

Heartland Elite Crete, LLC

Decorative Concrete & Architectural Overlay Systems

Contractor Referrals, Supplies, Tools, Training, & Design Assistance for Southeast Missouri

By most accounts, the architectural/decorative aspect of the concrete industry is one of the fastest growing in the construction, building and remodeling trades. Technologies in polymer modified overlays, reactive/antiquing stain products, super smooth & seamless floor coatings and ultra durable sealer options are leading the growth where full depth stamped concrete and simple spray textures were once the extent of the decorative options.

As the leader in *polymer modified cementitious overlays*, Elite Crete not only has the most extensive product line, but we are also proud to boast the most well known, installed and accepted line of products and systems in the architectural concrete overlay industry.

Decorative Concrete Plus is proud to announce that we are now the only authorized distributor for these products in the Southeast Missouri area under the name **Heartland Elite Crete, LLC!** In addition to being trained & certified installers, we are now authorized to provide information, assistance, & training information to entrepreneurs, architects, engineers, and anyone with the desire to educate themselves about our products.

With over 30 Authorized Training locations across the U.S., Canada, and the rest of the world, we are certain that you will be impressed with our products! These highly sought after training seminars give you a hands-on look and education about all of the application that our products are used for starting with substrate preparation all the way to the completed finish. There is no obligation so you can feel free to make a non-pressure decision about whether these products and systems are right for you and your business future.

Please take a few minutes to review the enclosed information about Elite Crete Systems. Once you are finished, give us a call to arrange your training seminar, receive a full product catalog, or get answers to any questions you might have. We also urge you to visit www.elitecrete.com which provides much more detailing information about the products and systems illustrated in the enclosed brochure. This information includes technical data for architects, engineers, and designers which are available for download.

Finally, take a few minutes and visit Elite Crete's completely interactive discussion forum at www.concretelocator.com, where you can ask questions about training, profitability, design ideas, etc., from real contractors that install our products everyday. Ask these guys what they think.

Don't forget to give us a call with any questions you may have. Training classes are held monthly and sizes are limited and usually fill up fast so call today and get a reserve a spot! Come see what our products can do for you and your business! We look forward to being of service to you soon!

Kindest regards,



William Medlin
Authorized Distributor
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*****Contact us today about attending a training class*****

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Elite Crete Systems assists architects, project managers and specifiers detailed information, documentation and other necessary components to help make the specification of decorative concrete finishes, overlays and custom interior floor finishes a high performance and elegant element simple and part of your overall design.

No matter what the style of building or surrounding, there is a design and color combination of our finishes that perfectly fit and enhance the visual appeal of your project.

As a piece of mind, consider the following points of our finishes and compare them to the products and finishes you might currently specify:

- Over 30 standard and unlimited premium colors to choose from, therefore finishes can be customized to fit with any designed scheme or other chosen construction materials.
- Hundreds of patterns and texture combinations such as slate, tile, cobble stone, random stone, wood decking and brick designs in many variations of shape, surface texture and color.
- Unmatched product versatility. Whether your project is interior or exterior, commercial or residential, above or below grade we have a system and solution for your needs and requirements. From thin stamped overlays to custom interior flooring, non-slip splatter textures to acid stain and saw cut finishes, our products and systems meet all specifier needs.
- The secondary applications of highlighting stains are used to create an antique, natural look. Even new installations can be made to resemble older building materials and surfaces with ease.
- All of our finishes back easily be made low maintenance and permanently sealed to protect against oil, grease and dirt.
- Functional and long lasting. 100% resistance to UV means colors do not fade and the slip resistant surface has been time tested and used by many State DOT's and larger commercial contractors on hundreds of different applications.
- Our finishes are extremely durable, freeze/thaw resistant and designed to perform long term.
- Our systems are economical since they provide long term, durable renovation without the need for costly and continuous repairs normally associated with deteriorated surfaces.
- The systems can be installed at any time during new or old renovation processes. This allows all other renovation aspects to be completed without fear of damaging or wearing the new surface.
- Elite Crete Systems have been specified by an extremely [wide range of customers](#) and amongst the better known are Marriott Hotels, Harley-Davidson Dealerships, McDonalds, Amoco Gas Stations, Shell Gas Stations, Disney, Universal Studios, Public Schools, Concrete Ready Mix Companies and Municipalities all over the World.
- Easy to specify as we provide full specification documentation which includes [technical data sheets](#) on the component materials used to install the finishes, test data, references and step by step instructions.

