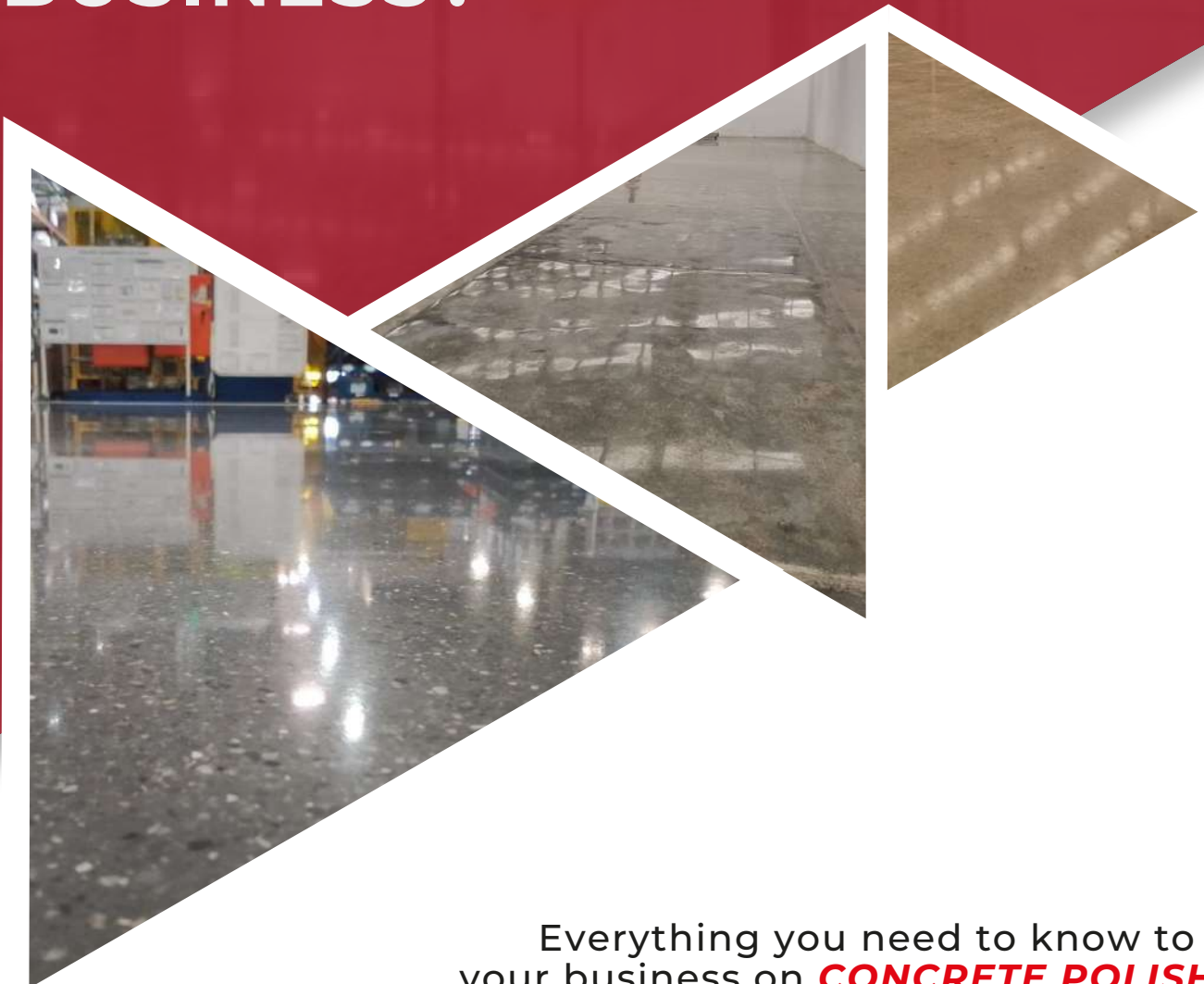




**GC Flooring|USA**  
S Y S T E M S

# GETTING INTO THE ***POLISHED CONCRETE*** BUSINESS?



Everything you need to know to start  
your business on ***CONCRETE POLISHING.***

We are a company that specializes in the distribution of products and equipment for the industrial and commercial concrete flooring with more than 10 years of experience in the market. Our competitive advantage is to offer the best brand for concrete floors, industrial coatings, concrete repairs and self-leveling products. We also offer coaching, training, certifications and a wide variety of solutions to make your projects successful.



