

# The Concrete Edge

*Get more from every job with add-on painting services*

Looking for ways to grow your business? There are opportunities, even in tight economic times like these, but sometimes you have to think outside the box. On every house, there is more to paint than just walls, siding and trim.

Concrete painting surfaces can be a lucrative add-on opportunity for painting contractors. Architects and developers are using concrete and masonry for far more than walls and floors these days. With the right mix of skill and knowledge, concrete can be intricately textured, colored and patterned for a multitude of strikingly beautiful uses – from gracious pool surrounds and patios to handsome pillars, columns and walkways.

Here are some examples of concrete add-on painting services and paint product options you can explore:

## Exterior concrete surfaces

- Walkways
- Driveways
- Porches
- Patios
- Pool surrounds
- Foundation walls

## Interior concrete surfaces

- Basement walls
- Basement floors
- Garage floors

Homeowners are usually unaware that these extra areas can be painted, and many painting contractors also overlook these opportunities.

For your customers, the benefits include beautification and protection of the surface and the value of their real estate investment.

With the help of an ever-growing selection of concrete finishing products, smart painters are taking advantage of this increased awareness of concrete's aesthetic possibilities. As a result, they are expanding their markets by learning the methods and techniques to deliver these exciting new looks.

Bottom line: In today's economy, scoring more of these add-ons is more important than ever. See your Sherwin-Williams rep or store for ideas on how to take advantage of these concrete opportunities. **PPC**



**MYTH BUSTERS:** For an in-depth discussion of the five myths about coating concrete, see the article "Coating Concrete for Color, Style and Protection" online at [www.sherwin-williams.com/pro/problem/tips/coating/index.jsp](http://www.sherwin-williams.com/pro/problem/tips/coating/index.jsp)

**SHERWIN-WILLIAMS HAS A COMPLETE PORTFOLIO** of concrete coatings, sealers, epoxies and stains to make the job go smoothly and profitably, such as:

### SherCrete Flexible Concrete Waterproofer

The waterproof protection of a two-part coating with the ease of a one-part coating.

### Loxon XP Waterproofing System

High-build exterior masonry coating that can be applied directly to fresh concrete, saving time and labor and accelerating construction schedules.

### Concrete & Driveway Sealer

A clear siloxane water repellent designed to weather-proof old and new concrete floors and driveways.

### Porch & Floor Enamel

Tintable waterborne coating that keeps interior and exterior concrete and wood floors looking newer longer.

### H&C Concrete Coatings

Wide variety of sealers, water repellents, stains and epoxies for concrete and masonry.

More product info online at: [www.sherwin-williams.com/pro/sherwin-williams\\_paint/sherwin\\_williams\\_paints/masonry/](http://www.sherwin-williams.com/pro/sherwin-williams_paint/sherwin_williams_paints/masonry/)