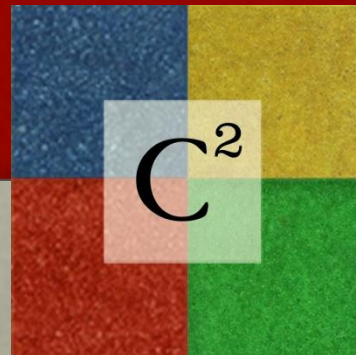


C² CONFERENCE
02.05.2011
LATVIA, RIGA



C RETE C OLO RS
I N T E R N A T I O N A L , L L C

www.cretecolors.com



WHO WE ARE



- Experience in the concrete flooring industry since 1990s
 - HQ: Phoenix, Arizona, USA
 - Production: Kansas, USA
- Our Vision: **To be a world-class organization that provides superior quality products and services in the growing concrete flooring industry.**
- We pride ourselves on the cutting edge technology of lithium and our continuously growing C² Family.

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WHAT WE STAND FOR



Simply the Best

- **Best Company**

We concentrate on selecting credible, knowledgeable and experienced partners to add value to the way we do business in local markets

- **Best People**

Crete Colors looks to create a long-term, successful cooperation through a clear alignment of objectives, values and standards

- **Best Practice**

We utilize international standards internally and encourage our local partners to meet our criteria for best practice in their respective markets

- **Highest Quality**

By focusing on the highest level of quality, we aim to manufacture the best products offered worldwide

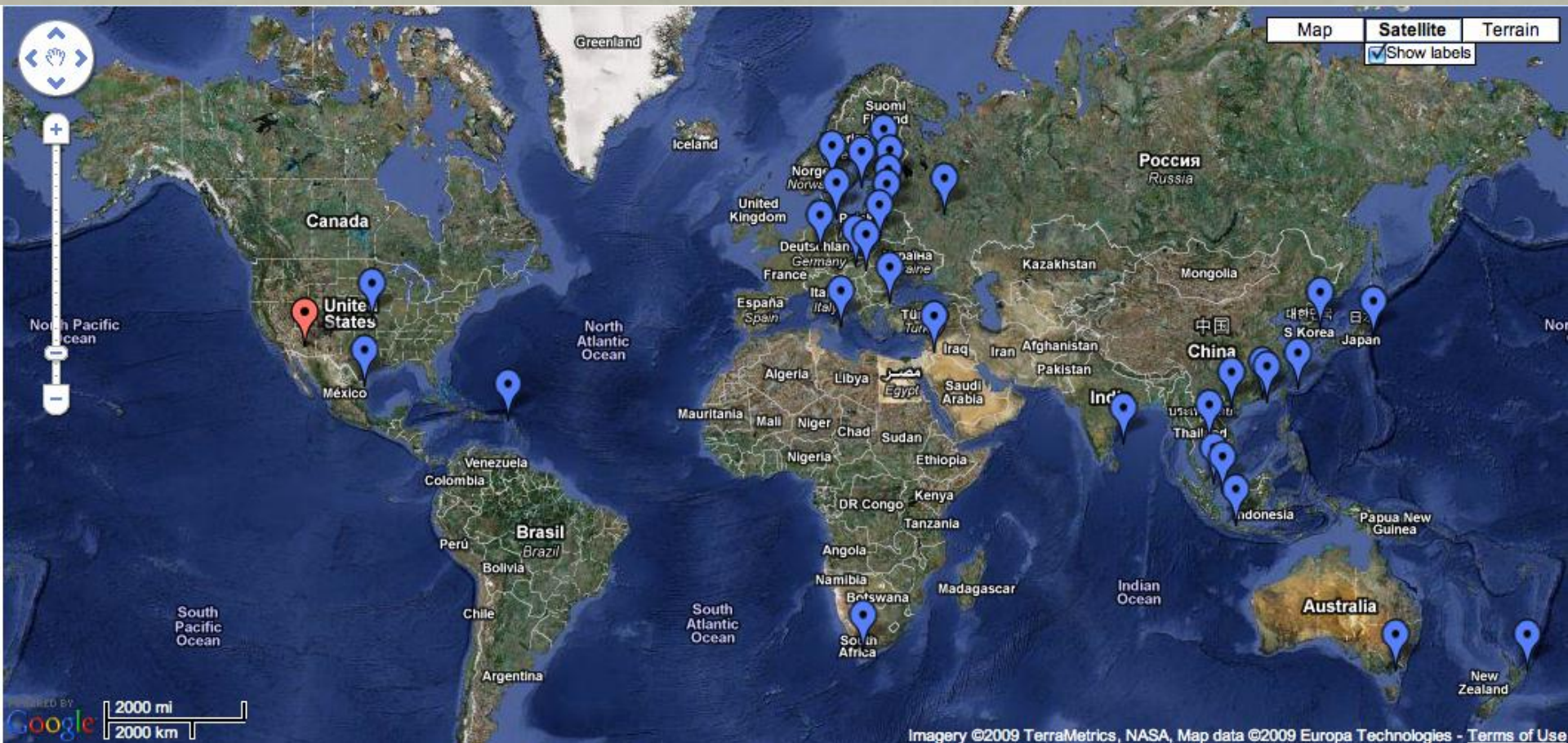
- **Planet Safe**

All C² lithium products are completely eco-friendly

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C²WORLD



www.cretecolors.com



LATVIA



C² Crete Colors official representative is

“ Griva Group” Ltd.

