



CONCRETE CRAFT

TRANSFORMATIONAL, INSIDE AND OUT.™

INTERIOR DESIGN GUIDE

Resurfacing • Staining • Stamped Stone, Slate & Wood Finishes



Our projects don't just look beautiful, they sound beautiful.

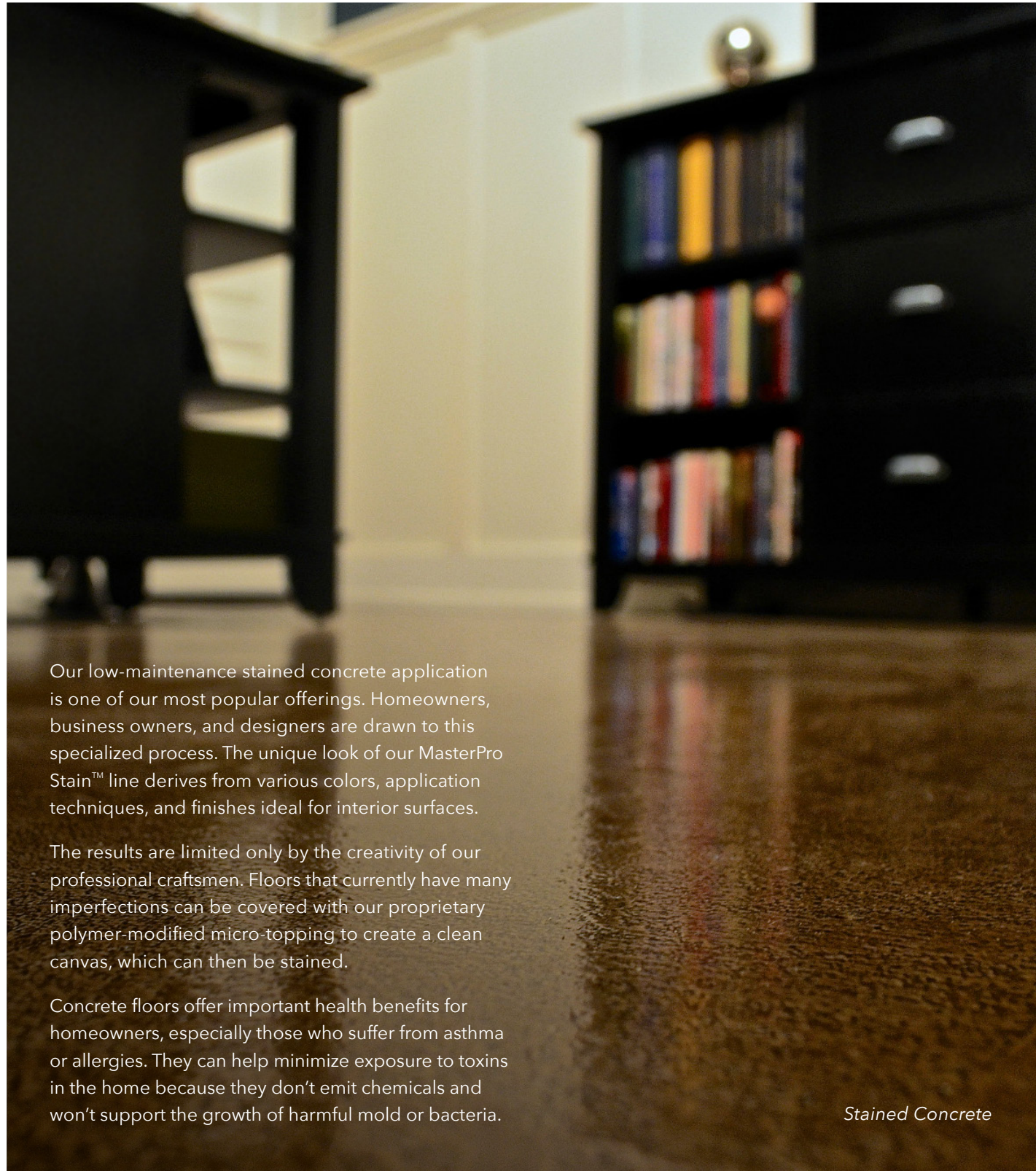
Choose Concrete Craft® to beautify your home or business, and be ready to hear oohs and aahs from everyone who sees it. When you tell them that it was half the cost of other materials, with fewer hassles and less maintenance, you might even get a big round of applause.

