

8

Reasons why your next concrete floor should be a Seal Hard Floor.



Protects concrete where it counts.

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Every floor tells a story.



There are thousands of Seal Hard floors hard at work around the world. Each of these floors has its own story of why Seal Hard was chosen to protect it against heavy use, tire marking and abrasion.

These floors also tell a story of shine, easy, low-cost maintenance. Behind every Seal Hard floor, is a specific reason its designer, architect, engineer or owner chose Seal Hard over all the others. And while every Seal Hard floor has its own story, each of them share strength, durability, aesthetic superiority and long-term savings.

Here are eight reasons so many successful concrete floor stories start with Seal Hard—and why your next concrete floor should be a Seal Hard floor.

Seal Hard floors last longer.



Micro-Pitting without Seal Hard



Densified with Seal Hard

Unprotected concrete floors wear out fast. Without Seal Hard, concrete floors are porous and “soft”. Surface micropitting is a problem in high traffic and wear areas and, ultimately, lead to floor failure.

Densified Seal Hard floors last and last. With Seal Hard, concrete floors are no longer soft. Densified cement paste wears like the aggregate it surrounds, adding years of useful life to your concrete floors.

1. You want your floor to last longer.

Seal Hard deeply penetrates and becomes a part of the concrete. It densifies your floor for life and makes it amazingly resistant to the scratching and micro-pitting that otherwise transforms an unprotected floor into a “dust generator.” Seal Hard increases the strength of the concrete surface and adds many years of useful life to your floor. Long after other floor treatments disintegrate, your Seal Hard floor will still stand strong and clean.

Seal Hard floors last longer.

2. You want a tough floor.

Seal Hard densifies concrete floors. Through a unique chemical reaction, Seal Hard penetrates deeply and reduces the surface porosity of the floor. Whether used alone or with mineral aggregate dry-shake floor hardeners, Seal Hard increases your floor’s surface toughness by densifying the cement paste. Seal Hard treated floors are greatly resistant to abrasion and wear.

Seal Hard floors are protected.

3. You want to increase profits.

The installed cost of a new Seal Hard floor is significantly less than the cost of preparation and installation of top-coatings such as epoxy or urethane sealers. A single application is all it takes for most floors. But the real cost savings kick in after installation. Your Seal Hard floor will have no film to scratch, peel, or discolor. Unwanted tire marks are a thing of the past. Seal Hard makes your floor resistant to spills and wear. That means your floor won’t show its history of everyday abuse. Good floor maintenance will simply mean regular sweeping and washing. Your long-term costs are virtually eliminated.

Seal Hard floors cost less.

4. You need a safe floor.

From start to finish you’re safe with Seal Hard. Seal Hard is odorless, environmentally safe, and totally free of VOC solvents.

Seal Hard’s safety benefits extend to your floor, too. Some treatments make floors more slippery but Seal Hard doesn’t alter the natural non-slip characteristics of the concrete finish.

Seal Hard floors are safe floors.

Seal Hard floors save you money.

Installation	• Less than epoxy or urethane, vinyl, and other coverings.
Single Application	• Avoid extra material, labor and downtime.
Integrates with Concrete	• Nothing to chip, peel, scratch, or discolor.
Spill Resistant	• Reduces cleanup costs and preserves long-term appearance.
Wear Resistant	• Actually looks better over time.
Low Maintenance	• Regular sweeping and washing instead of repeated waxing, stripping, high-cost cleaning, and replacement.

Seal Hard floors are high-traction floors.



Unlike many floor coatings and coverings, Seal Hard maintains the natural non-slip characteristics of concrete. That’s good for you and the people who use your floors.

5. You want a protected floor.

The top 1/4 inch (5mm) of a concrete floor is called the Near Surface Wear Zone. It's this part of the floor that takes all the abuse from use and protects the rest of the concrete from outside world, from chipping, irreversible staining, abrasion, and general deterioration. Seal Hard seals, hardens, and densifies the Near-Surface Wear Zone through a permanent chemical bond.

Independent testing by Construction Technology Laboratories, confirms that Seal Hard outperforms leading competitors in the protection of this critical quarter inch of concrete floors. (See back cover for details.)

Seal Hard protects concrete where it counts.

6. You want a low-maintenance floor.

Over a period of weeks and months, you'll watch your Seal Hard floor develop an easy-to-clean, long-lasting, satin sheen. Your Seal Hard floor will polish over time with regular, easy maintenance.

Seal Hard floors get better with age. You simply can't say that about other floor treatments.

The beauty of Seal Hard wears in. Not out.

7. You want a guaranteed floor

You can be confident in the quality of your Seal Hard floor. Thousands of Seal Hard customers, some owning millions of square feet of protected Seal Hard floors themselves, are enjoying the benefits of dust-free, easy-to-maintain concrete floors. You'll find those floors in all types of businesses, including warehouses, distribution centers, food processing plants, bakeries, factories, pharmaceutical and electronics manufacturing, automotive repair facilities and retail stores. Seal Hard has been approved by the USDA for food processing areas, and conforms completely to EPA, state and local air quality standards. All that makes this part easy: Seal Hard is backed by a rock-solid, labor and material, ten-year guarantee.

Seal Hard floors are guaranteed.

8. You want professional installation.

Seal Hard is backed by an international network of experienced and professional approved applicators to assure you of the finest floors in the industry. Only the best equipped, most knowledgeable floor technicians carry the L&M Seal Hard Certification.

