



DEALERSHIP MANUAL

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WELCOME TO GARAGE FLOOR COATING

Congratulations and welcome to the GarageFloorCoating.com (GFC) family.

By becoming a GFC dealer, you've taken an important step towards becoming an independent business owner in the growing and profitable coatings industry. As your partner, we've created the products and systems you need to make your new business a true success.

We look forward to working with you.

Kind regards,

Rob Hanson
President

A large, stylized blue cursive graphic of the word "Welcome" is centered on the page. The letters are thick and have a slight shadow effect, giving it a three-dimensional appearance. The word is written in a classic, flowing script.

COMPANY OVERVIEW

Our History

In 1996, Rob Hanson, the founder and President, started a small company that specialized in the installation of coating systems for residential garage floors, walkways, driveways and patios. Rob recognized that the readily available “DIY-grade” epoxies were inadequate for use in Arizona’s extreme climate. Several years of R&D ensued (and that continues today), leading Rob to the creation and perfection of a line of proprietary coating products, coating systems and installation techniques.

In 1999, these revolutionary coating products, systems and techniques formed the foundation of GarageFloorCoating.com (GFC) and GFC began to expand beyond residential installations into the commercial realm. In 2006, GFC opened its first franchise in Dallas, Texas, and by 2018, had affiliations with more than 30 dealers and franchisees across the US. In 2021, GFC celebrated 25 years in business, and in 2023, took the next important step by becoming a liquid coatings manufacturer.

Currently, GFC is licensed and certified in residential and commercial concrete and in residential and commercial specialty floor coatings, firm-certified by the EPA, and has earned an A+ rating with the **Better Business Bureau (BBB)** based on exceptional customer service. GFC is committed to quality products and services and continuous improvement.

To this day, Rob remains personally involved in the ongoing design and development of new and improved coating products, the testing of installation equipment and techniques, handling technical questions (via his “hotline”), and visiting dealers on an annual basis to ensure they continue to install quality, cutting-edge coating systems.

Our Mission Statement

GFC is a leader in and is dedicated to providing the highest quality coating system products and services to our customers...our dealers. Our pledge is to establish long lasting relationships by exceeding their expectations and gaining trust through exceptional performance by every member of the GFC operational team.

Our Vision and Core Values

Our vision is to be recognized and respected as the premier coating systems company in the United States.

Our company core values are:

- *Customer Service Excellence:* We are dedicated to satisfying customer needs and honoring commitments that we have made to them.
- *Passion for Results:* We show pride, enthusiasm and dedication in all that we do. We are committed to selling and delivering high quality products and services.
- *Integrity:* We act with honesty and integrity, not compromising the truth.
- *Respect:* We treat our team members, customers, partners and suppliers with mutual respect and sensitivity, recognizing the importance of diversity. We respect all individuals and value their contributions.
- *Teamwork:* Our team is supportive of each other's efforts, loyal to one another, and care for each other both personally and professionally.
- *Open Communication:* All team members are encouraged to openly share their opinions and views.

Support Representative Program

GFC provides all its dealers with comprehensive training (“Discovery Day”, “Coatings College”, “On-Site Training”, and recurring annual training sessions), operational tools (e.g., electronic coatings calculator App; and for a monthly cost, mobile jobsite evaluation and estimation tool, CRM, etc.), quality proprietary coating products and systems, and website, microsite, landing page, and social media support, to give your dealership the best chance for success.



We offer another important service on your behalf. We offer a *Support Representative* program to support our dealers. Your Representative is our President, Rob Hanson. He's experienced (over 27 years in the concrete coatings realm) and trained to act as mentor and coach. He's available to answer technical questions, organize additional training, if need be, and provide or suggest other support services.

BACKGROUND OF GFC

GFC is an Arizona Corporation formed in October 2006, that operates under the legal name [Garage Floor Coating Franchise System, Inc.](#) and the dba (“doing business as”) names [GarageFloorCoating.com](#) (GFC) and [Eco CorFlex Industrial Polymers](#).

The principal business address of the Corporate Office is:

- **4350 S. 38th St., Suite 110, Phoenix, Arizona 85040**

We do **not** conduct business under any other name or in any other line of business and we do **not** offer dealerships in any other line of business.

The agent for service of process in Arizona is:

- *Robert Hanson - 4350 S. 38th St., Suite 110, Phoenix, Arizona 85040.*

Rob is also the President and CEO of GFC...you were introduced to him in the “Our History” section above.

