

# Solutions to concrete problems are easy with a concrete stain

(MS) — Homeowners will be pleased to learn that their durable, concrete driveway can take on a persona of its own with a little assistance from a concrete stain and the creative mind of the consumer.

That's right — your concrete driveway doesn't have to look like just a slab of concrete anymore. If you've ever dreamed of a brick driveway or special block, or prefer the aesthetic appeal of a black drive to offset your home but would rather not deal with the maintenance, your dream can become a reality in just a few simple steps.

Now you can protect and beautify nearly any concrete surface inside or outside of your home by using a concrete stain. These stains add lasting value to driveways, walkways, patios, garage floors, brick and masonry walls, and other con-

crete surfaces, including pool decks, porches, and even basketball, tennis and shuffleboard courts.

According to Steve Davis, director of sales and marketing for H&C® Concrete Stain, using a concrete stain offers today's busy homeowners many advantages not found when using an alternative form of concrete protection, like paint.

"Many of today's concrete stains will not fade or lose color prematurely and offer superior resistance to water, acids, ultraviolet light, oil, gas and hot-tire pickup," said Davis. "Because the stain penetrates the surface, it will not peel or flake, thereby providing long-lasting, more effective protection than other types of concrete coatings that only lay on the top of the concrete surface.

By using a concrete stain, homeowners will

not only save time and money, but will enhance the look of their home."

Concrete stains add further appeal with just two coats. They protect concrete and masonry surfaces from the damaging effects of the elements, which cause unprotected concrete to crack. Unlike paint, many concrete stains require no primers and are perfectly suited for both interior and exterior applications. In addition, they are available in a wide variety of ready-mixed colors or can be custom matched to meet any specification.

For the special needs of today's consumers, the H&C Shark Grip™ Slip-Resistant Additive can be used to provide slip resistance on otherwise slippery surfaces. Since the product is not highly abrasive, it ensures a more pleasant coating for bare feet, which is critical when finishing

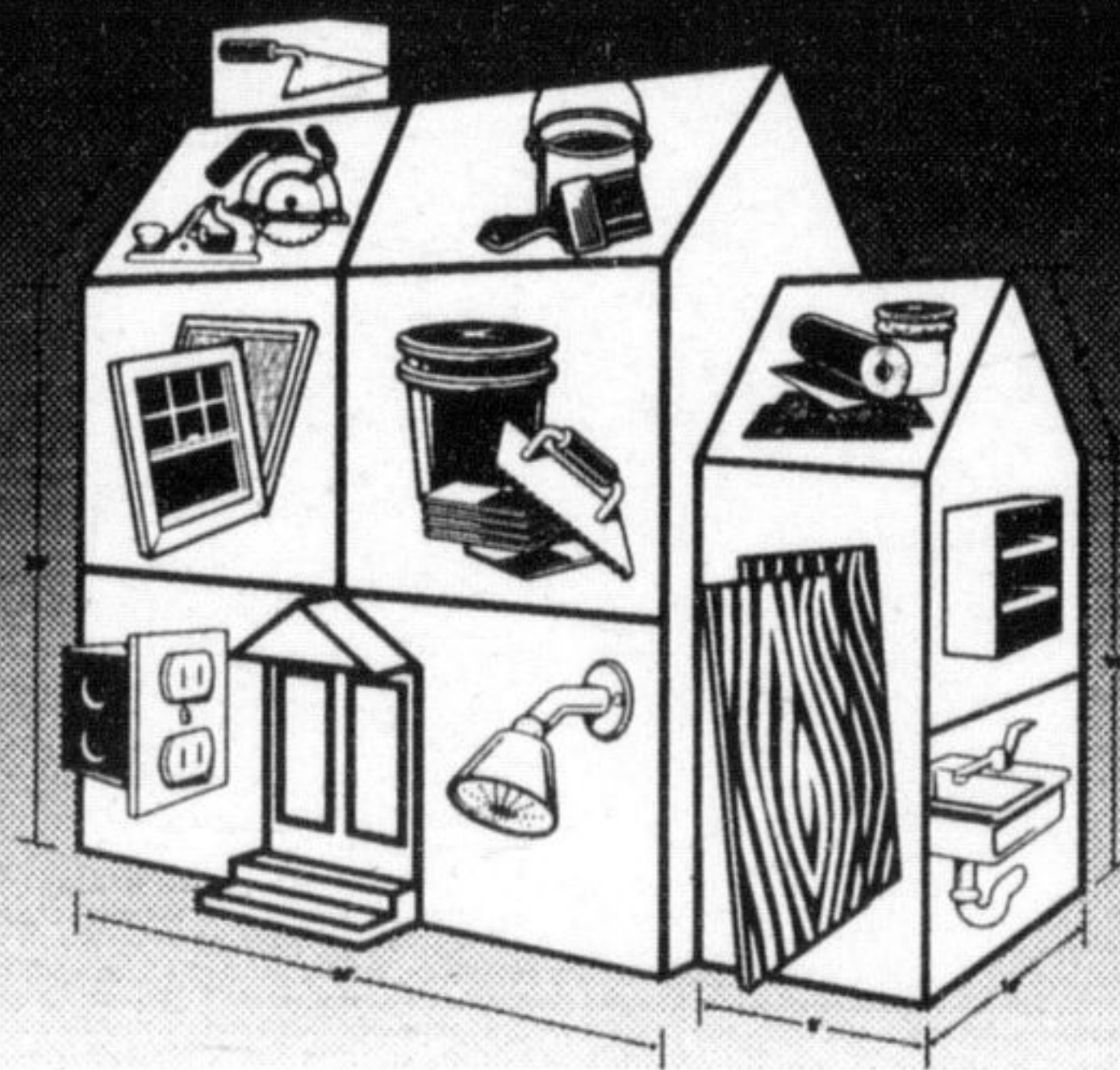
traditionally slippery areas, like pool decks and patios.