Your approved applicator will determine the best and most efficient way to apply Seal Hard in your particular situation, delivering a guaranteed floor with little to no down-time.

While optional, most companies find the Seal Hard Approved Applicator program to be one of the most attractive features of Seal Hard floors.

Seal Hard's Approved Applicator program guarantees your complete satisfaction.

Seal Hard protects where it counts.

Near-Surface Wear Zone

Concrete Substrate

The **Near Surface Wear Zone** is the only thing that protects the concrete from the outside world. Seal Hard floors densify and protect the Near Surface Wear Zone through a permanent chemical bond. Unlike topical sealers, Seal Hard becomes an integral, permanent part of your concrete floor.

Seal Hard floors get better with time.

Without Seal Hard:

Tire marks, scuffing, and wear deteriorate the appearance and performance of concrete floors.

With Seal Hard:

Easy to clean, resistant to marking, scuffing and wear, even after long, heavy use.

Seal Hard floors are guaranteed.

10 Year Guarantee*

Seal Hard is USDA approved, EPA compliant, and backed by a rock-solid labor and materials guarantee. *Contact your representative to find out more about the Seal Hard guarantee.

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| • Warehouses | • Retail stores |
| • Distribution centers | • Schools & Colleges |
| • Food processing plants | • Municipal and government |
| • Bakeries and grocery store | • Printing plants |
| • Factories | • Grocery stores |
| • Pharmaceutical and electronics manufacturing | • Indoor recreation centers |
| • Automotive repair facilities | • Arenas and stadiums |
| | • Veterinary facilities |

Seal Hard applicators assure the best.



Only the best equipped, most knowledgeable floor technicians carry the L&M Seal Hard Approved Applicator Certification.



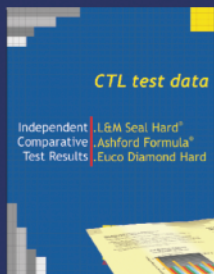
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HIGH-TRACTION
Concrete Floors



Contributes to
LEED & CHPS
Point Values

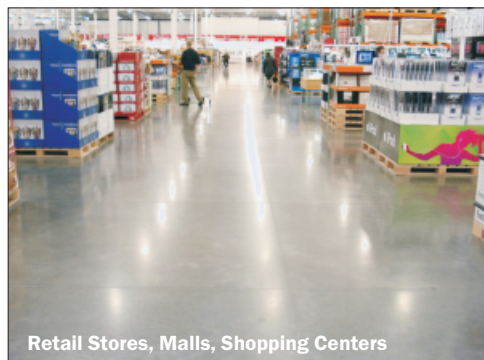
Independent, comparative testing proves that not all concrete densifiers are created equal: Seal Hard outperforms its closest rivals by a dramatic margin.



Call 800-362-3331,
402-453-6600
or visit
www.sealhard.com
for a free copy of the
CTL Report.



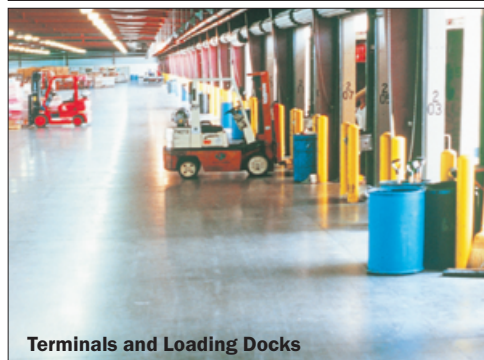
Lobbies, Offices, Museums, Galleries



Retail Stores, Malls, Shopping Centers



Paper Mills



Terminals and Loading Docks



Shipping Facilities



Manufacturing and Printing Plants

A partial and growing list of Seal Hard floors:

ALPO Pet Foods
American Freightways
Amtrak
Armco Steel/Saw Mills
Atlantic City Convention Center
BeechCraft
Bendix
Boeing
Bristol Myers
Brown & Root
Burlington Northern
Caterpillar
Chrysler Motors
Coca-Cola
Cooper Tire
Costco Warehouse
Crate & Barrel
D.H.L Airways
Denver Int'l Airport

Dial Soap
Fasson-Avery
FedEx
Federal Reserve
Ford Motor Company
General Tire
GM Saturn Plant
Hershey Chocolate
Hewlett Packard
Home Depot
Intel
IKEA
International Paper
James River Paper Co.
Jergens Company
K-Mart
Kodak
Las Vegas Convention Center
Levi Company

Liz Claiborne
Mall of America
McCormick Place
Mead Paper
Mercedes Benz
Miami Int'l Airport
Monsanto
Morton Salt
Office Depot
Penske Auto
Pep Boys
Pepperidge Farms
Pepsi-Cola
Petsmart
Pillsbury
PPG Industries
Pratt & Whitney
Proctor & Gamble
Queensland Museum of Modern Art

R.R. Donnelly
Roadway Express
Rockwell International
Strategic Air Command
SAM'S Club
Scott Paper Co.
Sears Hardware
Staples Office Supply
Sylvania Lighting
Target Stores
Tropicana
Tyson Foods
U.S. West
Union Pacific RR
United Technologies
WalMart Super Stores
Walgreens
Woolworth's
Wrangler Jeans



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Construction Chemicals, Inc.

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