Every project we do is one-of-a-kind, but our high-quality service remains the same.

As our name implies, concrete isn't a job to us, it's a calling. We consider ourselves craftspeople who take pride in bringing artistry to one of the most durable, affordable, and beautiful materials on earth. We do both residential and commercial work, and your options to customize with color, design, and finishes are virtually limitless. We offer stamping, resurfacing, and staining, and because most projects are an overlay over existing materials, jobs go quicker, with a lot less mess and upheaval.

Count on Concrete Craft® to make your next project a work of art.

Our clients tell us they love working with local businesspeople like our Franchise Owners. They also say there is extra security in knowing that Concrete Craft® is the nation's largest decorative concrete franchise. We stand behind our work, and because we use proprietary products and techniques, no one can do what we do. When you're ready to transform your space, choose the people with experience as solid as the materials we use.

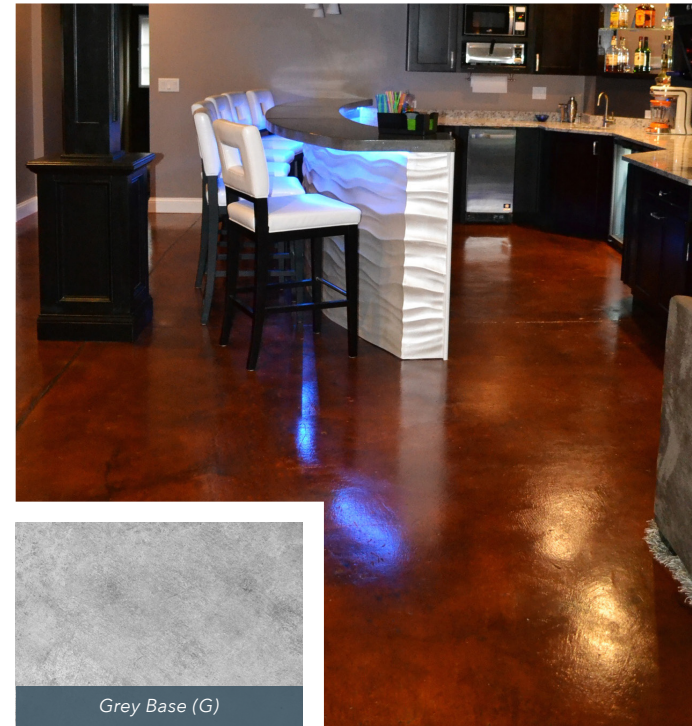


Our low-maintenance stained concrete application is one of our most popular offerings. Homeowners, business owners, and designers are drawn to this specialized process. The unique look of our MasterPro Stain™ line derives from various colors, application techniques, and finishes ideal for interior surfaces.

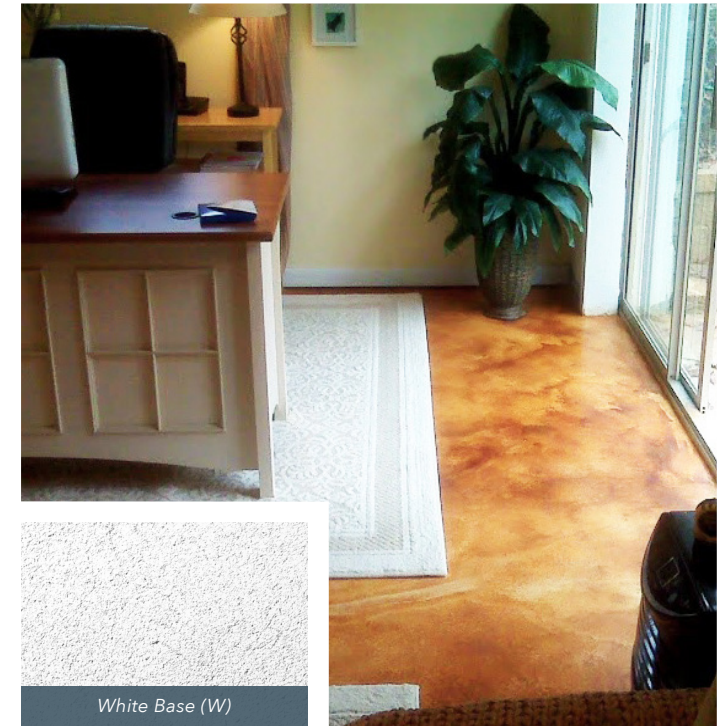
The results are limited only by the creativity of our professional craftsmen. Floors that currently have many imperfections can be covered with our proprietary polymer-modified micro-topping to create a clean canvas, which can then be stained.