Consumers seeking a novel approach to staining need look no further than H&C's unique Custom Stencil Program.

This visionary program brings the full complement of stains together into a complete package for any user. Six different solvent-resistant plastic stencils, including a brick border, offer templates for concrete driveways, walkways and patios, and may be used to create brick, tile and paved looks at a fraction of the cost of custom masonry work.

Protecting your concrete surfaces will not only bring greater aesthetic beauty to your home, but also will decrease maintenance projects often associated with unprotected or painted concrete, like dampness, cracking, staining and peeling.

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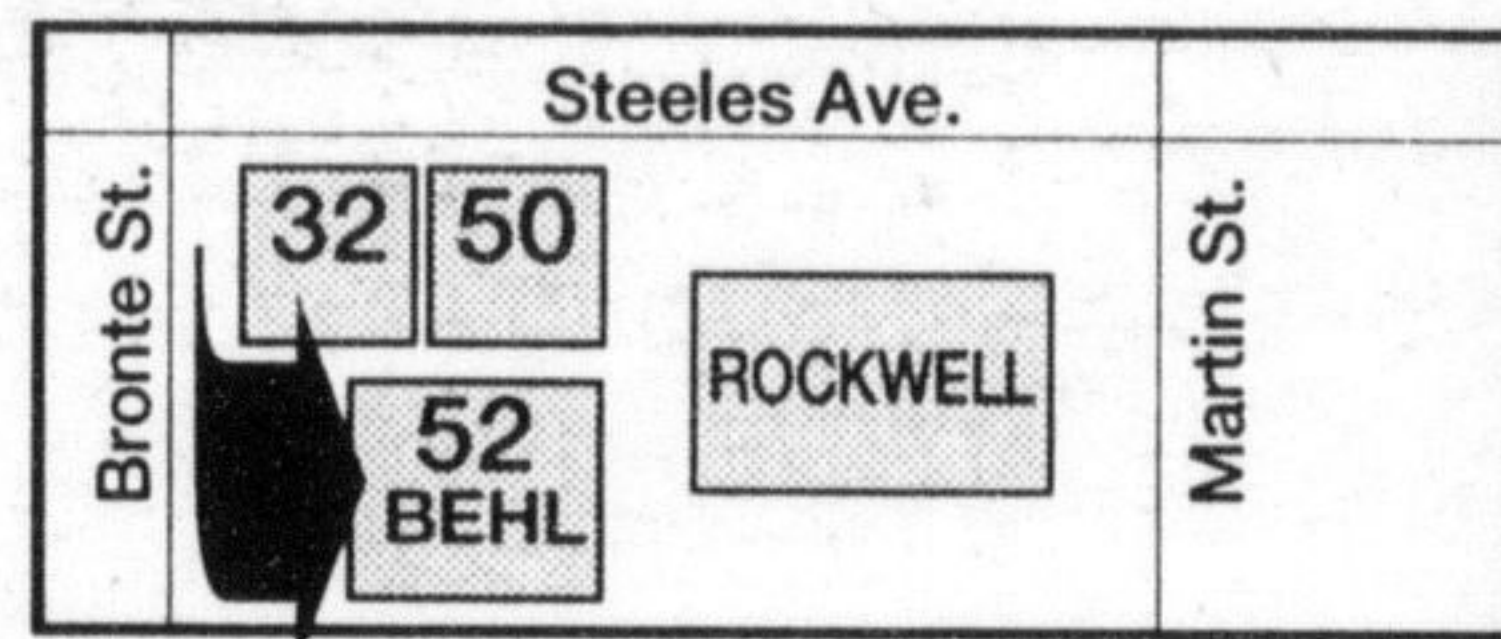
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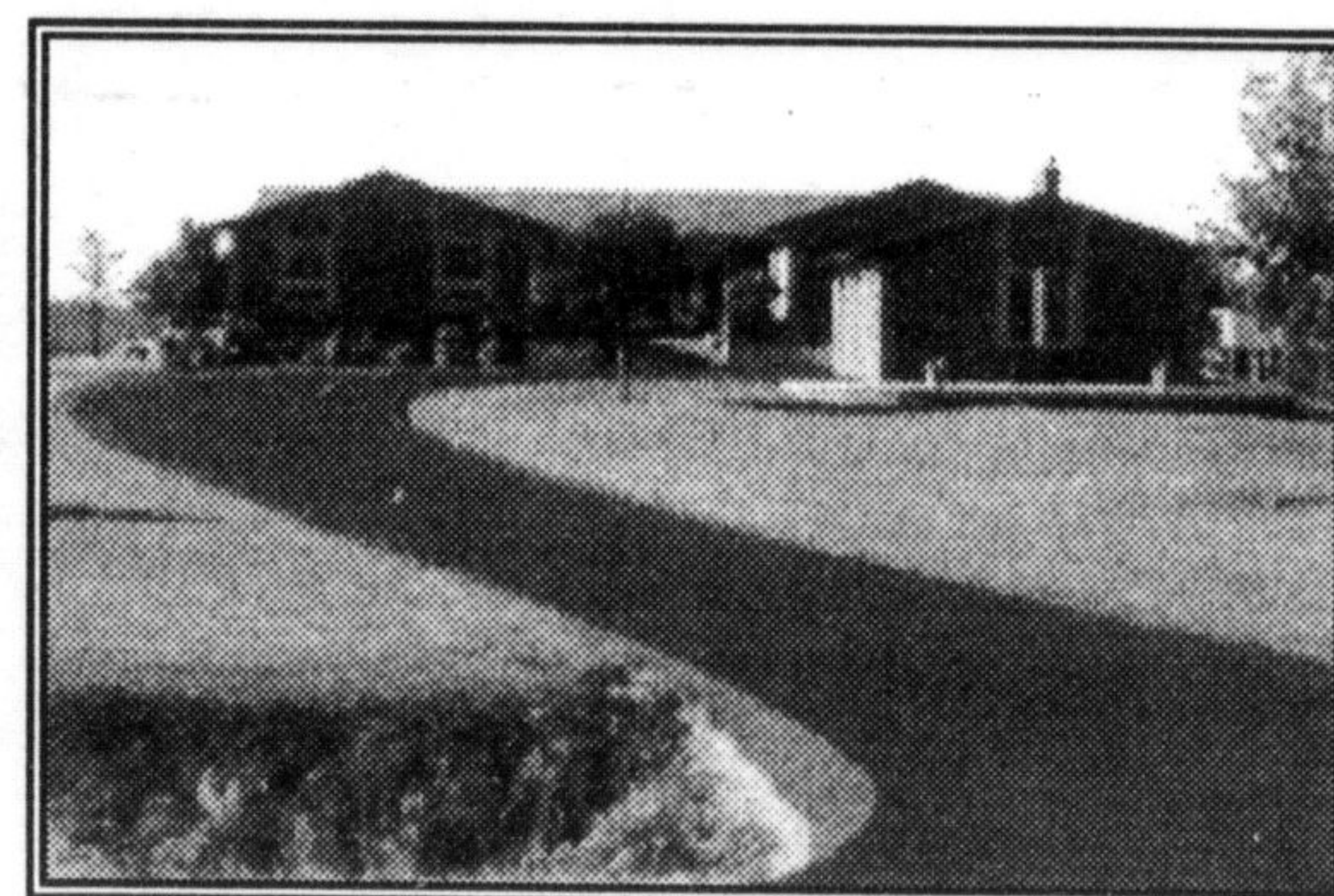
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