



# DEALERSHIP MANUAL

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Date of First Issuance: July 10, 2020

Revision Date (Rev 03): August 05, 2022

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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 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 style.

## COMPANY OVERVIEW

### Our History

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

In 1999, these revolutionary coating products, systems and techniques formed the foundation of a new company, GarageFloorCoating.com (GFC), and permitted GFC to expand beyond residential installations into the commercial realm. In 2006, GFC expanded by opening its first franchise in Dallas, Texas, and by 2013, had affiliations with more than 30 dealerships and franchisees across the US and Canada.

Currently, GFC is licensed and certified in residential and commercial concrete, licensed and certified in residential and commercial specialty floor coatings, firm-certified by the Environmental Protection Agency, and has earned an A+ rating with the **Better Business Bureau (BBB)** based on exceptional customer service. In addition, Rob is certified by **The Society for Protective Coatings (SSPC)**, the leading source of information on surface preparation, coating selection, coating application, environmental regulations and health and safety issues. As part of its commitment to quality and continuous improvement, GFC implemented a quality management system (QMS) and is currently **ISO 9001:2015 certified**. All processes involved in the estimation, preparation and installation of GFC coating systems and customer communication are standardized in the form of written standard operating procedures.

To this day, Rob remains personally involved in the ongoing design and development of new and improved coating products, improved installation equipment and techniques, and 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 pledge is to establish long lasting relationships with our customers (including our dealers and franchisees) by exceeding their expectations and gaining trust through exceptional performance by every member of the GFC installation and operational teams.*

## Our Vision and Core Values

Our vision is to be recognized and respected as the premier coatings system 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., SOPs; electronic coatings calculator; and for a monthly cost, mobile jobsite evaluation and estimation tool, CRM, etc.), quality proprietary coating products and systems, and 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. Our Representative is experienced and specially trained to act as mentor and coach. He is available to answer technical questions, organize additional training if need be, and provide a host of other support services.

## BACKGROUND OF GFC

GFC is an Arizona Corporation formed in October 2006, that operates under the names [Garage Floor Coating Franchise System, Inc.](#) (GFC), [Garage Floor Coating](#), [GarageFloorCoating.com](#) and [Eco CorFlex](#).

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. A new forecast suggests that the North American concrete floor coatings market is expected to reach \$546.8 million by 2023. Transparency Market Research stated that the market, valued at \$325 million in 2014, will grow at a compound rate of 6.0% from 2015 through 2023.

In terms of demand, epoxy, polyurethane, polyurea-polyaspartic based concrete floor coatings were the dominant product in North America accounting for a 55% share in 2014. This demand is expected to witness robust growth in the near future due to easy availability and low cost. GFC was launched to give itself and its dealers and franchisees the opportunity to be a part of this growing industry.

Epoxy-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-five (25) years of experience
- Extensive in-house and ongoing field training and support
- Fast learning curve with no prior coatings experience necessary
- Fully electronic and proprietary written standard operating procedures (SOPs) that detail installation steps for each GFC coating system
- Mobile “Electronic Coatings Calculator” App to ensure precise product quantity usage
- Microsite, landing page, social media and SEO development assistance
- 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 *	Position Title	Work Experience & Responsibility
Robert Hanson	President/CEO	Rob is the President/CEO and founder of GFC and has been so for over 25 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 *	Position 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 is your <b>main contact when placing orders for product, equipment and sundries</b> . 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 15 years (2006) and is responsible for coordinating office activities including the provision of local customer support, local project scheduling, and communications with the corporate field crews. She is also primarily responsible for <b>distributing incoming leads to dealers</b> . Along with Joyce, Jen assists Rob Hanson, our Support Representative, in supporting dealers during business startup.

## 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 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 coating systems that provide the highest profit potential (~3 to 4 coating systems). 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 minimum of two confirmed contracts (not exceeding 1600 sq ft combined) have been confirmed and scheduled by the Franchisee
- All necessary product, equipment and supplies are purchased, readied and available at the dealer’s location



### **“Re-Fresher” and Additional Training**

In addition, 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.

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.

### **Microsite and Landing Page**

Shortly after you return from “Coatings College” training as a new GFC dealer, your GFC microsite (your stand-alone website) 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’ e.g., Facebook, Google My Business 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:** 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.



**Standard Operating Procedures (SOPs):** Over 20 SOPs are available to the dealer in Google Drive. These SOPs are a collection of detailed step-by-step instructions pertaining to health and safety, jobsite evaluation and estimation, jobsite arrival and departure, concrete preparation, and installation of GFC's many coating systems. Each SOP contains important "Notes" and "Cautions" that help dealers avoid the many potential pitfalls associated with coatings installation.