adress: Valmieras street 43 – 5, Riga

t.nr.: +371 29 461 471,

fax: +371 29 281 448

e – mail: info@grivagroup.lv

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CONFERENCE SCHEDULE



- **9.00 – 9.30** **Arrival and check-in**
- **9.30 – 11.15** **Theoretical part**
- **11.15 – 11.30** **Coffee break**
- **11.30 – 13.00** **Continuation of the theoretical part**
- **14.00 – 16.30** **Practical demonstrations**
- **16.30 – 17.00** **Certificate presentation and answered questions**
- **17.00** **Closing of the seminar**



CONFERENCE OBJECTIVE



- Review C² products – features and benefits
- Applications methods
- Economics (€, \$, £)
- Sales & marketing
- € European Approval
- Competition
- Industry trends
- C² “Green”
- NFOTRAC
- C² Crete Colors projekti



PRODUCTS TO REVIEW



- **C² SUPER HARD™** -
Premium Hardener
- **C² GLOSS SYSTEM™** -
C² Hard™ + C² Seal™
- **C² COLOR HARD™** -
New Color Hardener
- **C² TINT™** -
New tint concentrate
- **C² MAINTENANCE™** -
Lithium maintenance cleaner
- **C² STAIN SAFE™** -
Oil & water repellent
- **C² HEAT™** -
C² Seal™ burnishing pads



CONCRETE CHEMISTRY



Liquid concrete hardeners:

Four types of bases

Sodium silicate base

Potassium silicate base

Magnesium base Fluorosilicates

Lithium Polysilicate base



CONSUMPTION



Lithium Silicate

C² Super Hard™

20-25 m² / liter

Potassium Silicate

2.5-5 m² / liter

Magnesium Silicate

2.5-5 m² / liter

Sodium Silicate

2.5-5 m² / liter



APPLICATION INSTRUCTIONS - POTASSIUM AND SODIUM SILICATE



*"As a comparison, use the " ASHFORD" brand products.
Apply in small areas with saturated spraying. "*

*"Stay in the treated area moist 45-60 minutes using a
hard bristle brushes or brushes with nylon bristles. "*

"If drying occurs, apply in addition to the product. "



APPLICATION INSTRUCTIONS - POTASSIUM AND SODIUM SILICATE



"After 45-60 minutes, ASHFORD turns into a slippery gel. This surplus from the surface to be treated must be removed, requiring additional work tools and time to work. "

"In addition to the surface rinsed with water, and, with a broom to clean the floor or machine made dry. "



C²

APPLICATION REQUIREMENTS



Lithium Silicate

C² Super Hard™

C² Hard™

No wash required

No wash required

Potassium Silicate

Sodium Silicate

wash required

wash required

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APPLICATION REQUIREMENTS



Lithium Silicate

C² Super Hard™

C² Hard™

Scour not required

Scour not required

Potassium Silicate

Sodium Silicate

Scour required

Scour required



APPLICATION REQUIREMENTS



- Abrasion resistance
- Light reflectance
- Water vapor permeability
- Static coefficient of friction



TEST CRITERIA



- Abrasion resistance
- Light reflectance
- Water vapor permeability
- Static coefficient of friction



COMPETITORS - "INDEPENDENT TEST RESULTS"