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Product uses...If you can walk on it, we can improve it!

Perhaps the most confusing aspect of our products and systems is the vast about of everyday uses that our products provide solutions to. From simple coloring and staining to decorative overlayments and surface restoration, our products provide a solution or alternative that can be utilized on virtually any new or existing construction or building project.

Listed below are just some of the examples of where our products are used:

○Residential Exterior Decorative Concrete Finishes:

- Driveways
- Pool decks
- Sidewalks
- Patios

○Residential Interior Custom Seamless Flooring:

- Living rooms
- Kitchens
- Sun rooms
- Dining areas
- Garage floors

○Commercial Exterior Decorative Concrete Finishes:

- City sidewalks
- City crosswalks
- Professional sports areas
- Retaining walls
- Churches
- Gas stations
- Parking areas
- Schools
- Roadway medians
- Pool decks
- Water parks
- Hotel porte cashers
- Shopping Malls

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o Commercial Interior Custom Seamless Flooring:

- Animal hospitals
- Retail clothing stores
- Hotel lobbies
- Las Vegas casinos
- Churches
- Hair salons
- Automotive dealerships
- Wineries
- News room studios
- Shopping malls
- Adventure theme parks
- Restaurant chains
- Professional sports arenas
- Gas stations
- Motorcycle & ATV dealerships
- Water parks
- Boat & marine dealerships
- Pool decks
- Office buildings
- Medical offices
- Manufacturing facilities
- Parking garages

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Exterior Decorative Concrete Overlay: Welcome to the NBA!

For years homeowners, property owners, builders, architects and designers would spend thousands of dollars on improving the exterior looking of homes, office buildings, malls, etc. but in the end they simply had to accept plain gray concrete as the primary substrate surface surrounding the various structures.

Our products are not a replacement alternative for unsightly concrete surfaces but an overlay that is applied to the top of existing concrete surfaces. And no, not just new concrete. As a matter of fact, most applications are over old, dirty, stained, pitted concrete surfaces that might otherwise need replaced if not for our products.

Worried about durability? The photo shown below is the exterior concrete surrounding the Palace of Auburn Hills where the NBA Detroit Pistons call home. The management group that operates the arena was tired of the pitting and scaling caused from all of the deicing salts used to melt the ice before each event and they knew it was only a matter of time before all of the concrete around the arena would need replaced if something wasn't done soon. The result, an extremely durable thin stamped overlay to resemble large pieces of slate stones in various colors to compliment the colors of the building.

This application has been through five cold winters and five hot summers, months worth of negative 20 degrees temperatures, 22 tons of deicing salt, been snow plowed countless times and over 14 millions visitors have walked over it. You still want to question durability?

The pictures below consist of 2 coats of THIN-FINISH™ to create the base and bond coat. Then 1 coat of TEXTURE-PAVE™ applied 1/4" thick and textured with THIN-PRINT™ seamless texture skins to create the stone look. Once that has dried overnight, multiple colors of ULTRA-STONE™ Antiquing Stain are applied to achieve the various colors. Finally, the application is coated with 2 coats of CSS EMULSION™ to add protection and a beautiful gloss finish.



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Photos courtesy of Performance Floor Coatings.

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Interior Decorative Concrete Flooring...

Although Elite Crete Systems products have been in use for concrete restoration purchases for nearly thirty years, the interior flooring market only started to blossom about ten years ago. The reason; customized versatility with unheard of levels of durability.

Imagine a floor that has the elegant look of something you might see in one of the world's finest hotels or casinos yet durable enough that it can handle truck and forklift traffic. That is just the beginning of what our flooring systems can offer.

Like the floor shown below, each finish is literally fluid applied to the existing concrete surface. Sure, some surface preparation is involved to ensure proper adhesion, but the result is a floor like no other.

The floor in the pictures below consists of 2 coats of THIN-FINISH™ to create the base coat. Then 2 coats of various colored MICRO-FINISH™ are applied as thin as a sheet of paper to make the surface almost as smooth as glass. Finally, the application is coated with 2 coats of AUS-50 Urethane to add protection and a beautiful gloss finish.



Photos courtesy of Elite Crete of Michigan.

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Concrete Surface Restoration...Save Time & Money!