Concrete floors offer important health benefits for homeowners, especially those who suffer from asthma or allergies. They can help minimize exposure to toxins in the home because they don't emit chemicals and won't support the growth of harmful mold or bacteria.

Stained Concrete

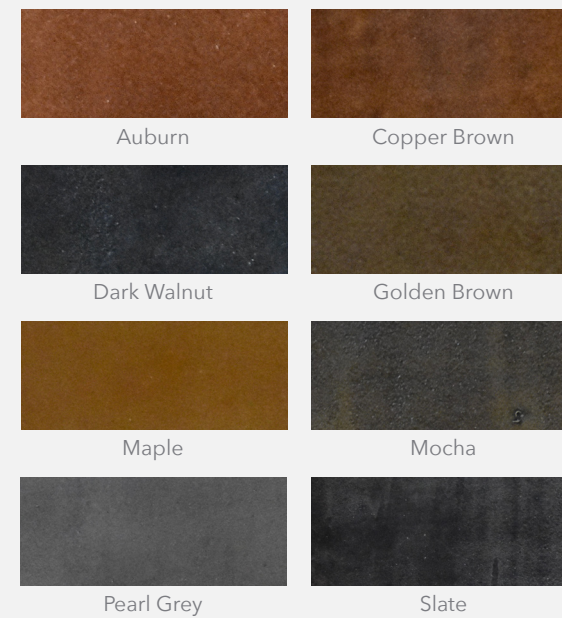


Grey Base (G)



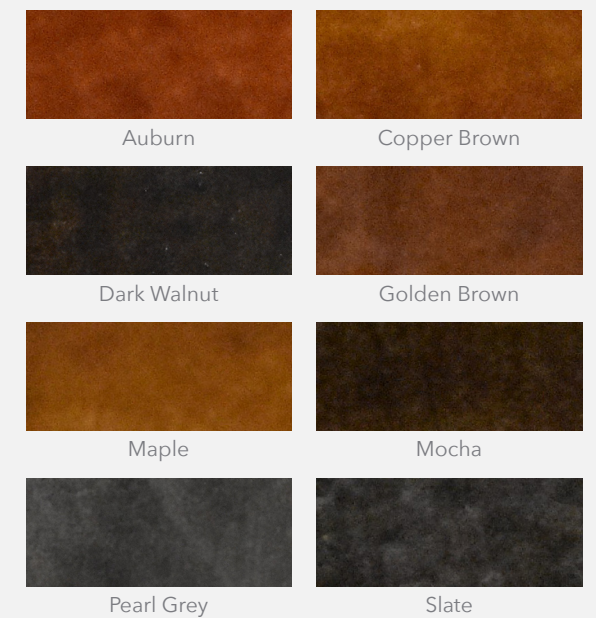
White Base (W)

A sampling of our most popular selections



Due to variations in concrete composition, age, surface conditions, surface preparation, and application techniques, exact color will vary.

A sampling of our most popular selections



Due to variations in concrete composition, age, surface conditions, surface preparation, and application techniques, exact color will vary.







Resurfaced concrete, commonly referred to as patterned concrete or imprinted concrete, is concrete that is designed to resemble brick, slate, flagstone, stone, tile, and even wood. Our exclusive MasterPro Finish™ line is ideal for basements, hallways, and kitchens as well as commercial environments.