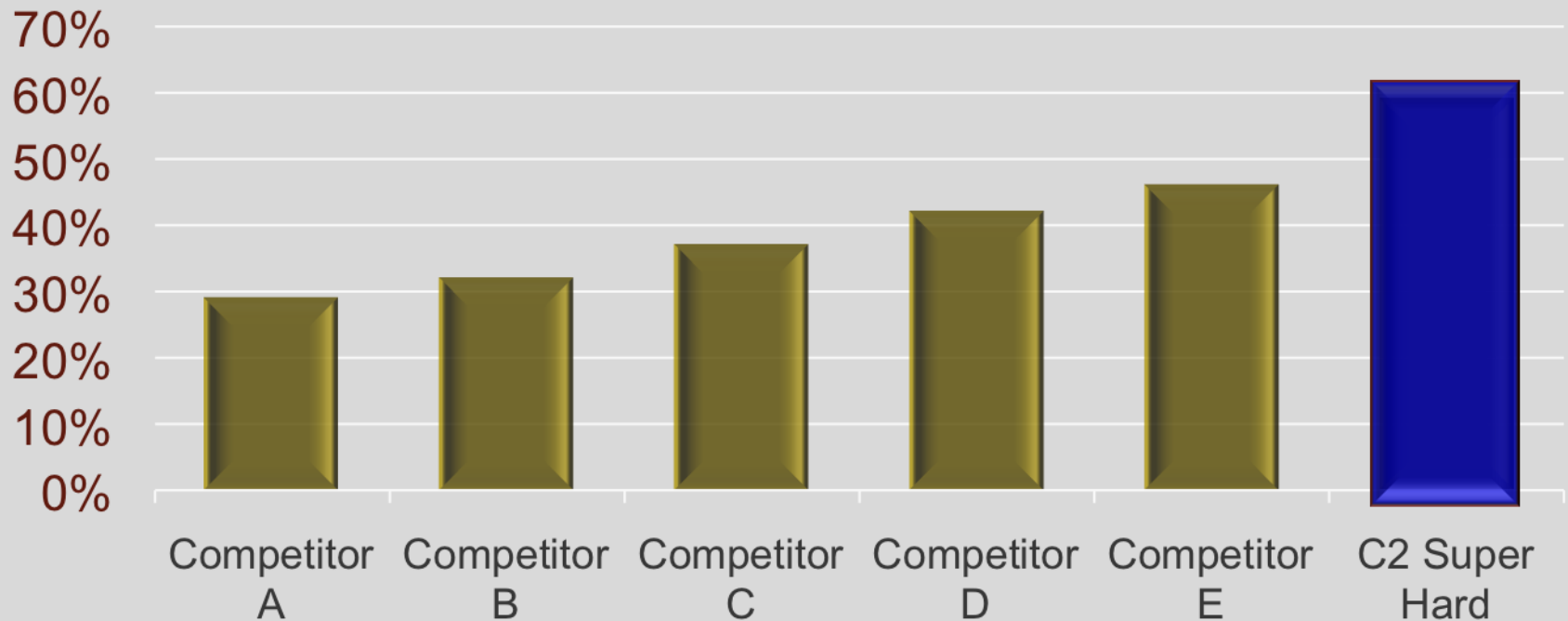
Abrasion resistance: Morethan 400%



ABRASION RESISTANCE



Hardened Concrete
% Improvement vs. Control

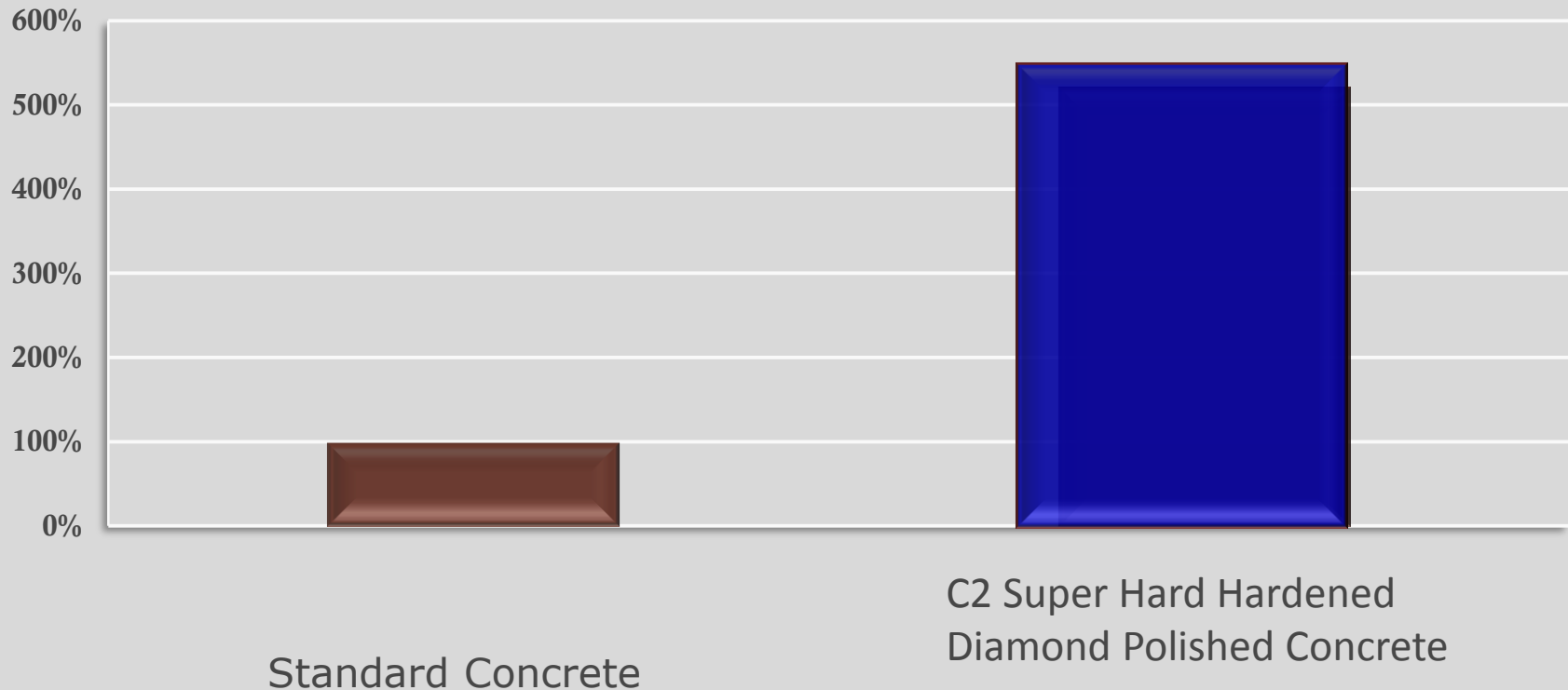




ABRASION RESISTANCE - POLISHED CONCRETE



C² Super Hard Hardened, Polished Concrete
% Improvement vs. Control





TEST CRITERIA



- Abrasion resistance
- Light reflectance
- Water vapor permeability
- Static coefficient of friction



REFLECTIVE CONCRETE





GLOSS READING GUIDE



- Steel Troweled Concrete - 9 – 14