INDUSTRY OVERVIEW

The coatings industry is huge and growing rapidly. The [U.S. concrete floor coatings market was valued at USD 323.0 million in 2022 and is expected to expand at a CAGR of 4.9% from 2023 to 2030](#). Rising demand for coatings as a protective medium in the flooring sector is projected to remain as a favorable factor.

Growing construction spending in the U.S. is expected to increase over the forecast period owing to economic development. The country is characterized by a low-risk environment, a stable economy, and a robust financial sector. These factors have provided a multitude of opportunities for investors in recent years, which are likely to trigger infrastructure spending in the country. This, in turn, is projected to positively impact the demand for concrete floor coatings in the U.S. construction industry.

Resinous-based concrete floor coatings are extensively used in both indoor and outdoor applications to protect concrete floors from abrasion, chemical attacks and thermal shock. The primary market for the goods and services offered by GFC is the general public. Note that the goods and *services offered are not seasonal; however, in northern markets, installations may be limited to interior jobsites during the winter months.*

The garage flooring market, as a whole, is well-developed and in some markets, can be highly competitive. You may have to compete with numerous other independent and chain-affiliated businesses, some of which may be franchised. Many business franchise systems, in particular, have already established national and international brand recognition. You will also face normal business risks that could have an adverse effect on your GFC dealership. These include industry developments such as pricing policies of competitors, consumer tastes, supply and demand....and the odd pandemic.

DEALERSHIP OVERVIEW

Benefits

GFC offers its dealers the following benefits:

- Over twenty-seven (27) years of product development and installation experience
- Extensive in-house and ongoing field training and support
- Fast learning curve with no prior coatings experience necessary
- Smart phone-based (iOS and Android) “Electronic Coatings Calculator” (ECC) App to ensure precise product quantity usage for each coating system
- Website, microsite, landing page, social media and SEO development creation and ongoing maintenance (with no maintenance fees)
- Tablet-based Estimation Form to facilitate jobsite estimates (optional; monthly fee)
- Group buying power for proprietary coating products, equipment and sundries
- Dedicated Support Representative (...all the help you need is just a call away)
- 24/7 call center for leads distribution



MANAGEMENT LISTING

Whether you are in need of coating product and equipment, product information, technical assistance, or troubleshooting assistance, our Support Representative and our management team are available and ready to assist.

Your GFC Support Representative is:

Name *	Title	Work Experience & Responsibility
Robert Hanson	President/ CEO	Rob is the President/CEO and founder of GFC and has been so for over 27 years (circa 1996). Rob oversees corporate GFC and remains directly involved in the technical support, dealer visits, and design & development of new and improved coating products, systems and techniques (...because he loves it!).

Corporate GFC's management team includes:

Name *	Title	Work Experience & Functions
Joyce Horton	Operations Manager	Joyce has worked in the coatings industry for over 20 years, first as a Sales & Service Representative, and for over 14 years as our Operations Manager. She's your main contact when placing orders for product, equipment and sundries . She also assists our Support Representative, Rob Hanson, in supporting our dealers during the business startup process.
Jennifer Hill	Office Manager	Jen has worked with GFC for over 17 years (2006) and is responsible for coordinating office activities including local customer support, local project scheduling, and communications with the corporate field crews. She is primarily responsible for distributing incoming leads to dealers . Along with Joyce, Jen assists Rob Hanson, our Support Representative, in supporting dealers during the business startup phase.
Javier Garcia	Production Manager	Javier has also been with GFC for over 20 years, starting as an installer, then field supervisor, and currently as our Production Manager. Javier assists in the warehouse with dealer orders and works closely with Rob to train up new dealers during Coatings College and On-Site Training.

WHAT DOES IT TAKE?

What does it take to be a successful GFC dealer? A successful dealer wants to be part of a proven business model in a growing and profitable coatings industry. S/he likes the idea of owning and operating a business. Our most successful dealers have strong communication skills, people skills, sales acumen, and a sincere desire to deliver superior customer service. You need a good driving record and commitment to running your business in a safe and ethical manner.

DEALER TRAINING

Whether new to the business or a seasoned coatings expert, every GFC dealer will complete the Garage Floor Coating Training Program which includes both the initial training and on-site training:

Initial Training (“Coatings College”)

Initial “pre-launch” training is called **“Coatings College”**. This multi-day session is typically held at our training center in Phoenix, Arizona, to convey introductory information, including the latest in GFC coating systems, equipment and techniques.

During Coatings College, training emphasis is given to our most popular full-chip coating systems that provide the highest profit potential. This approach is taken to prevent information overload and to ensure the dealer starts his/her business with the highest probability of financial success.