**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](http://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

So who should you contact if you have any questions pertaining to the use of the Electronic Coatings Calculator, questions pertaining to installation SOPs, 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 GFC. 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 by GFC 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. Add to that the administrative and technical know-how required to manage customer leads, schedule projects, manage field crews, prepare substrates, and properly install the various proprietary floor coating systems...and it can quickly become overwhelming. GFC offers a **multi-tiered approach** to ease this learning curve.

- First, our **multi-day training programs**, “Coatings College” and “On-Site Training”, 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.).
- Second, we provide the 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, Dealer & Franchisee Store).

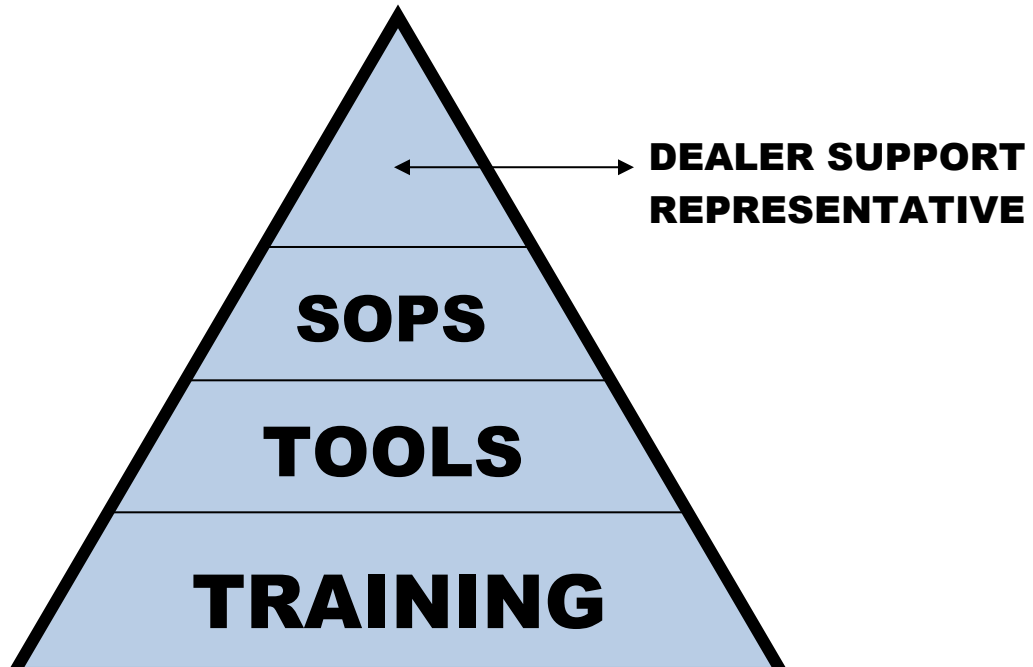


Figure 1: GFC' Multi-Tier Dealership Support Pyramid

- A third support tier is our written “**standard operating procedures**” (“SOPs” for short) to which all dealers are provided access. Multiple SOPs are available in Google Drive. They are a collection of detailed step-by-step instructions pertaining to health and safety, jobsite estimation, jobsite arrival and departure, concrete preparation, and installation of the GFC coating systems (Classic, Deluxe, Premium, Ultra, Earth Effects, Bagari SE, Vintage Mica, Liquid Art, Stone Silicate, Diamond Effects, Liquid Minerals and Sealing & Concrete Staining coating systems). Each SOP contains important “**Notes**” and “**Cautions**” that help dealers avoid the many pitfalls associated with coatings installation.

Listed below are the SOPs available in Google Drive:

**SOP Numbers, Titles and Content**

SOP No.	SOP Title	Description of Contents
GFC-015	Health & Safety	This SOP describes the applicable health and safety standards, personal protective equipment, PPE training requirements, hazardous materials, the handling of work-related injuries and illnesses, and incident reporting, among other topics.
GFC-017	Respiratory Protection Program	This SOP is written for field crew members required to wear half- or full mask respirators. Following the requirements of the Respiratory Protection Standard, this SOP describes workplace hazards, respiratory mask selection and fit testing, the medical questionnaire, and respirator maintenance and training.
GFC-101	Handling & Routing Lead Calls	This SOP describes the procedure for the handling and routing of customer call leads.
GFC-102	Project Evaluation and Estimation	This SOP is written for estimators responsible for the quoting (‘estimating’) of potential projects. It describes the process of initiating customer contact, scheduling and preparing for “live” evaluations and estimates, and the process of executing live evaluations and estimations at a customer’s jobsite.
GFC-103	Project Scheduling	This SOP describes the procedures pertaining to the scheduling of projects (i.e., coating system installations and repairs).
GFC-104	Customer Communication	This SOP describes the procedures pertaining to customer communications with emphasis on scheduled customer calls that are placed immediately prior to, during, and subsequent to installation of a coating system (“Calling Protocols”).
GFC-105	Jobsite Arrival and Departure Protocols	This SOP describes the field crew responsibilities when arriving at and departing from customer jobsites.
GFC-106	Concrete Preparation	This SOP describes the procedures pertaining to the preparation of concrete prior to the installation of a coating system. Also detailed is the process for assessing the jobsite location and existing coating type, and describes both diamond grinding and acid-washing processes in detail.