- C² Super Hard, Burnished - 18 – 23
 - When the surface is 70 % dry start burnishing. This will increase the gloss level 5 – 8 points
- C² Seal, 400 resin, 1 coat - 46 – 50
- C² Seal, 400 resin, 2 coats - 62 – 66
- C² Seal, 400 resin, 3 coats - 69 – 74
 - 3rd coat, burnished, will significantly improve chemical protection but not the gloss level



TEST CRITERIA



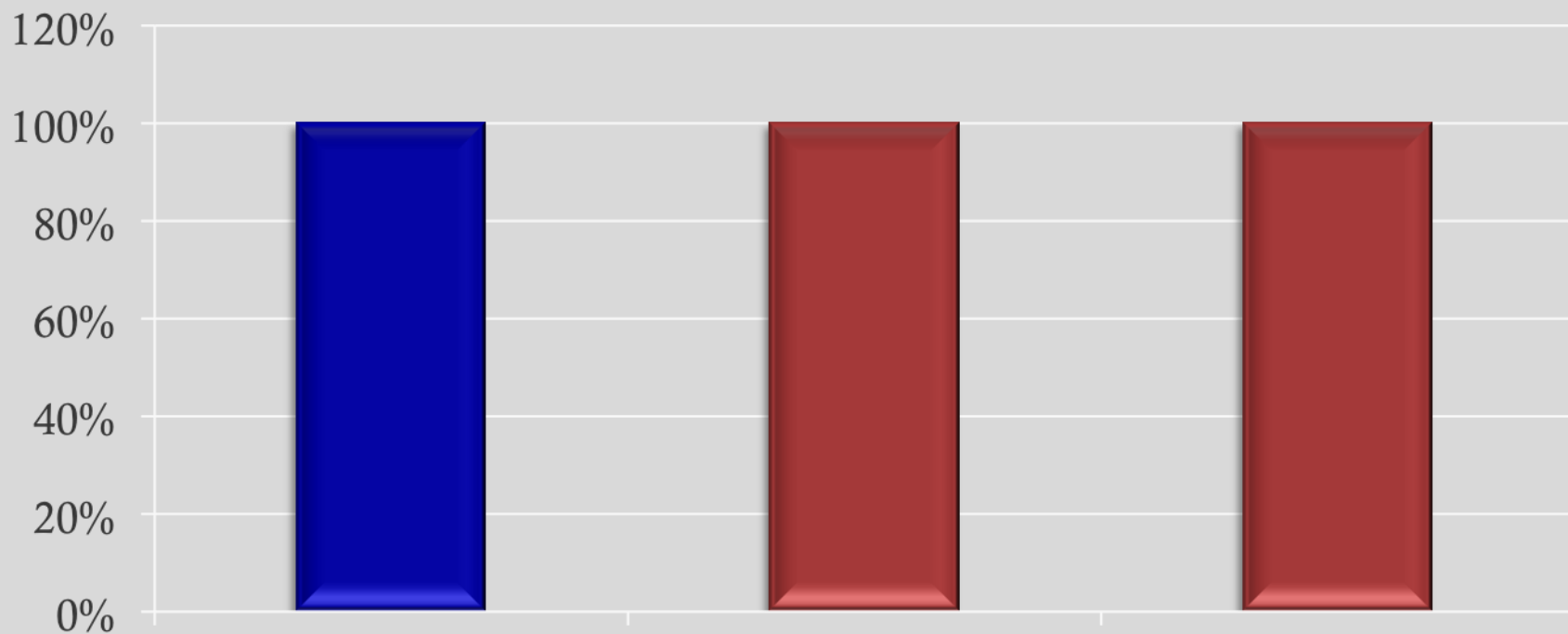
- Abrasion resistance
- Light reflectance
- Water vapor permeability
- Static coefficient of friction

