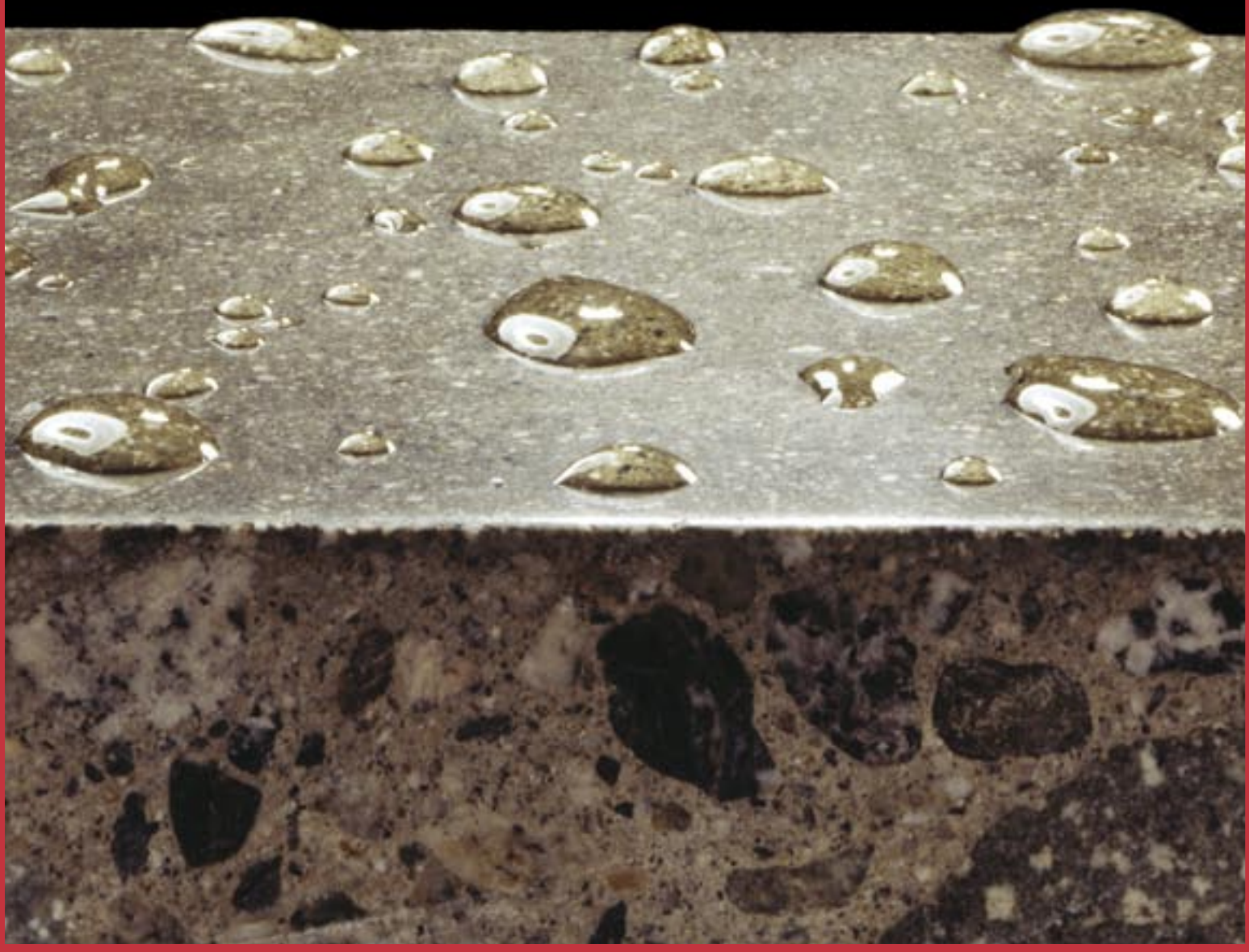
ASHFORD FORMULA™

THE FINAL TREATMENT FOR YOUR CONCRETE

the older it gets, the better you look.



Ashford Formula is a colorless, transparent liquid that penetrates concrete and masonry building materials, protecting, preserving, and strengthening them. It does this by effectively penetrating the surface and solidifying the components of the concrete into one solid mass. The effect is to increase density and toughen, harden and resist moisture for the life of the concrete.