On-Site Training

“On-Site Training” is a multi-day session held at the dealers location (at a date agreed upon between the dealer and the Corporate Office). GFC trainers will travel to your location to provide your installation team with in-field, hands-on installation assistance once all of the following conditions are met:

- The initial training (Coatings College) is successfully completed
- A maximum of 2 confirmed contracts (not exceeding 1200 sq ft combined) have been confirmed and scheduled by the dealer
- All necessary product, equipment and supplies are purchased, readied and available at the dealer’s location

“Re-Fresher” and Additional Training

GFC provides annual **re-fresher training** as a venue for existing dealers to be trained on additional (or newly designed) coating systems, techniques, equipment and/or coating products. These sessions are not mandatory but attendance is highly recommended.

In addition, Rob attempts to **visit each dealer at their location** each year to work with them in the field as a means of updating them on new products and techniques and to maintain and strengthen the GFC-dealer relationship.

Finally, dealers may request **additional training** at any time following On-Site training, as desired (the training dates and topics will need to be agreed upon between the Support Representative and the dealer). We may charge for training additional persons, newly-hired personnel, refresher training courses, advanced training courses, and additional or special assistance if needed or requested.

Website, Microsite and Landing Page

Shortly after you return from “Coatings College” training as a new GFC dealer, your GFC website, microsite and landing page (a locale-specific webpage tied to our GFC.com website) will be live and working for you. The intent is to present your GFC dealership location as the authority in floor coatings in your community. This will allow you to leverage GFC’s brand and internet reach.

In addition, we’ll work with you to create your business’ Facebook, Google Business Profile (Google Maps) and LinkedIn accounts. With your permission, we’ll post content on your social media pages on a weekly basis to ensure a consistent social media presence. (This does not mean that you can’t also post content on your pages...in fact, we encourage it).

Business Tools

GFC will also provide you with access to it's:

Electronic Coatings Calculator App: This iOS and Android phone-based calculator App is used by in-field crews to determine exact quantities of coating product usage (by simply entering a jobsite's square footage) for each of GFC's coating systems. The calculator prevents over-use (and under-use) of coating product.



Google Drive Portal: Pertinent documentation is available to our dealers via our Google Drive portal including print and web-ready digital photos (for use in vehicle graphics, social media posts, traditional advertising, etc.), blends charts, customer cleaning instructions...and more.

Safety Data Sheets (SDS) & Technical Data Sheets (TDS): Per OSHA requirements, field crews must have readily available SDS and TDS for all products used as part of the floor coating installation process. Commercial and industrial customers will typically ask for copies of SDS and TDS as part of the bidding process. The most up-to-date versions of SDS and TDS for all GFC coating products are available on our "commercial" website www.eco-corflex.com in pdf format. They can be downloaded and emailed to customers or downloaded and printed.

For a monthly fee (optional):

Leads Management Software: Zoho CRM Professional is web-based customer relationship management software. It's licensed, customized and administered by our IT Administrator. Although this application provides numerous features (e.g., it can track sales, set sales targets, generate reports, etc.), Zoho is primarily used to capture and store customer information and leads, track leads status, and facilitate customer communication.

Project Evaluation & Estimation Form: This tablet-based "form" will walk your Estimator step-by-step through the jobsite evaluation and costing (estimation) process. The completed form can be signed electronically by the customer and Estimator and becomes your detailed work order for the installation crew.

Technical Expertise

Who should you contact if you have any questions pertaining to the use of the Electronic Coatings Calculator, questions pertaining to installation, training, or any technical issue?

After your initial Coatings College training program, your first line of assistance is your **Support Representative**. He can: (i) provide you with the answer, (ii) obtain the answer for you, or (iii) direct you to one of the GFC staff who can help. GFC is committed to helping you in every way possible to develop your business.

Your Support Representative is:

Rob Hanson

Phone (C): (602) 722-1251

Phone (O): (602)-579-2628

Email Address: rob@garagefloorcoating.com

PRODUCT, EQUIPMENT AND SUPPLIES

- **Product, Equipment & Sundries List:** This list provides current pricing and quantities of coating product, equipment and sundries that are available for sale from our GFC Online Store. The listed materials are to be purchased by the dealer prior to initiating any floor coatings installations (i.e., prior to “On-Site Training”). *Note that the lists provide “current” pricing (pricing on the date upon which the lists were provided to you); that is, prices may have undergone changes at the actual time of purchase.*
- **Additional Equipment List:** This list provides additional equipment, tools and sundries that are not currently sold on the GFC Online Store and therefore must be purchased from local vendors (typically home hardware stores, Amazon, Walmart). As with the “Product, Equipment & Sundries List”, items specified in the Additional Equipment List must be purchased by the dealer prior to initiating floor coatings installations (i.e., prior to “On-Site Training”).