C²

WATER VAPOR PERMEABILITY



% Retained



C2 Super Hard

Sodium Silicates

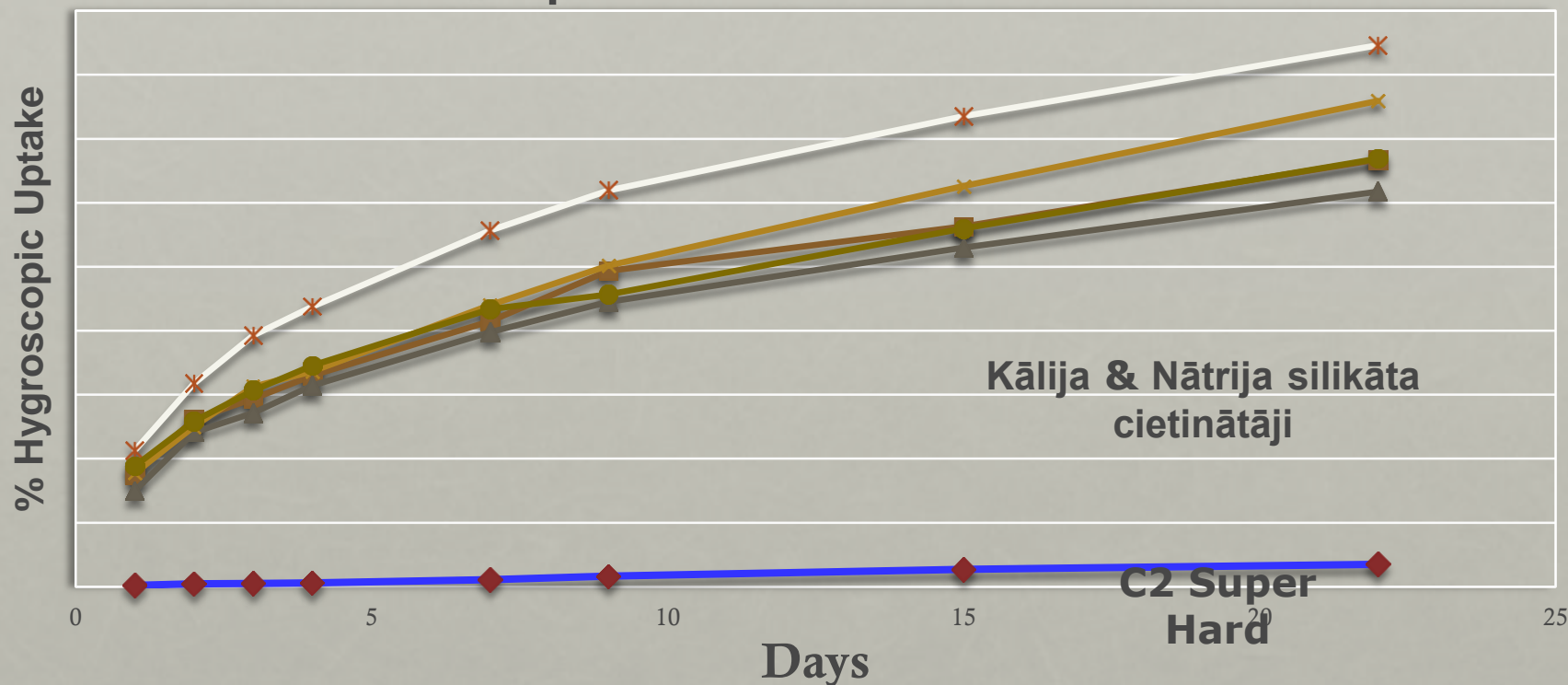
Potassium Silicates



HYGROSCOPIC PERMEABILITY



Moisture Uptake of Cured Floor Hardeners





TEST CRITERIA



- Abrasion resistance
- Light reflectance
- Water vapor permeability
- Static coefficient of friction



THE STATIC COEFFICIENT OF FRICTION (SLIP RESISTANCE)



ASTM C1028 - Static Coefficient of friction (slip resistance)