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1 SEALS

Ashford Formula seals portland cement based materials, concrete and other materials into a mass that is essentially solid, rather than the porous material that traditional concrete is on its own. Unlike film-forming surface treatments that peel away, the Ashford Formula eliminates the need for expensive reapplications by penetrating the concrete and closing the pores from within, converting the concrete into a solid densified mass. The Ashford Formula will inhibit the migration of water, oils, and other surface contaminants into the concrete.

2 ABRASION RESISTANCE

The Ashford Formula makes concrete abrasion resistant. In fact, abrasion testing shows that an Ashford Formula treated floor will be 32% harder within the first 30 minutes of treatment. The treated concrete will continue to harden over time. The Ashford Formula also acts as a supplement to the surface and aggregate hardeners.

3 CURES

Used as a curing agent, the Ashford Formula slows the outward migration of water from concrete. Its chemical reaction forms a densified barrier that reduces shrinkage, cracking and hairline checking.

4 DUST PROOFS

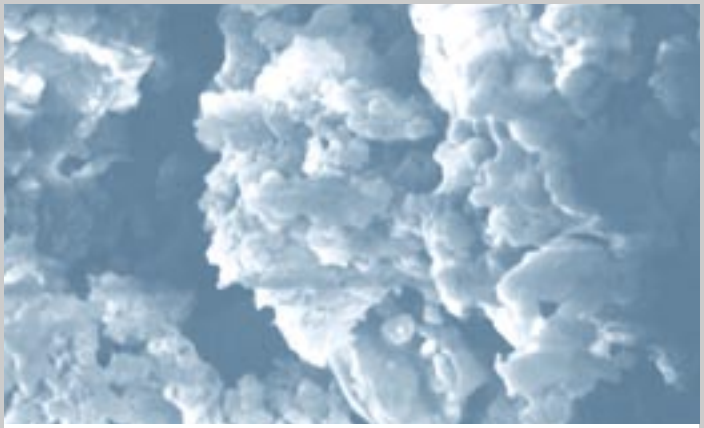
Concrete naturally creates dust from efflorescence, which then settles on finished goods, racks and equipment. Ashford Formula combines with the concrete salts, becoming an integral part of the concrete and thus completely dust proofing the surface. This substantially reduces maintenance costs and protects sensitive equipment and finished manufactured products from dust particles.

5 PERMANENT SHEEN

Over time, concrete treated with the Ashford Formula develops an attractive wax-like sheen. The more the floor is subjected to traffic and regular cleaning, the better it looks. Rather than eroding or wearing away, the concrete actually begins to self-polish under the abrasive action of traffic and cleaning.

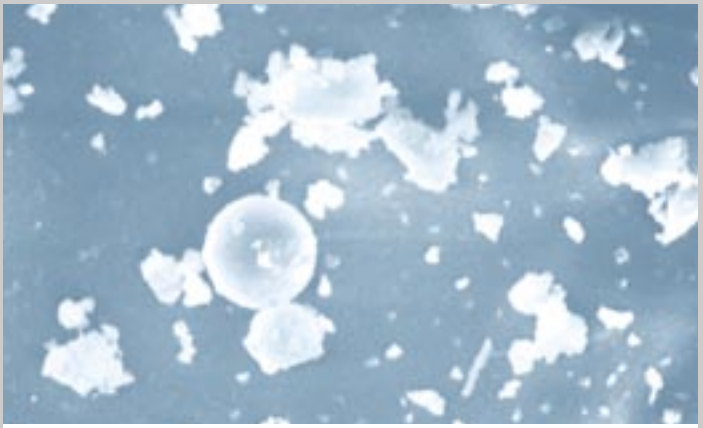
6 ELIMINATES HIGH MAINTENANCE COSTS

Within 6 to 12 months after being applied to steel-troweled surfaces, Ashford Formula develops a glossy, marble-like sheen that lasts the lifetime of your concrete. This eliminates the need for repeated applications of urethanes, waxes, acrylics and other expensive maintenance-intensive floor coatings. Because the Ashford Formula permanently seals concrete, foreign matter—including oil, alkalai, free lime, and traffic scum—cannot penetrate. Your concrete can be easily washed with a mop and soapy water or automatic scrubber.



UNTREATED CONCRETE, MAGNIFIED

The natural porosity leaves untreated concrete or masonry subject to penetration by moisture, oils, and other contaminants.



TREATED CONCRETE, MAGNIFIED

Ashford Formula reacts chemically with the concrete or masonry, binding it into a solid, dense mass which creates a permanent, effective seal.