A GFC representative will be in touch with you in the weeks leading up to On-Site Training to ensure all necessary floor coating product, equipment and sundries are in place. This representative will also assist you in customizing future orders, if necessary.

GENERAL BUSINESS OPERATIONS

TIERS OF DEALERSHIP SUPPORT

Starting a new dealership can be daunting. There is so much to implement and learn. The administrative and technical know-how required to manage customer leads, schedule projects, manage field crews, prepare concrete, and properly install the various proprietary floor coating systems...can quickly become overwhelming. GFC offers a **multi-tiered approach** to ease this learning curve.

- The first tier includes our **multi-day training programs**, “Coatings College” and “On-Site Training”. The training sessions expose the dealer early in the process to practical and hands-on experience (e.g., health & safety, project costing, box truck organization, concrete preparation, installation of coating systems, etc.).
- As part of the second tier, we provide new dealers with multiple **online, in-office and in-field tools** to facilitate customer interactions, project estimation, purchasing, and coatings installation (e.g., Zoho CRM, project estimation form, Coatings Calculator App, customer calling protocol, GFC Online Store).



Figure 1: GFC' Multi-Tier Dealership Support Pyramid

- The third support tier is our ongoing “**Marketing & SEO Program**”. Immediately after the Dealership & License Agreement is signed, we’ll begin building your custom website, microsite, and landing page. The website is custom with Home, About, Services, Blogs, Gallery and Contact page menus. We’ll even obtain the domain name and provide website hosting. Although the website “template” will appear similar to other dealer websites, the content and photos are uniquely yours. Conversely, the microsite is a more “generic”, standalone webpage...only the list of service areas and call forwarding number differentiate your microsite from all other dealer microsities. Finally, we’ll create your landing page, which is tied to our garagefloorcoating.com website (your landing page will leverage the garagefloorcoating.com website which has been around for years and generates significant traffic).

In addition, we’ll create your business’ Facebook, Google Business Profile (Google Maps) and LinkedIn accounts. With your permission, we’ll post content on your social media pages on a weekly basis to ensure a consistent social media presence. (This does not mean that you can’t also post content on your pages...in fact, we encourage it).

(The website, microsite, landing page, and social media accounts (and weekly content) are created and subsequently maintained by GFC; this is included as part of the original training fee; no additional maintenance fees apply).

- Finally, the top tier is our **Dealer Support Representative**. He is readily available to help you with any technical issue you may encounter. Follow up training support, assistance with our in-field tools, on-the-job-troubleshooting...or any other technical issues you may have...support is only a phone call away.

INTRODUCTION TO OUR FLOOR COATING PRODUCTS

There is an infinite array of coating products available. You may have heard about “epoxies”, 2-component coatings (Part A and Part B) that are readily available from your local hardware store. If you didn’t know otherwise, you may think this was the only type of 2-component coating product sold. In fact, there are several...*each with important advantages and disadvantages*. Choosing the wrong product type for your project and you’ll be re-coating within a year!

There are 3 main types of floor coatings:

- Epoxies
- Polyurethanes
- Polyureas and Polyaspartics

Before discussing these floor coating types, it’s important to note that within each category there are *huge variations in product quality*. Even if you select the right coating for your project, selecting a low-grade brand may produce a poor outcome (e.g., chemical staining from car tires, “ambering” from UV exposure, “delamination” due to poor adhesion, or moisture failure). You will be competing against inexperienced (or unethical) contractors selling “**1-day systems**” and hardware store “**DIY kits**” that are destined to **fail quickly!** Part of your success as a dealer will be determined by how well you convince potential customers that these low-grade coatings may seem attractive at first glance but are actually costly in the medium run.

Epoxies

Epoxies are the “problem-solving” coatings. They take “unfriendly substrates” like concrete and make them “friendly” for the application of subsequent coats (...as most properly installed coating systems *consist of multiple coats, often of differing coating types*). In the epoxy category, there are several sub-categories of which the 3 most common in garage floor coating applications today are: (i) **100% Solids Epoxies**, (ii) **Do-It-Yourself (DIY) Epoxies**, and (iii) **Hydro Epoxies**

- *100% Solids Epoxies*: These 2-component products are often used as “primer coats” (like our 100% Solids MME); however, they may be used as “stand-alone” coatings given the right substrate conditions. They are referred to as “100% solids” because *they cure through a chemical process and not by way of evaporation of solvents or water*...if 4 mils of this product are applied to a substrate (a “mil” is a unit of thickness equal to 1/1000 of an inch), the end coating will be 4 mils thick!