	Treated with C2 Super Hard			Treated with C2 Super Hard & C2 Seal	
	Dry	Wet		Dry	Wet
Reinforced concrete	0.720	0.664		0.841	0.600
Polished (100 Grit)	0.759	0.654		0.836	0.601
Polished (800 Grit)	0.865	0.645		0.822	0.606
Highly polished (3000 Grit)	0.919	0.766		0.841	0.695



C² SUPER HARD™



- Hard Facts – the best and most effective concrete hardener available today worldwide
- Substrates – concrete new or old, concrete with dry shakes, polished concrete, concrete treaded with sodium hardeners, terrazzo
- Application – spray, keep the surface wet for 15 min and let it dry
- Economics – the least expensive flooring system per m²
- Sales & marketing – use independent laboratory tests
- Chemical resistance – use independent tests
- C² Super Hard – “Green” – 100% Planet Safe
- Packaging – 20 liter pails or 200 liter drums
- Warehouse in Poland – C² Super Hard is available in both packages



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C² GLOSS SYSTEM™



C² Hard + C² Seal = C² Gloss System
Highly polished look without polishing

- Features & benefits – our most popular flooring system worldwide
- Substrates – concrete new (28 days cured) or old, concrete with dry shakes, concrete tressed with sodium hardeners, terrazzo
- Economics (€, \$, PLN) – 1 application C² Hard + 2-3 applications C² Seal burnished between each application with C² Heat, concrete polished to 400 or 800 resin
- Competition – other systems required many polishing steps; our price per m² is comparatively low
- Industry trends – Most popular system in Asia, Australia, New Zealand & Mexico
- C² Gloss – “Green” – 100% Planet Safe
- Warehouse in Poland – C² Hard & C² Seal available in both packages

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C² SUPER HARD & C² GLOSS SURFACE APPLICATIONS



- Concrete (new and existing)
- Concrete with dry shakes
- Colored concrete
- Acid-stained concrete
- Polished concrete
- Terrazzo
- Concrete tressed with sodium or potassium silicate hardeners



C² COLOR HARD™



- Hard Facts – the true color concrete hardener and densifier
- Available for inside and outside applications
- Substrates – concrete new (fully cured for 28 days) or old, concrete with dry shakes, polished concrete, concrete tressed with sodium hardeners, terrazzo
- No direct competition today
- C² Color Hard – “Green” – 100% Planet Safe
- Projected to replace high polished concrete floors (cost, easy maintenance, durability and esthetics)
- The standard coverage rates are as follows:
 - First application @ 10-15 m²/liter
 - Second application @ 15-20 m²/liter
- Shipping in small packages to Europe directly from Kansas by air, via FedEx



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C² COLOR HARD™

USEFUL TIPS & INFORMATION



- Always make several thin applications versus one heavy coats
- Can be applied on the same projects with C² Tint.
- Use dust mop to remove dust after burnishing
- When applying C² Color Hard wait 1 hour between steps
- C² Color Hard for outside applications contains inorganic pigments but the color pallet is limited
- C² Color Hard for inside applications contains organic pigments but the color selection is larger
- Mix C² Color Hard concentrate only with C² Super Hard and not with C² Hard
- On steel trowel concrete use only microfiber application to apply C² Color Hard
- On outside applications use broom to evenly spread the color
- Always Test & Always Demo



C² COLOR HARD™

STANDARD COLORS



Mocha
Blue



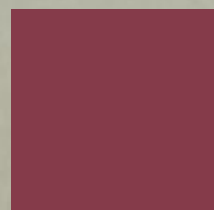
Light Roast



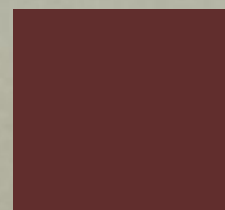
Espresso



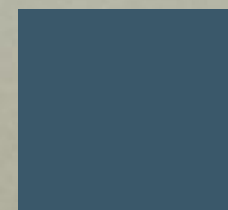
Rose Quartz



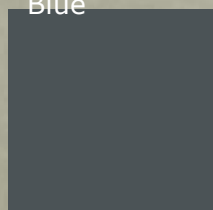
Painted Desert



Red Rock



Caribbean



Blue Stone



Desert Sand



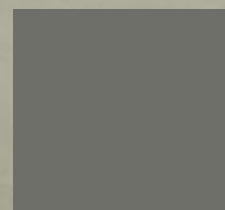
Amber



Georgia Clay



Brown Stone



Concrete Gray



Welsh Slate



Copper Patina



Emerald



Serpentine

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C²

C² TINT™



- Hard Facts – easy to apply, available in many vibrant colors
- Available for inside applications ONLY
- Substrates – concrete new (fully cured for 28 days) or old, concrete with dry shakes, polished concrete, concrete treaded with sodium hardeners, terrazzo
- Application – spray, spread evenly with pre-wet microfiber applicator and let it dry. If desired, apply second coat for color intensity
- Use when polishing concrete; always finish with the C2 Seal – 2-3 applications burnished with the C2 Heat pad between every application
- Economics (€, \$, PLN) – inexpensive alternative to high polished concrete floors
- Sales & marketing – use everywhere where there is demand from the color polished concrete
- Competition with acid stains and other water based dyes