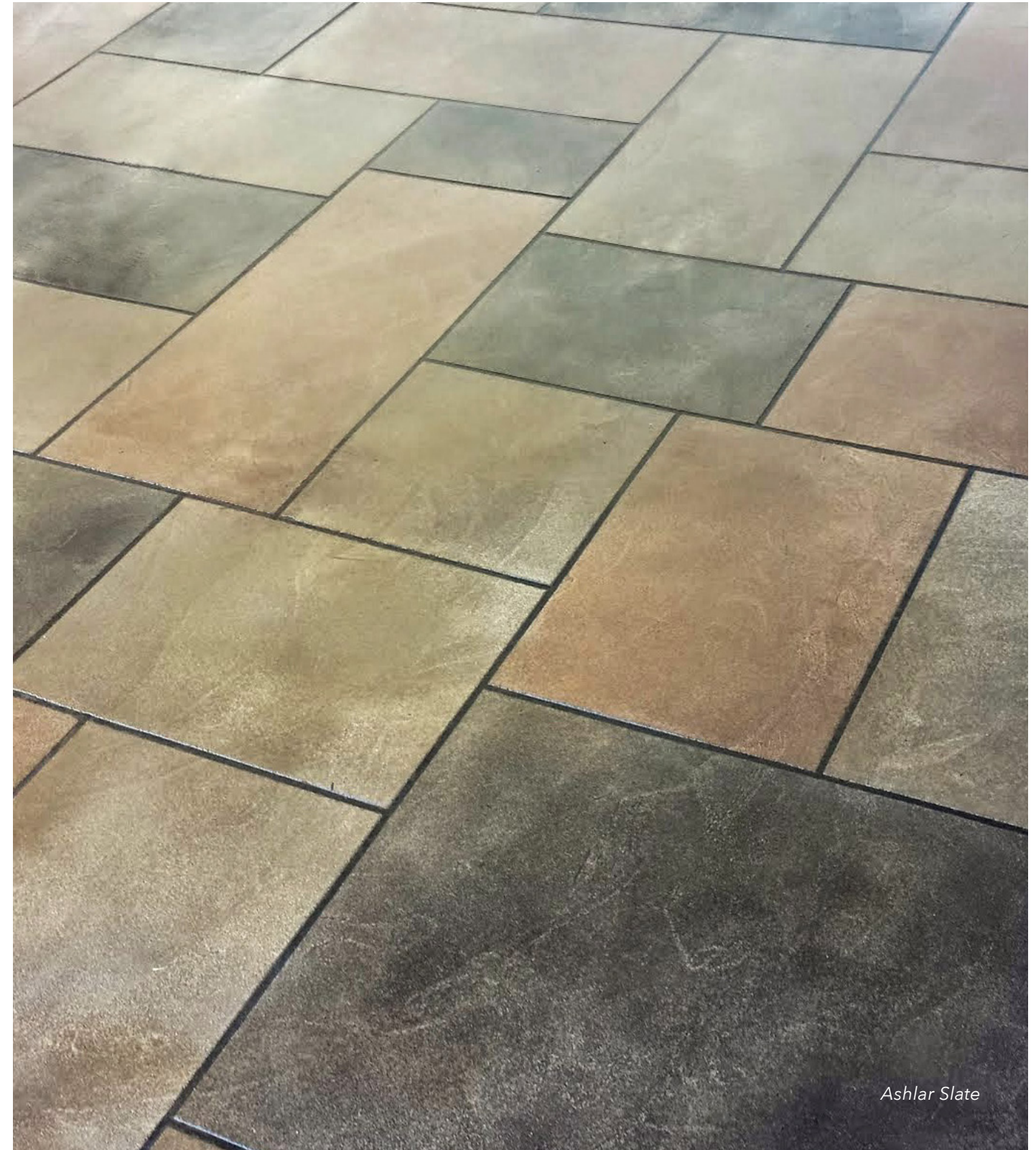
Colors and patterns for resurfaced concrete can be designed to blend with existing stone, tile, or patterned concrete. It provides the perfect canvas for creating an economical replica of more expensive materials while still maintaining a natural, authentic look. We use the finest pigments available, using integral colors, which color the entire slab. We don't use powders, which will only color the top 3/16 of an inch of the slab. This enables us to get the complete color throughout the new concrete for better longevity and consistency.

Concrete Craft's highlighting and antiquing products utilize the latest nanotechnology in UV-resistant colors. In combination with our top-of-the-line sealers, you can have many years of enjoyment with minimal maintenance.

A sampling of our most popular MasterPro Finish™ patterns

	
Ashlar Slate	Hand-Carved Flagstone
	
Roman Slate	Wood Plank

Pattern availability varies by franchise location.