Because of its high-solids content, 100% solids epoxies can be applied thickly, *burying small substrate imperfections and producing an extremely durable coating*. However, most industrial 100% solid epoxies have a short “pot life” (i.e., the time which the epoxy remains in liquid form in its container, once Parts A and B are mixed)...and “cook” in the pail. Because of this, this product is best left to the professional installer. **GFCs clear and pigmented 100% Solids Polymer and 100% Solids MME series of products are examples of this coating type.**

- *DIY Epoxies*: DIY epoxies are designed for the amateur applicator. These low-quality epoxies have a long “pot life”. The longer the pot life, the longer the user has to apply the coating without the worry that it will set during application (i.e., it’s “user-friendly”). Consequently, these epoxies are a favorite of the DIY crowd and a multitude of kits are available at your local hardware store for a relatively low price (albeit with low % solids). “Low solids” means a *thin film* that will not last as long as higher-grade epoxies! GFC will never stock or use DIY epoxies...these products are left to the amateurs.
- *Hydro Epoxies*: Hydro epoxies are also used as “primer coats”. These coatings provide deep substrate penetration and are *used to mitigate substrate moisture problems (hydro static pressure)*. So how do you know your garage or basement is moisture-laden? *You need to test for moisture using a moisture meter!* Using a standard DIY epoxy kit or applying a polyurea direct-to-concrete in lieu of a moisture-mitigating epoxy on flooring with high moisture content would be grave mistake. **GFC’s Hydro Polymer series is an example of this epoxy type.**

In general, epoxies have other limitations. They can “amber” or “fade” if exposed to UV light (the sun!) and are susceptible to staining and tire lift. Applying an epoxy as the final coat to UV-exposed concrete (patio) or a driveway would be the wrong decision.

Polyurethanes

The next product type is polyurethanes. This coating type uses an “older technology” that does not provide the binding strength or millage (“build”) of an epoxy. However, when applied (in the proper re-coat window), say over an epoxy primer coat, it provides highly durable, application-friendly, UV- and stain-resistant flooring. However, beware of an additional limitation....polyurethanes are not recommended for garages as they are susceptible to staining by the plasticizers in “new technology” tires. Given this limitation, polyurethanes are typically used on exterior patios and in buildings where vehicles are not parked for extended periods. **GFCs pigmented Poly 3000 series of products is an example of this coating type.**

Polyaspartics & Polyureas

Polyaspartics and polyureas are 2-component coating types that are available in both clear and pigmented (color) forms. They are a hybrid between an epoxy and polyurethane (hence GFC products are called “Poly Hybrids”). They have high solids content and provide extreme chemical and UV resistance. As such, these products do not “amber” over time (like epoxies) when exposed to light. Most importantly, poly hybrids cure quickly and may permit 1-day applications when concrete conditions are suitable. They also allow for a quicker “return to service”.

On the flip side, this coating type has a “pot life” of only 25-30 minutes...*and this time decreases as temperature and humidity rise*. So poly hybrids are only recommended for use by seasoned, well-trained professionals (...**this is not a DIY product!**). Our **Poly Hybrid 3:2** and **Poly Hybrid Gen II** series of products are examples of this coating type.

While there are different categories of coatings (e.g., epoxies, polyurethanes and polyurea-polyaspartics), it’s how the field applicator uses these products together as a “coating system” that ultimately produces the durable floor coating desired.

INTRODUCTION TO OUR COATING SYSTEMS

Coating systems involve the application of *multiple coats of one or more of the floor coating product types* described in the “Introduction to Our Floor Coating Products” section above. When installed, coating systems tend to fall into 1 of 4 categories:

- Solid color (8 – 12 mils in thickness)
- Partially “chipped” (15 – 18 mils)
- Fully “chipped” (up to 30 mils)
- Metallic systems

Generally speaking, the higher the millage (“mils”) the more durable the floor. **“Chipped” systems** are coating systems into which either **PVA** (poly-vinyl acetate; a thermoplastic chip) or **mica** (a natural, reflective mineral flake) have been spread. A chipped system will provide added color, contrast and texture over a solid system. All systems, whether solid or chipped, are available in a variety of colors and styles.