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C² TINT™



- Industry trends – this is a relatively new technology with growing market share worldwide
- C² Tint – “Green” – 100% Planet Safe
- Sold as a concentrate that need to be mixed with 5 liter of fresh water
- Use in 24 hours from the time is mixed with fresh water
- Packaging – 475 ml container of concentrate
- The standard coverage rates are as follows:
 - First application on concrete prepped to 200 resin diamond level @ 10-15 m²/liter
 - Second application on concrete prepped to 400 resin diamond level @ 15-20 m²/liter
- Shipping in small packages to Europe directly from Kansas by air via FedEx

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C² TINT™

STANDARD COLORS



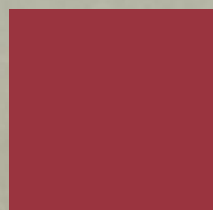
Mocha
Blue



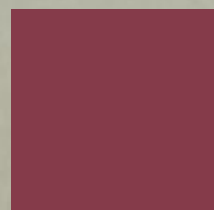
Light Roast



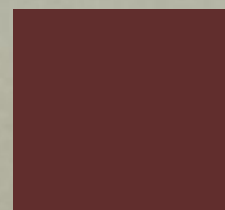
Espresso



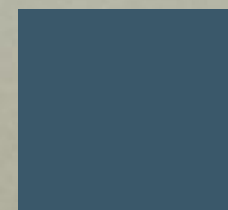
Rose Quartz



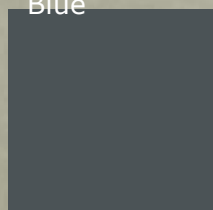
Painted Desert



Red Rock



Caribbean



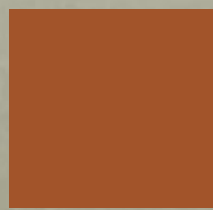
Blue Stone



Desert Sand



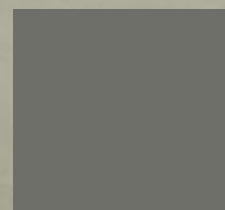
Amber



Georgia Clay



Brown Stone



Concrete Gray



Welsh Slate



Copper Patina



Emerald



Serpentine

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C² MAINTENANCE™



- Hard Facts – the only lithium maintenance cleaner available today worldwide.
- Substrates – concrete new or old, concrete with dry shakes, polished concrete, concrete treaded with sodium hardeners, terrazzo
- Application – the best option is to use in the auto scrubber
- Economics (€, \$, PLN) – sold as concentrate for dilution with water. Low cost per application
- Sales & marketing – With every cleaning lithium is being added into the concrete. This will prolong the sheen improve concrete hardness with every wash. Washing only with water does not remove dirt and fine dust particulates. Water only is usually moving small dirt from one area to another and not degreasing the surface. Investment in making good floor is protected.
- Competition – PentraSil, Ashford, local sodium producers do not offer such product.
- C² Super Hard – “Green” – 100% Planet Safe



C² STAIN SAFE™



- Hard Facts – excellent water and oil repellent creating invisible barrier in the concrete
- Substrates – fully cured concrete, concrete with dry shakes, polished concrete, concrete treaded with sodium hardeners, terrazzo
- Application – spray one saturated coat and let it dry
- Economics (€, \$, PLN) – 1 application only, if necessary reapply in 3-5 years
- Sales & marketing – used widely in stores, factories, warehouses when water and oil repellency is required
- Chemical resistance – use performance tests
- Competition – PentraSil, Ashford, etc. do not offer such product.
- C² Stain Safe is the only hazardous product that we offer. It is very effective but it contains solvents.
- Packaging – 3.5 liter containers, 20 liter pails or 200 liter drums
- Availability – C² Stain Safe is only available by ocean shipments, directly from Kansas

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C² HEAT™



- Hard Facts – high performance polishing pads for C² Seal with embedded thermo heat membrane. This heat shield will stop the heat escape and keep the high temperature on the surface during burnishing
- Substrates – C² Seal applied on concrete fully cured, concrete with dry shakes, polished concrete, concrete tressed with sodium hardeners, terrazzo
- Application – burnishing C² Seal, C² Super Hard and C² Hard
- Economics (€, \$, PLN) – double sided for double life
- Sales & marketing – much more effective for burnishing than the ordinary 3M White Pads
- Competition – PentraSil, Ashford, and other producers of sodium silicates do not offer such pads
- C² Heat – “Green” – 100% Planet Safe
- Packaging – 5 pads per box: Only available by direct shipping from Kansas