Here is the dilemma, you are a homeowner or property owner and although your home or business is in great shape, your concrete is more than showing it's age. Perhaps the surface of the concrete is pitted or flaking. Maybe it has stains on it from food or oil. Either way, tearing out and replacing it just isn't an option so you just have to live with it.

This is where our products can help. Our overlay systems are designed first and foremost as "surface restoration" products. Sure there are lots of aesthetic options with our products but if they cannot perform as a permanent finish, they are useless.

Take a look at the two photos below. The first one is a before shot of a pool deck in a Marriott hotel. You can see that the concrete is pitted, flaking and just plain ugly and of course management wasn't happy with it. They had tried painting the concrete which obviously flaked off in no time. They had a typical sprayed on acrylic resurfacing product applied which started peeling off in less than a year. They even tried a rubberized type coating which didn't peel off as quickly as the sprayed on acrylic resurfacing product but because it did not allow vapor transmission to escape, the moisture under the rubberized coating began to rot and smell like rotten eggs.

The second photo shows the completed concrete pool deck with accent colors to match the hotel itself.

The pictures below consist of 1 coat of THIN-FINISH™ to create the base coat. Then another coating of THIN-FINISH™ that is applied with a typical drywall type hopper gun. Color is added to the different applications using PORTION CONTROL COLORANT™. Once that has dried overnight, the finish is coated with 2 coats of CSS Emulsion to add protection and a beautiful gloss finish.



Photos Courtesy of Surface Pro.

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Client List...You've Walked On Us & Didn't Even Know It!

Elite Crete Systems products and applications are installed on over a million square feet a year and growing. From residential to commercial applications. From conventional driveway and pool decks to large shopping malls and world class hotels. Below is a list of just some of the better known customers our products have provided various interior and exterior solutions to:

- *Abercrombie and Fitch Stores*
- *Banana Republic Stores*
- *Bass Pro Shops*
- *Burger King Restaurants*
- *Cadillac Dealerships*
- *Caesars Palace Hotel and Casino*
- *Chase Field (Home of the Arizona Diamondbacks)*
- *Chevrolet Dealerships*
- *Coors Field (Home of the Colorado Rockies)*
- *Ford Motor Company Dealerships*
- *Fossil Watch Headquarters & Stores*
- *Great American Ball Park (Home of the Cincinnati Reds)*
- *Harley Davidson Dealerships*
- *Harrah's Casinos*
- *Hilton Properties*
- *Home Depot Stores*
- *Honda Motors Dealerships*
- *Hummer Dealerships*
- *IHOP Restaurants*
- *Jaguar Dealerships*
- *Kinds Island Theme Parks*
- *Limited Stores*
- *Mama Fu's Restaurants*
- *Marco's Pizza Restaurants*
- *Marriott Hotels Worldwide*
- *Mazda Dealerships*
- *McDonalds Restaurants*
- *Minute Maid Park (Home of the Houston Astros)*
- *Mitsubishi Motors Dealerships*
- *Mobil Gas Stations*
- *Oldsmobile Dealerships*
- *Oshkosh Bigosh Stores*
- *Pac Sun Stores*
- *Palace of Auburn Hills (Home of the Detroit Pistons)*
- *Qualcomm Stadium (Home of the San Diego Chargers)*

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- *Ralph Lauren Polo Stores*
- *Raymond James Stadium (Home of the Tampa Bay Buccaneers)*
- *Reebok Stores*
- *Safeco Field (Home of the Seattle Mariners)*
- *Sheridan Hotels*
- *Six Flags Amusement Parks*
- *Soldier Field (Home of the Chicago Bears)*
- *Sonic Drive Inn Restaurants*
- *Turner Field (Home of the Atlanta Braves)*
- *U-Haul Dealerships*
- *Universal Studios*
- *Venetian Hotel and Casino*
- *Wal-Mart Stores*
- *Wendy's Restaurants*
- *Walt Disney World Resorts*
- *Wynn Hotels*
- *Yamaha Motors Dealerships*

Elite Crete Systems Products Overview

We have heard it said many times over, "Decorative concrete products, sealers and stains are all the same." We not only beg to differ but have over 3,000 contractors world wide using our products to prove it.



Premixed Overlay Systems

With these three bag mixes you can achieve any decorative overlay, seamless interior floor or restoration finish needed.

