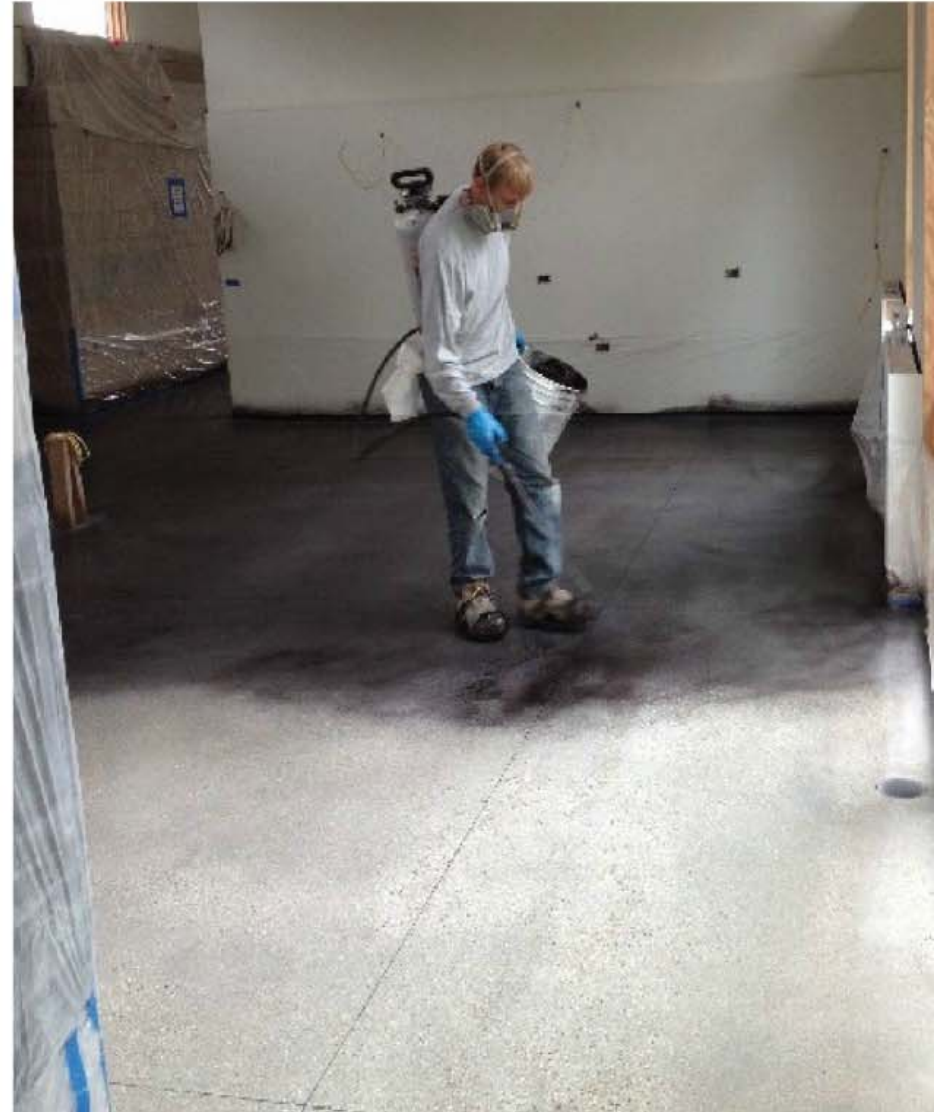
YEARS POLISHING: 11

SCOPE OF PROJECT: 3,000 square feet of concrete, polished to a 3,000-grit finish in a residential home.

ARCHITECT: Bruns Architecture, Milwaukee, Wis.

KEY PRODUCTS &

EQUIPMENT: Innovatech Predator 32-inch grinders; SASE diamonds; Prosoco Consolideck sealers, hardners, densifiers and guard; Metzger/McGuire RS 88 joint filler in black; Rapid Rfloor in black; and Ameripolish Classic Dye.



Ameripolish Classic Dye was applied after the 400-grit finish level. The dye was diluted 1:1 - 1 gallon of acetone to 1 gallon of dye concentrate.

About Floorcare USA

Brian Brunner purchased Floorcare USA in 2001. The company had been in business since 1967 as an industrial coatings firm. Brunner expanded the company's offerings to include decorative concrete floor systems, including epoxy coatings, concrete resurfacing, overlays, stained concrete and polished finishes. Some of the company's past projects include the award-winning polished concrete floors at the Harley-Davidson Museum in Milwaukee, Wis., NASCAR driver Matt Kenseth's automotive showroom in Cambridge, Wis., aircraft hangars, commercial office space, grocery stores and restaurants. Visit the company's website at www.floorcare-usa.com.

Residential projects demand more detail and edge work, especially in closets, hallways and corners.



Cracks and varied aggregate exposure contribute to the character of the floors.

and the final result of the project," Brunner adds. "That's why the mock-up process is so important."

Polishing process

Floorcare USA had a three-man crew on site for about three weeks. The crew started the polishing process with 50-grit hybrid diamonds and followed a typical polishing sequence up to a 3,000-grit finish. The crew members densified twice during the process, after 400-grit and 800-grit finish levels. Ameripolish Classic black dye was applied after the 400-grit level. The dye was diluted at a 1:1 ratio, one gallon of acetone to one gallon of dye concentrate. They finished the project with two coats of guard.

Brunner says the homeowners were very pleased with the floors and how closely they matched the finish they envisioned. And while expectations run high in a residential project like this one, Brunner adds the results are deeply appreciated and contribute to a sense of pride and satisfaction for his company and crew. ●