## SOP Numbers, Titles and Content (Cont'd)

SOP No.	SOP Title	Description of Contents
GFC-107	Installation of a Classic Coating System	This SOP describes the properties, preparation and installation procedures for <i>Classic</i> coating systems.
GFC-108	Installation of a Deluxe Coating System	This SOP describes the properties, preparation and installation procedures for <i>Deluxe</i> coating systems.
GFC-109	Installation of a Premium Level I Coating System	This SOP describes the properties, preparation and installation procedures for <i>Premium Level 1</i> coating systems.
GFC-111	Installation of an Ultra Coating System	This SOP describes the properties, preparation and installation procedures for <i>Ultra</i> coating systems.
GFC-112	Installation of Earth Effects, Bagari SE and Vintage Mica Coating System	This SOP describes the properties, preparation and installation procedures for <i>Earth Effects</i> , Bagari SE and Vintage Mica coating systems.
GFC-113	Installation of a Liquid Art Coating System	This SOP describes the properties, preparation and installation procedures for <i>Liquid Art</i> coating systems.
GFC-114	Miscellaneous Techniques	This SOP describes the procedures for joint repairs, cove base installations, major repairs, solvent selection, chip blower and hopper gun use, potential weather-based issues, etc.
GFC-115	Installation of ZYCRETE PMC	This SOP describes the process by which ZYCrete polymer-modified cement products (PMC-120, PMC-60 & PMC-50) are installed.
GFC-117	Installation of a Stone Silicate / Diamond Effects Coating System	This SOP is written for field crew members responsible for the installation of a <i>Stone Silicate</i> coating system. It describes the properties, preparation and installation procedures for <i>Stone Silicate and Diamond Effects</i> coating systems.
GFC-118	Installation of a Liquid Minerals Coating System	This SOP describes the properties, preparation and installation procedures for <i>Liquid Minerals</i> coating systems.
GFC-119	Leads Handling in Zoho	This SOP describes the process for using the web-based application called Zoho CRM Professional.
GFC-120	Installation of Clear Sealing & Concrete Staining Coating Systems	This SOP describes the properties, preparation and detailed decision-making processes and installation procedures for <i>Clear Sealing or Concrete Staining</i> coating systems using Poly Enhance.

- 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, support pertaining to our SOPs....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 using so-called “**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”; 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 Polymers are an example of this epoxy type.**

- *DIY Epoxies:* DIY epoxies are designed for the amateur applicator. These 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 high grade industrial epoxies! DIY epoxies have additional limitations...they “chalk”, “amber”, or “fade” if exposed to UV light (the sun!) and are susceptible to staining and tire lift. So applying this product to an exposed driveway or patio, for example, could be disastrous. GFC will never stock or use DIY epoxies...these products are left to the amateurs.
- *Hydro Epoxies:* Two-component hydro epoxies are also used as “primer coats”. They have similar limitations to the 100% solids epoxy but have a lower solids content (in the ~70% range). 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 in lieu of a hydro epoxy on flooring with high moisture content would be grave mistake. **GFC’s clear and pigmented Hydro Polymers are an example of this epoxy type.**

## 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 is an example of a polyurethane product.**



## 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 permit 1-day application 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!**). 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 coatings 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 3 categories:

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

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 12 different coating systems, including the:

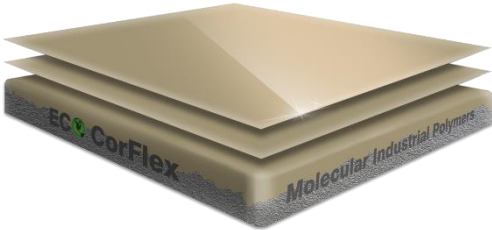

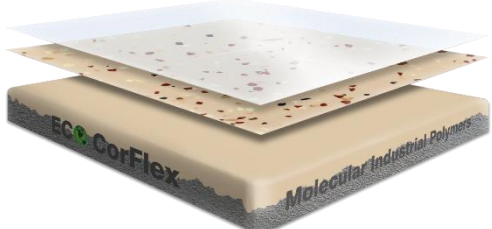
- **Classic** – solid color
- **Deluxe** – partially chipped with PVA
- **Premium** – partially chipped with PVA
- **Ultra** – fully chipped with PVA
- **Earth Effects** – fully chipped with a PVA and “clean” mica blend
- **Bagari SE** – fully chipped with a PVA and “clean” proprietary mica blend
- **Vintage Mica** – fully chipped with a PVA and “clean” proprietary mica blend
- **Stone Silicate** – partially chipped with a PVA and mica blend
- **Diamond Effects** - partially chipped with a PVA and 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