At this point it is important to understand that *any one coating system is not fit for use in all spaces*. The coating system selected for installation (and more importantly, the coating product types used within the system) depend upon multiple factors *specific to the space and substrate being coated!*

Factors that must be considered include:

- Substrate exposure to ultraviolet light (e.g., driveways)
- Substrate exposure to chemical stains (e.g., garages)
- Odor sensitivity (e.g., indoor versus outdoor installations)
- Installation duration (e.g., 1-day through 3-day installations)
- Return to service duration (jobsite downtime)
- Cost
- Aesthetics

So the type of coating system installed should only be determined together by the customer *and professional installer* following a thorough evaluation of the space to be coated. Let the buyer beware...inexperienced installers selling “1-day polyurea systems” and hardware store “do-it-yourself (DIY epoxy) kits” abound!

GFCs Coating Systems

GFC currently offers 13 different coating systems, including the:

- **Classic** – solid color
- **Deluxe** – partially chipped with PVA
- **Premium** – partially chipped with PVA
- **Stone Silicate** – partially chipped with a PVA and mica blend
- **Diamond Effects** - partially chipped with a PVA and mica blend
- **Ultra** – fully chipped with PVA
- **Artisan Collection** – fully chipped with PVA
- **Earth Effects** – fully chipped with a PVA and “clean” mica blend
- **Bagari SE** – fully chipped with a PVA and “clean” mica blend
- **Vintage Mica** – fully chipped with a PVA and “clean” mica blend
- **Liquid Art** – solid color; metallic
- **Liquid Minerals** – partially chipped with a PVA and mica blend; metallic
- **Clear Sealing and Staining** – clear or lightly stained

Each coating system is available in a multitude of colors and chip spreads (if applicable). In this regard, GFC offers “**Sample Books**” for each coating system in its **GFC Store** (to which each dealer is provided access). These are the sample books shown to customers as part of the jobsite evaluation and estimation process.

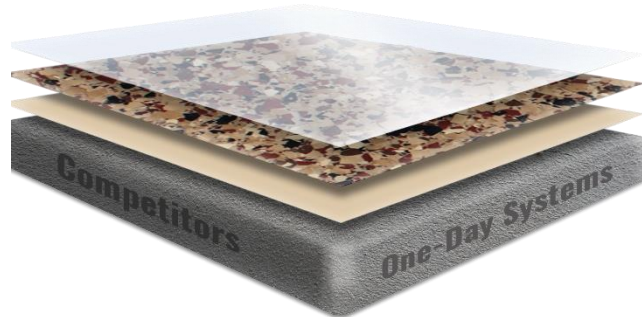
For a brief description of each GFC coating system and coating system illustrations, refer to the “**Overview of GFC Coating Systems**” table provided on the following pages.

Our Full-Chip Coating Systems vs “1-Day” Coating Systems

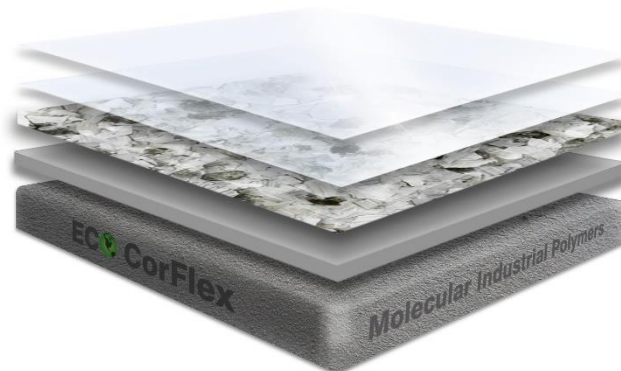
Full-chip “1-day” systems use nearly half the coating material (20+ mils vs our 35+ mils), don’t warrant “moisture-related issues”, and many don’t warrant staining from hot tires (“plasticizer migration”) or automotive fluids. “1-Day” contractors provide long warranty durations, then add these warranty exclusions in the fine print.

On the contrary, our thick full-chip floor coatings are guaranteed against moisture-related conditions, tire staining and most automotive fluids. We have an entire line of industrial grade polyurea-polyaspartic coatings...**and we use them in every garage as clear top coats**...never as direct-to-concrete primers! Instead, we apply a moisture-mitigating 100% solids epoxy as our primer coat. Because epoxies cure slower than polyurea-polyaspartics, our installations take up to 2 days (not 1).