- ***THIN-FINISH™ Pre-Mixed Overlay***
- ***TEXTURE-PAVE™ Pre-Mixed Overlay***
- ***MICRO-FINISH™ Pre-Mixed Overlay***

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Sealers & Coatings

- *CSS Emulsion™*
- *CSS-V Emulsion™ (VOC Compliant) Special order only*
- *WCS Emulsion™*
- *E100-PT™ Series Epoxies*
- *E100-UV™ Series Epoxies*
- *SPARTIC-ALL™ - Polyaspartic Coatings*



Color, Stains & Pigments

- *ULTRA-STONE™ Antiquing Stain*
- *CHEM-STONE™ 2.0 Reactive Stain*
- *COLOR-FAST™ Broadcast Color Hardener & Powdered Release Agent*
- *PORTION CONTROL COLORANT™*
- *SYPP™ Synthetic Primary Pigment*
- *HYDRA-STONE™ Dye Stain*
- *REFLECTOR™ Enhancer*



Stencils & Texture Skins

- *QUICK-PATTERN™ Design Stencils*
- *THIN-PRINT™ Texture Skins & Stamp Tools*

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Supplemental Products, Tools & Marketing Materials

- *CLEAN-PRINT™ Liquid Release Agent*
- *HYDRA-STONE™ Reducer*
- *E100-CF5™ Crack Fill Epoxy*
- *Powdered Accelerator (Chloride free)*
- *Stamp Conditioner*
- *Misc. Specialty Application Tools*
- *Marketing & Advertising Brochures, Data Sheets, Color Charts, Postcard Mailers & Interactive CD Roms*
- *Imaging Software*
- *Downloadable Programs for; Cost Estimating, Trade Shows*

Interactive Discussion Forum

Have you visited ConcreteLocator.com yet?

Even though decorative concrete has been around for over three decades, it is still amazing how many people still have no idea what it is. Contractors in most markets often complain that their biggest challenge is to help educate the consumer as to the benefits and cost savings these products can provide.

About seven years ago we recognized that a great number of contractors in completely different parts of the country were communicating amongst themselves via email. They would share marketing tips and design ideas and really believed that the interaction was both a motivator as well as beneficial to their business.

So in 2001 we launched a simple on-line discussion forum called [Concrete Locator](http://ConcreteLocator.com). We had originally purchased the URL concretelocator.com in hopes of creating a website where concrete contractors could place a free listing to advertise their services but decided to use it instead for the host of the off-site discussion forum.

It took a few months for concretelocator.com to get off the ground but now has over 4.3 million visits with more than 67,000 posts and is the most visited decorative concrete discussion forum on-line.

People from different levels of interest use concretelocator.com, from homeowners and property owners trying to get more informed about the options that are available to contractors who share ideas with others to help increase the business. Whoever you are, there is sure to be various posts that interest you.

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Part One: Elite Crete Systems was born...

The Elite Crete Systems experience and roots in the cementitious overlay industry is deeper than any other company or product line today. "Elite Crete" products were originally created as simply a product brand by specialty paint and coatings manufacturing company who at the time only sold cementitious overlay materials to other companies under private label or re-label. Ownership made the decision to create and launch their own product label line and called the brand of materials "Elite Crete" not to compete with the same companies they were already selling products to, but to go after a sector of the industry that they considered untouched by other companies, the specification segment. An obvious void existed as it pertained to architectural overlay and finishes products being specified by architects for commercial applications.

Much to their surprise, the "Elite Crete" product line became increasingly popular and the demand for private labeling of specifically the "Elite Crete" products became overwhelming. It soon became obvious that the experienced, quality conscious contractor wanted a single, proven product, direct from the manufacturer that had the right answer. It came time to launch "Elite Crete Systems" as a separate entity and focus on their own, contractor proven, quality products that countless contractors, distributors, suppliers and architects demand today.

Elite Crete Systems not only set the initial and current standards for architectural concrete finishes & overlay products but are constantly raising the bar as well. From their highly sought after training seminars, to the detailed engineering of their entire product line designed with the contractor in mind, to their commitment and dedication to a level of customer service and technical assistance is second to none in this industry.

People around Elite Crete Systems use words like Quality, Ease of Use and Innovative to best describe the basis of every product they manufacture. In fact, their company mission is to provide the most comprehensive architectural concrete overlay system, one that is of the highest quality, easy to use, with substantial versatility and yet reasonably priced. They manufacture one of the most complete lines in the industry and are committed to quality customer service and technical assistance. They are fully dedicated to their customers and provide them with personalized, quality service and attention.