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TOOLS



- Microfiber Applicator
- Auto Scrubber
- Gloss Meter
- Thermometer
- Dust Mop for removing dust after burnishing
- Sprayer with adjustable nozzle



BENEFITS OF C² HARDENERS



- **Strengthening of Floor Surface**
- **Excellent Penetration**
- **Durability: Greater Abrasion Resistance**
- **LEEDS Friendly**
- **Elimination of Dusting from Efflorescence**
- **Stain Resistant**
- **Improved Reflectivity and Ambient Lighting**
- **Elimination of Dusting from Efflorescence**
- **Stain Resistant**
- **Slip Resistant**
- **Improved Condition for Old Floors**
- **Reduced Tire Wear**
- **Less Maintenance**
- **Little or No Production “Down Time”**



C² TARGET MARKETS



- Stadiums
- Manufacturing Facilities
- Convention centers
- Food processing facilities
- Airports (hangars)
- Distribution centers
- Docks and port facilities
- Supermarkets
- Parking garages
- Transport depots
- Warehouses
- Shopping malls
- Bottling plants

C²

C² “GREEN”



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C² “GREEN”



U.S. Green Building Council

Crete Colors International LLC
MEMBER SINCE 2009

THE U.S. GREEN BUILDING COUNCIL IS THE NATION'S FOREMOST COALITION OF LEADERS
WORKING TO TRANSFORM THE WAY BUILDINGS AND COMMUNITIES ARE DESIGNED,
BUILT AND OPERATED, ENABLING AN ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE,
HEALTHY, AND PROSPEROUS ENVIRONMENT THAT IMPROVES THE QUALITY OF LIFE.

Gail D. A. Vittori

Gail Vittori, Chair

S. Richard Fedrizzi

S. Richard Fedrizzi, President, CEO and Founding Chairman

www.cretecolors.com



C² “GREEN”



NSF Sertifikāts
C² Super Hard, C² Hard,
C² Seal



SCS Sertifikāts
C² Super Hard, C²
Hard, C² Seal, C²Tint

www.cretecolors.com

C²

C² “GREEN”



SCIENTIFIC CERTIFICATION SYSTEMS

SCS does hereby certify that an independent assessment has been conducted on behalf of:

Crete Colors International

Crete Colors International, 3112 S. Price Road, Chandler, AZ, USA

For the following product(s):

Concrete Finish:

C2 Hard™, C2 Super Hard™, C2 Seal™, C2 Tint™

This product meets all of the necessary qualifications to be certified for the following claim:

Indoor Advantage™ Gold

Indoor Air Quality Certified to SCSEC10.2-2007

Conforms to California Specification 01350 for classroom and office scenarios

Registration # SCS-IAQ-01606a

Valid from: 1/1/2010 to 12/31/2010



SCIENTIFIC CERTIFICATION SYSTEMS
SCS-IAQ-01606a



Certified by

SCIENTIFIC CERTIFICATION SYSTEMS
Certification for a sustainable world™



A handwritten signature in blue ink, reading "Robert J. Hrubes".

Robert J. Hrubes, Senior Vice President
SCS Environmental Claims Programs
2200 Powell Street, Suite 725, Emeryville, CA 94608 USA

www.cretecolors.com



C² & INFOTRAC



Your safety is our priority. Crete Colors International, LLC is a member of INFOTRAC'S MSDS Partnership Program. In case of any chemical emergency related to our C² products; spill, leak, fire or accident please contact INFOTRAC free of charge for immediate first aid information. Keep this and other chemicals out of the reach of children.

Online access 24/7 at:

www.infotrac.net

Phone access 24/7 at:

+1- 352-323-3500

www.cretecolors.com



APPROVAL

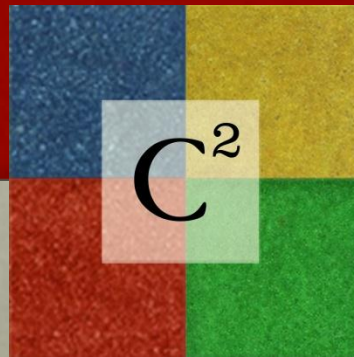


C² PRODUCTS CURRENTLY APPROVED BY THE EU

- C² SUPER HARD™
- C² HARD™
- C² SEAL™
- C² GLOSS SYSTEM™
- C² TINT™
- C² MAINTENANCE™
- C² STAIN SAFE™

All new products will be submitted for approval

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CRETE COLORS
INTERNATIONAL, LLC

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