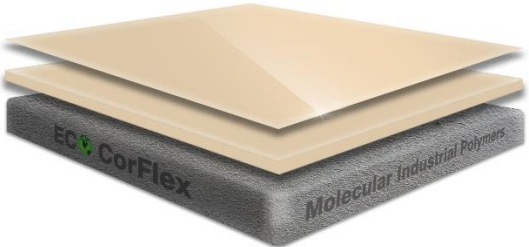

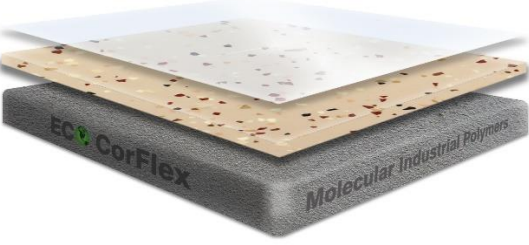
**FIGURE 1:
THIN FULL-CHIP
“1-DAY” COATING
SYSTEM**



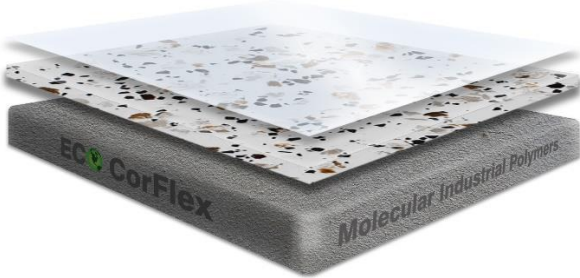
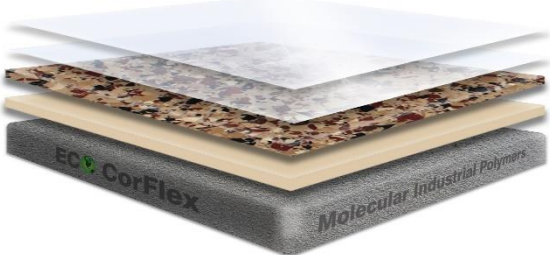
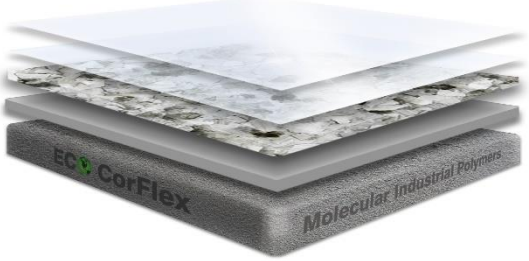
**FIGURE 2:
OUR THICK FULL-CHIP
COATING SYSTEM**



OVERVIEW OF GFC COATING SYSTEMS

Coating System Name	System Description	Coating System Illustration
Classic	<p>The Classic Coating System is a solid (“seamless”) system consisting of a primer coat and color coat. No chips are broadcast into the color coat and a final clear coat may or may not be applied (depending upon locale and need for chemical and UV protection).</p> <p>All anti-skid types may be used; however, with Classic Systems, all anti-skid types are highly visible.</p>	
Deluxe	<p>The Deluxe Coating System is a simple, low cost, partial-chip coating system consisting of a primer coat and a color coat into which small PVA chips (or a mix of 75% small: 25% large PVA chips) are broadcast in a light to medium spread pattern. No clear coat is applied to a Deluxe system.</p> <p>All anti-skid types may be used.</p>	
Premium	<p>The Premium Coating System is a partial-chip system consisting of a primer coat and color coat (or more often, a single, doubly-thick moisture-mitigating primer) into which small or any mix of small and large PVA chips (e.g., 75:25, 50:50) are broadcast in a medium to extra-heavy spread pattern. A single clear coat is then applied.</p> <p>All anti-skid types may be used.</p>	