## OUR STRENGTHS

- ✘ Full stock, available for shipping.
- ✘ Expert and trained sales advisors to support you at any moment.
- ✘ Private Training, coaching and Job-site Training
- ✘ Being part of a network of certified installers.
- ✘ Multi-language support (Spanish and English).
- ✘ Backup machines for rent, spare parts and maintenance.



## OUR COMMITMENT

Our commitment is **coaching**, training and advising you at all time, therefore, we can go along with you and help you out with your first projects and help you make your first work a complete success.



Before starting your **CONCRETE POLISHING** business, you have to know the type of project you want to work on. That will help you know the type of equipment and tools you need.

## 1. CHOOSE YOUR *MARKET*

Know the type of projects you want to work on.

- Projects from 100 SF to 1,000 SF.
- Projects from 100 SF to 3,000 SF.
- Projects from 3,000 SF to 10,000 SF.
- Projects greater than 10,000 SF.

## CHOOSE THE *EQUIPMENT*

## 2.

Now you have to choose the equipment according to the size of the projects you want to work on.



### FROM 100 TO 1,000 SF

You need a small equipment. We recommend Starter Kit: Floor Grinder PG540 + Dust Collector DE120.



### FROM 100 TO 3,000 SF

You need a medium equipment. We recommend Normal Kit: Floor Grinder BMG 555 + Dust Collector DE120.

For this type of project, you may require more than one equipment to work more efficiently.



### FROM 3,000 TO 10,000 SF

You need a large equipment. We recommend Elite Kit: Floor Grinder BMG 780 + Dust Collector BDC23.

For this type of project, you may require more than two equipments to work more efficiently.



### 10,000 SF OR MORE

You need a large equipment. We recommend Pro Kit: Floor Grinder BMG 780 + Dust Collector BDC33.

For this type of project, you may require more than two equipments to work more efficiently.



**3.**

## LEARN TO USE EQUIPMENT FOR **POLISHED CONCRETE**

Contact your expert advisor at GC Flooring Systems to set up the date of your training. We train and provide detailed advice that will help you learn the correct uses of the equipment for polished concrete.

**ALREADY HAVE AN EQUIPMENT AND I KNOW HOW TO USE IT. *WHAT'S NEXT?***

## LEARN TO **PUT A PRICE** ON YOUR **PROJECTS**

**4.**

We help you set an estimate of how much you can offer your polished concrete work on the market, however, the final amount of price will depend on you, the investment you make in the materials and the quality and efficiency of your work.

**5.**

## **PAY ATTENTION** **TO YOUR CLIENT**

it is very important to clarify the expectation of the customer.

**¡BIG TIP!** *Don't over sell expectations!*

You must understand your customer needs and what is the final result that he hopes to obtain. Subsequently, by analyzing the concrete might confirm if what the client requests can be done. If not, depending on the conditions of the concrete, share some recommendations of the different systems that you can do and that are within the budget to carry out the work and obtain the desired final finish or a similar result

## **OFFER *FREE* SAMPLES**

**6.**

The best way to gain the trust of your customers is by offering them free samples. With a free sample the customer will be able to know how the final result will be.

# 7.

## IDENTIFY THE **BEST** SYSTEM FOR YOUR CLIENT

At GC Flooring Systems we have a variety of systems for Polished Concrete. Depending on the conditions of the concrete and the needs of your client, you can offer any of the following:

### **POLISHED CONCRETE SYSTEMS:**

- **GC Ultrapark:** Archive a dust proof surface by sealing the concrete.
  - **Seal 1:** Hardens and seals.
  - **Seal 2:** Hardens and polishes concrete.
- **GC Ultrapolished:** Grinding, polishing and burnishing the concrete floor.
  - **Level 1:** Light exposure of fine aggregates.
  - **Level 2:** Total exposure of fine aggregates. Light exposure of thick aggregates.
  - **Level 3:** Strong exposure of thick aggregates.

### **PROCESS EXAMPLE FOR GC ULTRAPOLISHED: BSD 5 STEP POLISHED (MEDIUM / HIGH GLOSS).**

1. Metals Grinding 60/80s.
2. BSD Transitional 100.
3. BSD Transitional 400.
4. C2 Densifier.
5. BSD Resin 800.
6. BSD Resin 1500
7. C2 Ultraseal (Concrete Guard)
8. Burnishing Pad 1500

- **Exterior Concrete Systems:** Outdoors systems.
- **GC Grind and Seal:** Concrete with semipolished texture for indoors and outdoors.
- **GC Grind Stained and Seal:** Concrete with semipolished texture and decorative elements.