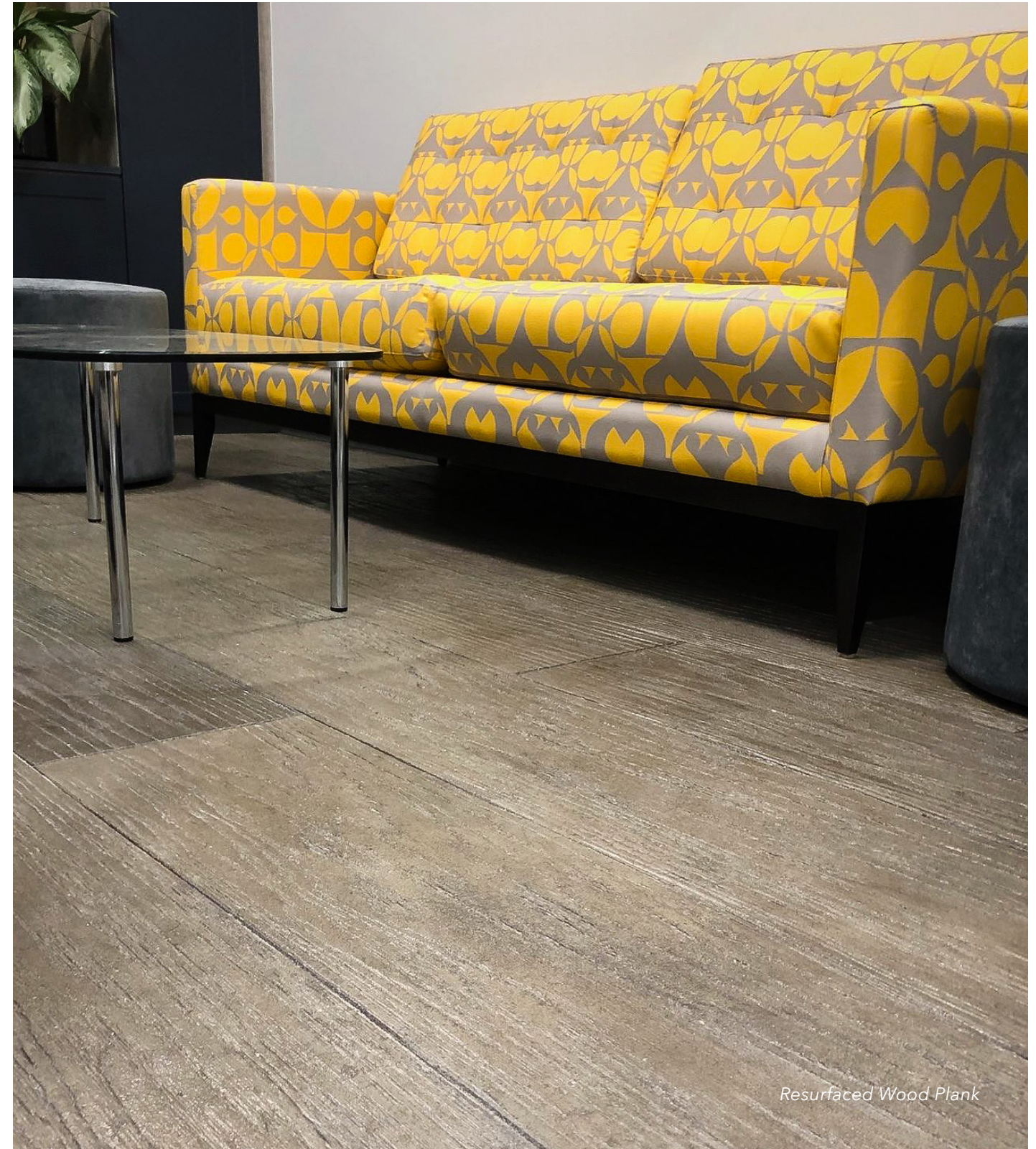
If you like the look of Travertine or hardwood, but don't want to break the bank on your interior floors, decorative stamped concrete is the perfect solution. Concrete Craft offers a wide variety of stamped concrete options and patterns including:

Resurfaced Options

- Stone
- Wood Plank
- Wood Tile
- Slate

Compared to other flooring materials, stamped concrete is one of the most durable and long-lasting materials available as flooring for your home. A well-maintained and properly-installed stamped concrete floor will last decades.

Stamped concrete floors also boast a quick installation time. Contrary to stone or precast pavers, stamped concrete can be poured into place without needing to lift and place individual units. As a result, homeowners can spend less time waiting for their floor to be installed and more time creating the living space of their dreams!

