



CURECRETE DISTRIBUTION, INC.

Technical Services

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MANAGING THE EXPECTATIONS OF SHEEN AND SEAL FROM A CONCRETE SURFACE TREATED WITH THE ASHFORD FORMULA

When first-time customers use The Ashford Formula, they often expect to have an immediate seal, and to see an immediate shine. It is very important to point out to all prospective customers that while the **long-term** benefits of using The Ashford Formula are tremendous, only some of the results will be **immediate**.

Of the four enhancements that The Ashford Formula does for concrete, three of them take place within hours or days: hardening, dustproofing, and curing. Only sealing requires significantly more time. This is because the process of densification occurs as a result of an internal chemical reaction within the concrete, which locks the pores from within. While the sealing process is well advanced at about 90 days, allowing water to begin to bead on a smooth steel troweled surface, the concrete will continue its sealing process at a much slower rate for up to 9-12 months.

During this sealing period spills may penetrate the concrete surface. Regular water/detergent cleaning of the floor will accelerate the sealing process.

During this interim period, it is therefore important to stress the following items:

1. Clean and scrub the floor frequently on a routine basis. This cleaning will make it possible to avoid stains, particularly from oil.
2. The Ashford Formula will **facilitate** cleaning. As the ongoing sealing reaction between The Ashford Formula and the concrete takes place, contaminants such as oils will leach from the surface as the floor is cleaned. **However, this will only occur as a result of regular and frequent housekeeping. The longer oil is allowed to stand on the concrete surface, the more difficult it will be to remove.**
3. Scrubbing and cleaning will in fact *hasten* the seal because water accelerates The Ashford Formula's chemical reaction.
4. Be patient. Focus on long-term results. Even though the floor does not seal immediately, and requires the normal sealing period, and the long-term results are worth the wait. Consider the alternatives. If you were to use an acrylic, urethane, or other coating, while sealing sooner, they would not harden or stabilize the concrete surface or provide long-term benefits as they require repeated applications as they wear off with use. If you use an inexpensive silicate and water product, you will either get a poor seal or no seal at all. It is far better to use The Ashford Formula and have *permanent; warranted* results that take only

a few months to achieve, than it is to use an inferior product that provides no lasting benefits.

Just how long *does* it take for a floor treated with The Ashford Formula to become impervious to oil? The actual time depends on frequency of cleaning, but it will be somewhere between seven months and one year. This range applies to smooth, steel-troweled floors. It will take longer for broom-finished floors, which are inherently more porous, and may require application of extra material.

One popular method of accelerating the seal on a floor treated with The Ashford Formula is to treat the surface a second time with a spiff coat of The Ashford Formula. This lightly sprayed second application of Ashford will sit on the surface of the concrete, filling the surface pores and facilitating a quicker seal. This method is also cost effective. It does not require excessive labor to very lightly spray The Ashford Formula on the floor surface, and then distribute the material evenly with a lamb's wool applicator. The cost of the material is not that high either as The Ashford Formula is applied at more than twice the normal coverage rate. If this method is used, it is imperative that the floor not be exposed to water for at least 30 days, and ensure that there are no puddles of The Ashford Formula when the floor is left to dry. It must be kept in mind that even following a "spiff coat," a floor will not be impervious to oil for several weeks.

What about shine? The sheen on The Ashford Formula treated floor is similar to the seal, except that the sheen derives from the ***hardening*** of the floor, and the subsequent polishing effect of traffic and use. The sheen and the seal actually take place concurrently, within the same periods, but they are two separate processes. If you were to put The Ashford Formula on a concrete floor according to standard application procedures, and then never use the floor, it would still eventually develop a seal because of the ongoing chemical reaction. It would not, however, develop a sheen, which depends entirely on traffic.

The sheen* will normally begin to develop within 90 days, depending on the finish of the floor and the amount of traffic. It can continue to develop for several months after that. The sheen can also be accelerated with a spiff coat. In fact, the spiff coat is most commonly used when a customer wants to see an immediate sheen rather than waiting for the sheen to develop with traffic and use. A properly applied spiff coat will dry to an immediate satin sheen.

* **Note: The sheen develops most noticeably on floors with a tight, steel-troweled finish, and is less intense on floors with open or broom finishes.**