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WARRANTY- Curecrete Distribution, Inc. stands behind the Ashford Formula with the longest warranty in the industry. Because the Ashford Formula has a successful track record going back to the 1940s, Curecrete Distribution has the confidence to back up the product. Nobody else has floors old enough to demonstrate that they can safely offer a long-term warranty. Floors treated over 50 years ago still look brand new despite such long-term wear.

for additional information on the Ashford Formula, go to www.ashfordformula.com

Then

Now

Casa de Cadillac treated their concrete floor with the Ashford Formula in1949. The floor continues to perform and shine to this day. The cars have changed over time but the floor looks better than ever!

over two billion square feet...only the beginning

PROJECT LIST

WAREHOUSE/DISTRIBUTION CENTERS:

A.T. Plastics
Peachtree City, Georgia

Ameriserve Distribution
Shawnee, Kansas

Corporate Express
Kansas City, Missouri

LDS Print Shop & Distribution
Salt Lake City, Utah

Miller Brands of Phoenix
Phoenix, Arizona

Ray-O-Vac
Dixon, Illinois
560,000 sq. feet

Omega Industries
Elkhart, Indiana

Circuit City Distribution
Columbus, Ohio
325,000 sq. feet

Bridgestone Firestone
Portland, Oregon

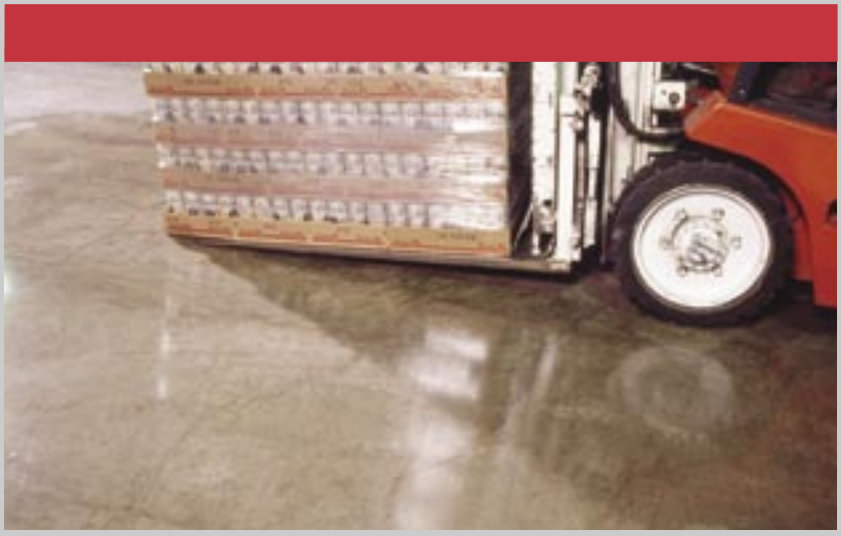
Car Quest Distribution
Columbia, South Carolina

Bausch & Lomb
Tampa, Florida

Dillard's Distribution
Olathe, Kansas

Esprit Distribution
Lenexa, Kansas

Duracell
Indianapolis, Indiana



Owen Distribution
Chambersburg, Pennsylvania

ABC Distributing
Miami, Florida
1,000,000 sq. feet

Random House
Westminister, Maryland

Security Capital
Foothill Ranch, California

Sprint North Supply
Fayetteville, North Carolina

Best Buy
Nichols, New York

Kraft Food Dry Distribution
Stockton, California

Wal-Mart Distribution
Tomah, Wisconsin

MANUFACTURING FACILITIES:

Jiangsu Pengyao Pharmaceuticals
Jiangsu, China

Budweiser Wuhan International Brewing Company
Hubei, China

Chesapeake Packaging
Mechanicsburg, Pennsylvania

Continental Plastics Co
Alpharetta, Georgia

Mitsui Bussan Raw Materials Development Corp.
Osaka, Japan

Green Manufacturing
Milwaukee, Wisconsin

Praxair Manufacturing Co.
Hillsboro, Ohio

US Food Service
Yantis, Connecticut

Proctor & Gamble
Budapest, Hungary

General Mills
Cedar Rapids, Iowa

Pepsi
Tampa, Florida

Tropicana
Bradenton, Florida

American Axle & Manufacturing
Buffalo, New York

Car Quest/General Parts
Romeoville, Illinois

Ford Assembly Plant
Detroit, Michigan

General Motors Engine Plant
Flint, Michigan

Saturn
Spring Hill, Tennessee
4 million sq. feet

over two billion square feet...only the beginning

ASHFORD FORMULA™

Chrsyler Transmission Plant
Kokomo, Indiana
1,152,000 sq. feet

Home Depot
Leon, Guanajuato, Mexico

Boeing/Delta
Decatur, Alabama

Anheuser-Busch
Austin, Texas

Big O Beverage
Frankfurt, Kentucky

JC Penny
Haslet, Texas
1,000,000 sq. feet

Coca Cola
Burlington, Vermont

Frito-Lay
Ashville, North Carolina

Chrysler De Mexico
Toluca, Edo. De Mexico, Mexico
5,000 sq. meters

CORRECTIONAL FACILITIES:

Mecklenberg Intake Dention
Charlotte, North Carolina
127,000 sq. feet

Central Utah Correction Facility
Gunnison, Utah

Cherry Correctional Facility
Goldsboro, North Carolina

Coffee County Correctional
Nicholas, Georgia

Federal Correctional Institution
Scagoville, Texas

Herico County Prison
Richmond, Virginia

Pitches Honor Ranch
Castich, California
700,000 sq. feet

Lake Correctional Facility
Clermont, Florida

Western Correctional
Cumberland, Maryland

STADIUMS/ARENAS:

1996 Olympic Stadium
Atlanta, Georgia

AA Arena, Miami Heat
Miami, Florida

All American Sports Park
Las Vegas, Nevada

Salt Palace
Salt Lake City, Utah
750,000 sq. feet

Mariners Stadium
Seattle, Washington

Georgia Dome
Atlanta, Georgia
1,985,000 sq. feet

World Arena
Colorado Springs, Colorado

Show Center
La Plata, Argentina

United Center
Chicago, Illinois

Osaka Dome
Osaka, Japan

TECHNICAL DATA

product description
Colorless, odorless, nontoxic, noncombustible, nonflammable. Complies with all VOC regulations.

uses
Concrete, concrete block, exposed aggregate or any sand/aggregate cement combinations. New or old, rough or smooth surfaces.

functions
Seals, dust proofs, hardens and cures. Protects against dusting, pitting, palling, effflorescence, and temperature cracking in concrete. Inhibits freeze/thaw deterioration. Neutralizes excess internal alkali from concrete.

packaging
:: 55-gallon drums/208 Liters
:: 5-gallon drums/19 Liters

storage life
Two years. Agitate pail or drum before using.

surface preparation
Freshly finished concrete: No preparation required. Existing concrete: Sweep, scrub, or strip concrete to remove any surface contamination or film.

applications required
One

coverage
Approximately 200 square feet/5 meters per gallon/liter. Coverage depends on the temperature and porosity of the concrete.

color
Clear

surface appearance
On smooth troweled concrete, a sheen develops within 4-12 months. All other surfaces retain their natural finish. The sheen can be developed more quickly by burnishing the floor with a propane burnisher.

thinners
None required

primer
None required

application method
Brush, roll or spray

cleanup
Soap and water

tools needed
Low-pressure sprayer (power), roller, brush or fine/soft bristle broom.

drying time
One to three hours. The surface may be used as soon as the application is complete and the surface is again dry to the touch. Newly laid surfaces require the normal hardening period.

temperature limits
Applicable in temperatures up to 135°F/57°C or as low as 35°F/1.7°C if the concrete is covered by plastic and completely protected from freezing for a period of 6 days.

painting
Allow at least 7 drying days before applying quality grade paint on existing concrete. Allow 28 days for proper curing before painting new concrete.

limitations
Do not apply the Ashford Formula to:
:: Lightweight block or other extremely porous masonry, which contains actual holes and air pockets.

:: Areas previously treated with curing or sealing agents, unless these coatings have completely worn off or have been removed by chemical or mechanical means.

NOTE
Apply to colored concrete only after the slab is fully cured. Do not get on glass or other finished surface.