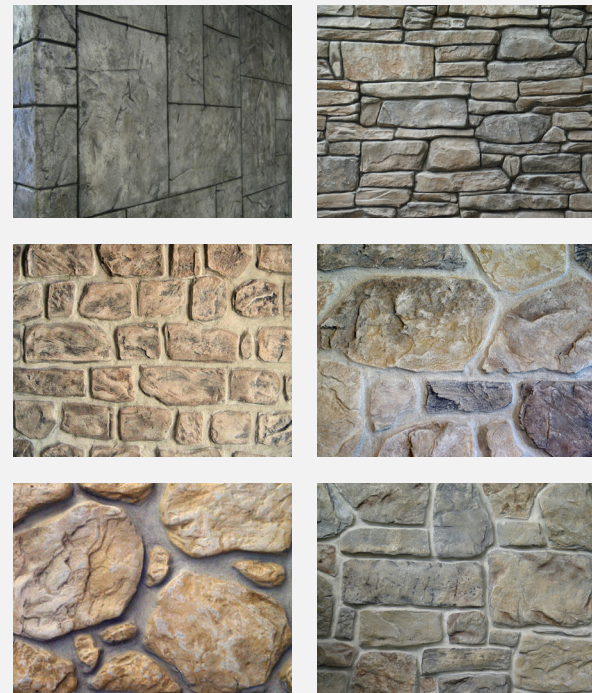




Concrete Craft® offers the same beautiful decorative concrete designs that we use for our patios, driveways and walkways to add beauty and dimension to the vertical surfaces of your home. Our hand-crafted techniques and stamped concrete designs can give the interior walls, indoor and outdoor fireplaces, and even your bathroom shower stalls, the beautiful look of natural rock at half the cost of manufactured or authentic stone.

Unlike other types of materials and stone applications, our innovative, high-strength and flexible polymer overlay product is applied to make 100% contact on vertical surfaces. This eliminates voids and gaps that can form behind real stone applications, typically causing water and/or insect intrusion, as well as deteriorated mortar joints. Our custom-coloring system that uses integral colors and the finest pigments available, in conjunction with our hand-cut and texturing techniques and real stone molds, enables Concrete Craft® to produce a durable and realistic stone facade for the exteriors and interiors of your home that will last for decades.

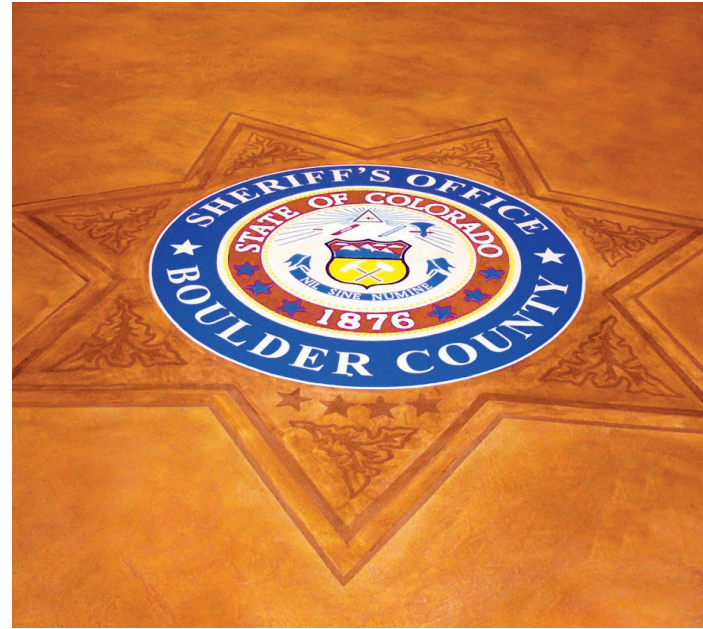
A sampling of our most popular patterns



Pattern availability varies by franchise location.