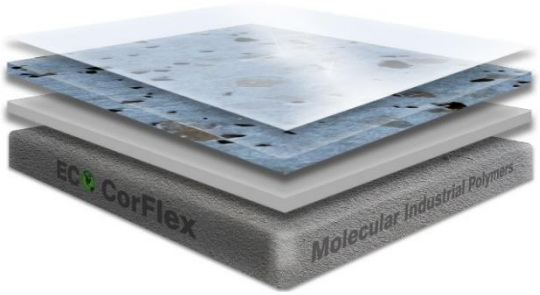
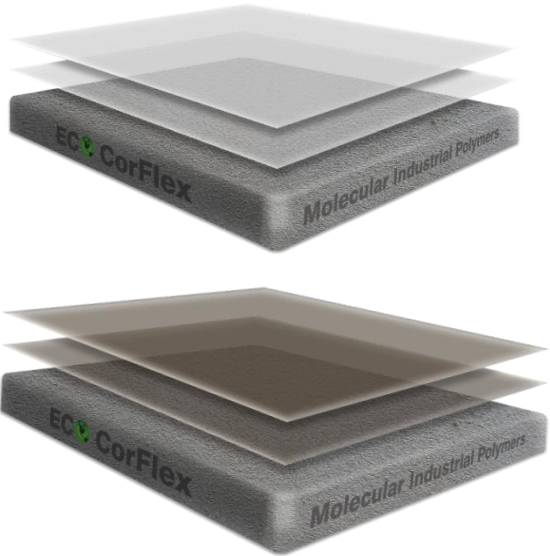
OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration
Stone Silicate & Diamond Effects	<p>Stone Silicate & Diamond Effects Coating Systems are partial-chip systems consisting of a primer coat and color coat (or more often, a single, doubly-thick moisture-mitigating primer) into which a blend of mica and PVA chips are broadcast in a heavy to extra-heavy spread. A single clear coat is applied. All anti-skid types are used.</p> <p>The Stone Silicate system uses a 10% small PVA (black only or black & white), 90% mica chip blend, while the Diamond Effects system uses a 40% 50:50 small and large PVA, 60% mica chip blend.</p>	
Ultra	<p>The Ultra Coating System is a full-chip system consisting of a primer coat and color coat (or more often, a single, doubly-thick moisture-mitigating primer) into which small, large, or any mix of small and large PVA chips (e.g., 75:25, 50:50) are broadcast in a full chip spread. Two clear coats are then applied.</p> <p>All anti-skid types may be used.</p>	
Artisan Collection	<p>The Artisan Collection Coating System is a full-chip system consisting of a primer coat and color coat (or more often, a single, doubly-thick moisture-mitigating primer) into which combination of ultrafine and oversized PVA chips are broadcast in a full chip spread. This system simulates the aesthetics of exposed aggregate in polished concrete. Two clear coats are then applied.</p> <p>Not for heavily damaged concrete.</p>	

OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration
Earth Effects	<p>The Earth Effects Coating System is a full-chip mica media system consisting of a primer coat and a color coat (or more often, a single, doubly-thick moisture-mitigating primer) into which a blend of “weighted” mica and PVA chips are broadcast in a full chip spread. Two clear coats are subsequently applied.</p> <p>All anti-skid types may be used.</p>	
Bagari SE & Vintage Mica	<p>Bagari SE and Vintage Mica Coating Systems are full-chip mica media systems consisting of a primer coat and solid color coat (or single, doubly-thick moisture-mitigating primer) into which a blend of “weighted” mica and PVA chips are broadcast in a full chip spread. Two clear coats are applied.</p> <p>All anti-skid types may be used.</p>	
Liquid Art	<p>Liquid Art Coating Systems are for interior applications only and consist of a primer coat and metallic color coat into which denatured alcohol is sprayed (although other techniques may be used to disperse the metallics) to produce a design. The metallic color coat is topped with a single clear coat. No chips are broadcast into Liquid Art coating systems.</p> <p>Anti-skid is not recommended unless the installation locale necessitates.</p>	

OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration
<p>Liquid Minerals</p>	<p>The Liquid Minerals coating system is for interior applications only including garages (but the applied coating must not extend beyond the garage door line). This system consists of a primer coat and metallic color coat into which denatured alcohol is sprayed (or other method of dispersing the metallics) to produce a design. A blend of 10% PVA:90% mica chips are broadcast into the metallic color coat in a heavy to extra-heavy spread. A single clear coat is then applied.</p> <p>All anti-skid types may be used</p>	
<p>Clear Sealing & Staining with Poly Enhance</p>	<p>Clear coating for exterior applications only. Used to clear seal and protect concrete, colored or stamped concrete, paver stone, brick, and exposed aggregate. Clear sealers must not be applied to natural stone (e.g., slate or flagstone). Consists of two or more coats of Poly Enhance.</p> <p>Staining of exterior substrates only where a customer requests (i) a substrate of a specific color, or (ii) restoration of a weathered or “faded” substrate. Used to stain and protect concrete, including colored or stamped concrete, paver stone, brick, and exposed aggregate. Stains must not be applied to natural stone (e.g., slate or flagstone). Consists of two or more coats of Poly Enhance into which a pigment is added.</p>	

CONTACT US

If you any questions relating to the startup of your dealership, please email us at salesleads@garagefloorcoating.com or contact us directly at our corporate headquarters in Phoenix at **1-877-324-2628**.

Please visit our website, www.garagefloorcoating.com, to learn more about our company, our products, and our services.