For many years, several well known companies, manufacturers and suppliers have looked to Elite Crete Systems to provide them with the products, technical assistance and solutions to their architectural concrete finishes and overlay products.

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Part Two: Elite Crete Systems grows up...

Elite Crete Systems concrete overlay products have come a long way since its birth in a small, dirty, crowded paint factory, when they introduced the industry's first hybrid blended emulsion modifier. The demand for their concrete overlay systems grew quickly during its early years, adding color, stain and various sealers along the way, and earning a strong reputation for innovation, quality, durability and cost effectiveness.

That reputation proved invaluable when Elite Crete Systems introduced its first "Concrete Restoration Overlay." The industry raised their eyebrows when Elite Crete Systems began offering a concrete resurfacing material that was more resistant to freeze/thaw, deicing salts and petrochemical deterioration without the need for a protective sealer. This was unheard of from products and companies that dominated the industry at the time. Elite Crete Systems reputation encouraged both concrete finishers as well as other construction contractors to give the materials a try and widespread industry skepticism quickly gave way to a host of imitators.

Today Elite Crete Systems is the leading manufacturer of decorative concrete related products, concrete overlay systems, stains, dyes, sealers, protective coatings and more, selling to more than 20 countries worldwide while completely dominating the U.S. market. Widely regarded as the "Architectural Concrete Overlay" industry's leading innovator, Elite Crete Systems products are specified and successfully installed on thousands of projects every year and over a millions square feet annually.

When Elite Crete Systems officially incorporated the Elite Crete product line name that had gained so much attention and praise the primary purpose was to manufacture and market their own brand of products. Almost a year-to-the-day later - Elite Crete Systems unveiled a new Pre-Mixed Overlay System designed to allow specifiers the confidence that the material will perform long term as originally engineered. The hallmark products of the Pre-Mixed Overlay System consisted of TEXTURE-PAVE™ and THIN-FINISH™ which featured expertly engineered mix designs consisting of over 9 silica quartz sizes and a dry version of the legendary CPR1000 Hybrid Polymer Modifier. The Pre-Mixed Overlay Systems immediately impressed the architectural concrete overlay industry and soon-after virtually eliminated the use of "liquid polymer" and/or "add your own sand" overlay systems.

The Pre-Mixed Overlay Systems began shipping to distributors in 1999, and it was followed in February, 2000, by PORTION CONTROL COLORANTS™. Response to the new coloring system was incredibly enthusiastic and overwhelming. As an editor at a well known construction magazine put it, "in a contest of all-out decorative concrete products compared to Elite Crete Systems, it looks like the other suppliers brought knives to a gun fight."

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In October 2001 Elite Crete Systems launched a very informal discussion forum website, www.concretelocator.com for their customers to share information with one another. Although the website got off to a slow start, it is now busiest and most frequented "architectural concrete" related website on-line.

Although 2002 was a slow year for much of the U.S. economy due to 9/11, Elite Crete Systems as well as many of their Authorized Distributors and Contractors continued to see positive business growth primarily due to the fact that the architectural concrete overlay industry has a bit of "recession proof" qualities about it.

2003 to 2004 was business as usual. Elite Crete Systems set up several new Authorized Distributors in areas where there were none to better service contractors in those regions and ultimately saw 25% and 38% increases in revenue respectively in those years.

2005 to 2007 continued growth and additional Authorized Distributors was the main theme. By the end of 2007 the total Authorized Distributors tops 30, leaving only a few areas of the U.S. available. With sites set high for an improved International Authorized Distributor base, more and more marketing was designed to attract foreign business and it was paying off.

2008 plans include essentially the same strategy that has created such success up until now: developing innovative, differentiated, high-performance products through rapid prototyping, extensive testing, flexible, U.S.-based manufacturing and absolutely unsurpassed technical support, customer service and business development assistance. To continue to facilitate those goals, manufacturing, training and sales departments will move in to a brand new facility.

Many of the ideas that keep Elite Crete Systems products on the cutting edge come from the vast experience and professionalism their customers have. The feedback provided by their customers and their own flexible production processes, encourage a near constant stream of both new innovations and improvements to existing proven products. Based 30 minutes out side of Chicago, Elite Crete Systems manufactures products at two facilities in Valparaiso, Indiana with offices in Valparaiso and Merrillville, Indiana. In addition, there are Elite Crete Systems Authorized Distributors located throughout the continental United States, Canada, Europe, Australia, South Africa and other countries

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