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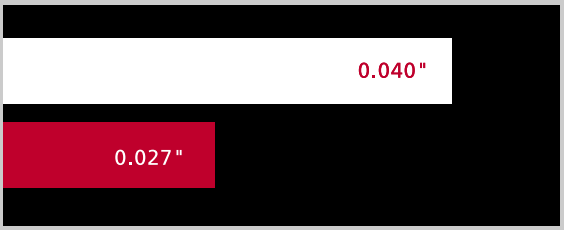
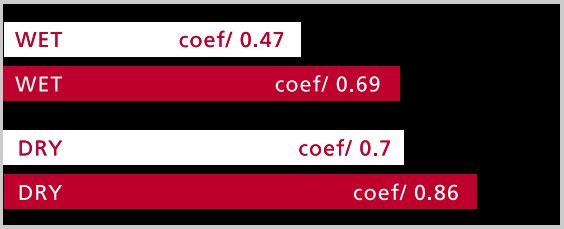
Performance Criteria

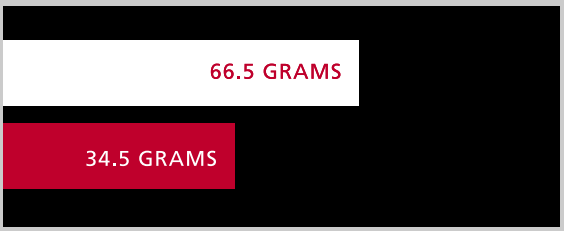
IMPACT RESISTANCE (increase)



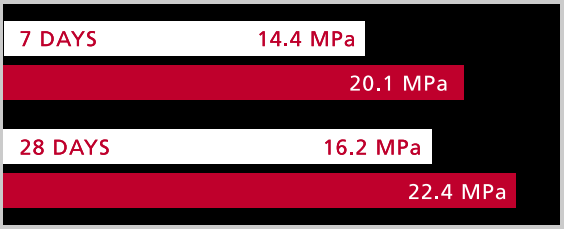
ABRASION RESISTANCE (depth of wear)



COEFFICIENT OF FRICTION



MOISTURE LOSS (after 24 hours)



COMPRESSIVE STRENGTH (at 7 & 28 days)

LEGEND: untreated sample | ASHFORD FORMULA™ treated sample

abrasion

ASTM C 779 - Depth of Wear

Abrasion Resistance to Revolving Disks:
An improvement of 32.5% over untreated samples after 30 minutes.

bonding

ASTM D 3359 – Surface Adhesion

Adhesion of Coatings: For epoxy, a 22% increase in adhesion over untreated samples. No change in adhesion for polyurethane.

curing

Moisture loss during the critical initial 24-hour period was determined on treated and untreated samples in a controlled environment cabinet: *Untreated samples registered a 93% greater moisture loss over treated samples.*

hardening

ASTM C39 – Compressive Strength

After 7 days: An increase of 40% over untreated samples.
After 28 days: An increase of 38% over untreated samples.

ASTM C 805 – Rebound Number

Impact resistance by Schmidt hammer:
An increase of 13.3% over untreated samples.

permeability

SEEPAGE RATE

Using a 7-foot (2.13 meter) head of water on a 4.91 square inch (124.71 mm) area treated with the Ashford Formula only allowed a rate of 0.00073 oz. (0.022cc) per hour. After several days the sample became damp, but no local seepage was observed.

friction

ASTM C 1028 – Friction

The coefficient of friction on steel-troweled samples treated with the Ashford Formula versus the reference tile (a higher ratio represents a reduction in slippage):
Dry, 0.86 vs. 0.71, and wet, 0.69 vs. 0.47.

weathering

ASTM G 23 – Light Exposure Degradation

Exposure to ultraviolet light and water:
No evidence of adverse effects on the samples treated with the Ashford Formula.

WAL-MART DISTRIBUTION CENTER

GUADALAJARA, MEXICO

TOKYO INTERNATIONAL AIRPORT

TOKYO, JAPAN

COSTCO

UTAH, USA

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CURECRETE HISTORY

Past

Since its introduction to the United States in 1947, the Ashford Formula has single-handedly created the concrete densification concept and developed it into a widely accepted and acknowledged industry. Because of its unique and proprietary process for chemical densification, the Ashford Formula has been specified for use to enhance millions of square meters of concrete surfaces worldwide.

Present

The Ashford Formula continues to be recognized throughout the industry as the standard for quality expectations. Curecrete Distribution Inc. has also set high standards by creating a strong global presence. This allows for consistency in quality and customer service worldwide where the Ashford Formula is regularly and increasingly specified for use.

Future

With just one permanent application, many concrete surfaces are still performing today after 30, 40, and even 50 years of continuous use. Exposed concrete surfaces treated with the Ashford Formula are becoming the solution of choice by end-users and specifiers all over the world. Curecrete Distribution Inc. is dedicated to building a progressive, worldwide network of factory authorized distributors and certified applicators to ensure it meets the needs of even the most discriminating customers.

CURECRETE DISTRIBUTION, INC.
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