## 8. IDENTIFY THE *HARDNESS* OF *CONCRETE*

You need to identify the hardness of the concrete you are going to work on to know what tools and consumables your equipment will require.

### **REMEMBER!**

- If the concrete is soft, it requires a hard bond.
- If the concrete is hard, you require a soft bond.



**Soft  
Concrete**  
2-3 MOHS  
< 3000 PSI



**Medium  
Concrete**  
3-5 MOHS  
3000-4000 PSI



**Hard  
Concrete**  
5-7 MOHS  
4500-6000 PSI



**Very Hard  
Concrete**  
7-9 MOHS  
> 6000 PSI



# 9.

## IDENTIFY WHAT CHEMICALS YOU WILL NEED

Depending on the client's needs, identify which chemicals will help you achieve the final result.

We recommend using Crete Colors products for concrete chemicals. They are high quality products and they are ideal for increasing abrasion resistance, are dust proof on concrete surfaces.

### ● **Concrete Densifiers:**

- **C2 Hard:** Lithium Base Densifier that can be used on freshly placed concrete and polished concrete surface to seal and harden the surface.
- **C2 Hard Blend:** Lithium Base Densifier with a blend of potassium that can be used on freshly placed concrete and polished concrete surfaces to bring more sheen and protection to the surface.

### ● **Concrete Concrete Guards and Protectors:**

- **C2 Seal:** Concrete Lithium Guard ideal to protect concrete surface for any warehouses, distribution centers and other high traffic areas.
- **C2 Ultra Seal:** Polymer base Sealer ideal to protect concrete surface that are exposed to accidental spills of food products and other chemicals.

**I ALREADY DO POLISHED CONCRETE WORKS BUT I WANT TO CONTINUE TRAINING TO OFFER A BETTER JOB. WHAT CAN I DO?**

## APPLY TO OUR CERTIFICATIONS

# 10.

Training experience and having a certification will help you provide greater confidence to your customers.

We have 2 types of certifications.



- **Pro certification.**
- **Elite certification.**

These certifications depend on the number of square feet you have worked, the level of machinery and the amount of material you bought at GC Flooring Systems. The cost of our certifications is 500 dills per day for 10 people.

**I WANT TO WORK ON BIGGER PROJECTS. HOW I DO IT?**

## **11. EQUIPMENT RENTAL**

To carry out projects of more than 2,000 SF it is necessary to have more than one equipment available. At GC Flooring Systems we have equipment rentals, so that you can complete larger projects with greater efficiency and success.

## **FINANCING**

## **12.**



If you require more equipment to carry out larger projects, you can contact us and ask about our financing plans.

GC Flooring Systems will be accompanying you whenever you require it. Remember! We can help you finance your first concrete floor projects to get started in the polished concrete market.

## **HOW LONG WILL IT TAKE TO RETURN MY INVESTMENT ON EQUIPMENTS?**

## **13. RETURN THE INVESTMENT OF YOUR EQUIPMENT**

Most of our clients **RETURN** their investment in their equipment by completing approximately 15,000 to 25,000 square feet of polished concrete JOBS. Remember that it can vary depending on the efficiency with which you manage your equipment, quality, price at which you sell your JOB in the market **AND OTHER FACTORS**





**I'M ALREADY AN EXPERT IN POLISHED CONCRETE.  
WHAT OTHER SOLUTIONS CAN I OFFER?**

## **14.** OFFER MORE SOLUTIONS

By purchasing your first SET OF equipment, you can ALSO offer more solutions to MARKET AND your customers, such as self-leveling Installation, polished CONCRETE overlays, epoxy coatings, concrete repair, SURFACE PREPARATION and more

## COMMON *MISTAKES*

**15.**

- Not identifying the hardness of the concrete.
- Not using the correct DIAMOND metals.
- Not applying the correct amount of chemicals or densifiers to THE concrete.
- Not taking the patience and time required to perform the grinding and polishing processes.
- Walking very fast with the Floor Grinders when working with them.
- Not knowing how to get to the corners.
- And the most important of all: not LEAVING expectations clear to the client.

## ***SUCCESS STORIES:***

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- More than 20 stores
- Application of GC ULTRAPOLISHED CONCRETE SYSTEM, 15,000 sqft
- Application of C2 HARD BLEND over 15,000 sqft
- Application of C2 SEAL over 15,000 sqft



- More than 15 stores in 2021 and 2022
- POLISHED CONCRETE FLOOR SYSTEM. More than 25 stores and covering more than 25,000 sqft in polished concrete flooring.
- C2 HARD BLEND
- C2 SEAL