Fireplaces



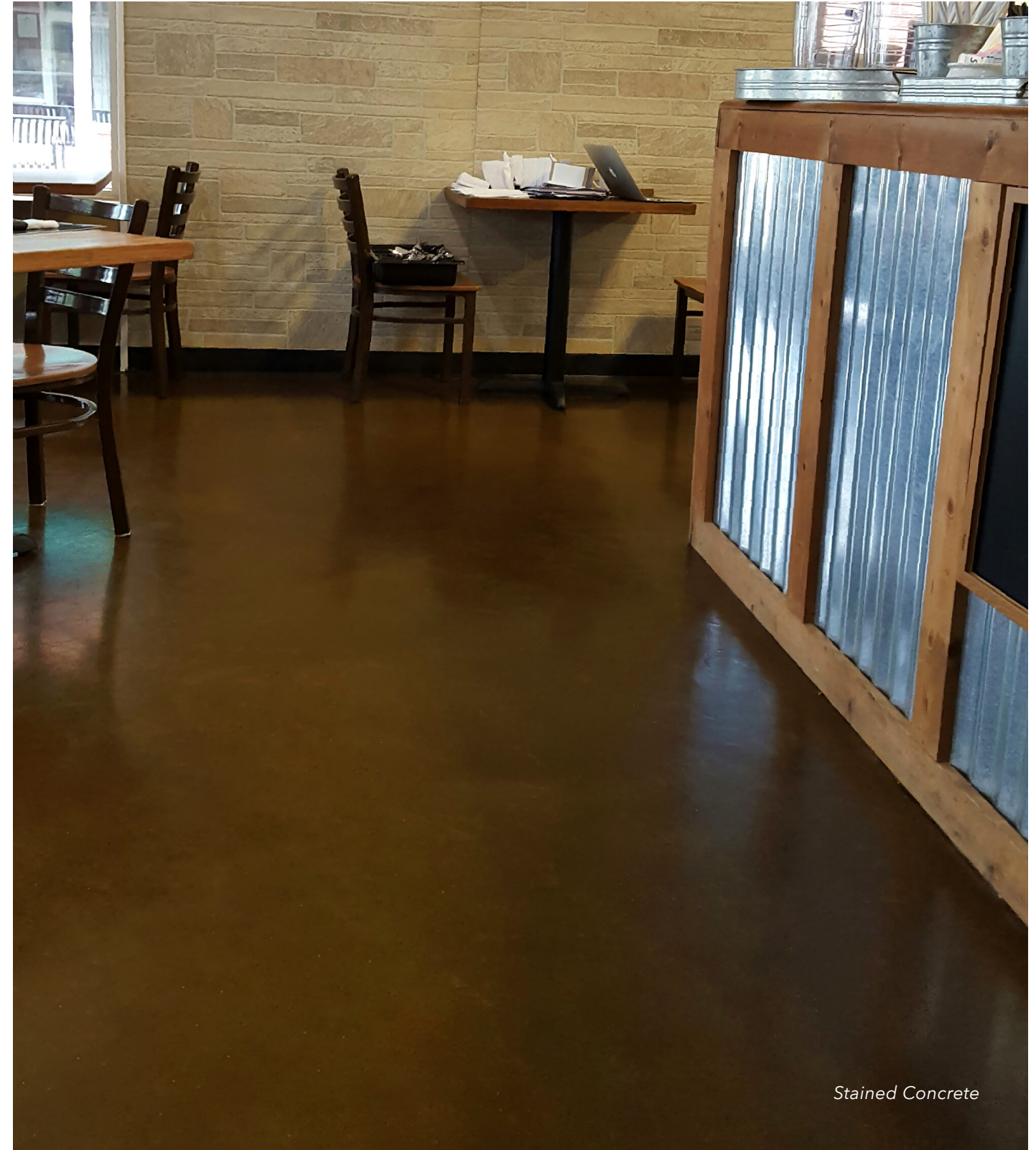
Concrete Craft is the professionals' choice for interior commercial flooring. Architects, interior designers and business owners love concrete floors for a variety of reasons, including price, durability, longevity, ease of maintenance and just plain beauty!

Commercial concrete flooring can be found in interiors nearly everywhere, from reception areas, showrooms, work and retail spaces, to restaurants, bars, and boutiques.

Stain is by far the most popular choice for interior commercial floors because it reacts chemically with the concrete to derive unique looks, including polished marble and natural stone. Concrete Craft can also apply custom graphics and logos to stained interior floors to incorporate your brand for a custom, one-of-kind look.

Resurfaced concrete is also a popular option for commercial interior flooring and can provide a lasting impression on your customers. Travertine, slate, brick and wood plank patterns that resemble hardwood floors are popular options. They look like the real thing, but are much more durable, affordable and easy to maintain than their authentic counterparts.

Commercial concrete floors are ideal for high-traffic environments because they withstand heavy foot and vehicle traffic and resist abrasions and stains. Concrete floors can also be given slip-resistant textures and finishes for added safety.



Stained Concrete



Transform your home's interior with decorative concrete solutions.

CONCRETE CRAFT® 
TRANSFORMATIONAL, INSIDE AND OUT.™

ConcreteCraft.com
800-885-CRAFT