

MIRACOTE,[®] Concrete Innovations and Adobe Coatings Participate in the Prestigious "Artistry in Decorative Concrete" at 2005 World of Concrete



Brad Watt, President of Crossfield with Julio Hallack

The city of Las Vegas, Nevada hosts hundreds of world-renowned trade shows on an annual basis. The World of Concrete happens to be one of Vegas' premiere repeat visitors to this vast city of fun and entertainment.

and Mark Haen of Adobe Coatings to take part in the Hanley Wood sponsored "Artistry in Decorative Concrete" event.

The outdoor demonstration included the latest techniques of decorative overlays, stamping, stenciling, staining and sealing to name a few.

The purpose of the four-day event was to showcase the rapidly growing decorative concrete overlay market segment. This was a hands-on display of the contractor's innovative technique with a particular

Submitted by: Jim Rowe
Contractor: Julio Hallack / Concrete Innovations and Mark Haen / Adobe Coatings
Products Used:
Miracote MPC, Mirastain II, Metallic Epoxies, Pearlescent Pigments, HD II Sealer
Project: Artistry in Decorative Concrete at WOC 2005

Particularly rewarding this year, was the selection of two of Miracote's contractors, Julio Hallack of Concrete Innovations, Inc.



Mark Haen



Mark Haen & Jim Rowe / Miracote representative

manufacturer's product while showing the entire installation process, from start to finish. WOC attendees could observe actual jobsite conditions and get the answers to their tough questions about application technique from the "on the job" experts.

On the final days of the show, the completed projects were on display for all attendees to enjoy. The finished work by these artisans in construction was truly magnificent. On several occasions, show attendees were heard to remark, "I didn't know you could do that...is that really a concrete overlay!"

Julio and Mark were honored to participate in the high profile contractor's program that highlighted the Miracote product line, too.

Miracote and their network of professional contractors – make miracles happen everyday!



MIRACOTE Division Crossfield Products Corp.

3000 E. Harcourt Street
Rancho Dominguez, California 90221
Tel: 310-886-9100 Fax: 310-886-9119

140 Valley Road
Roselle Park, New Jersey 07204
Tel: 908-245-2800 Fax: 908-245-0659