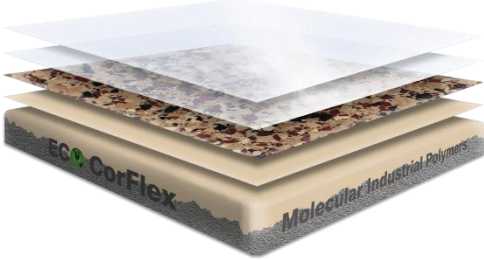
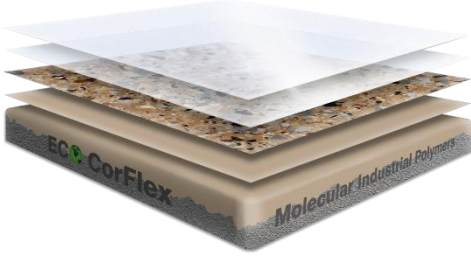
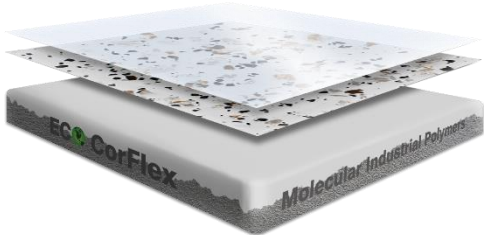
Each coating system is available in a multitude of colors and chip spreads (if applicable). In this regard, GFC offers “**Sample Books**” for each coating system in its **GFC Store** (to which each dealer is provided access). These are the sample books shown to customers as part of the jobsite evaluation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

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

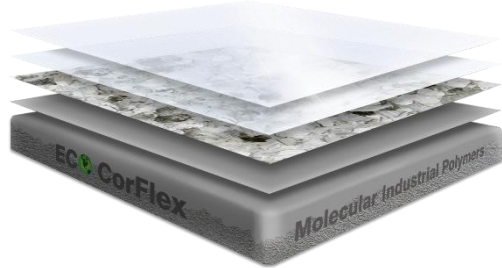
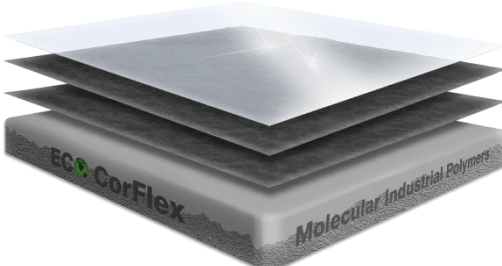
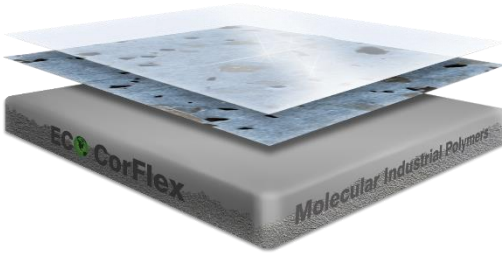
## OVERVIEW OF GFC COATING SYSTEMS

Coating System Name	System Description	Coating System Illustration	SOP No.
<b>Classic</b>	<p>The Classic Coating System is the most basic of systems consisting of a primer coat and <b>color coat</b>. <b>No chips are broadcast</b> in the color coat and a <b>clear coat may or may not be applied</b> (depending upon locale and need for chemical and UV protection).</p> <p>All anti-skid types may be used; however, with Classic Systems, <b>all anti-skid types are highly visible</b>.</p>		GFC-107
<b>Deluxe</b>	<p>The Deluxe Coating System is the simplest coating system (and least costly) consisting of a primer coat and a color coat into which <b>small PVA chips</b> (or a mix of 75% small: 25% large PVA chips) are broadcast in a <b>light to medium spread pattern</b>.</p> <p><b>No clear coat</b> is applied. All anti-skid types may be used.</p>		GFC-108
<b>Premium</b>	<p>The Premium Coating System consists of a primer coat and a color coat into which small or any mix of <b>small and large PVA chips</b> (e.g., 75:25, 50:50) are broadcast in a <b>medium to extra-heavy spread</b>.</p> <p>A <b>single clear coat</b> is then applied. All anti-skid types may be used.</p>		GFC-109

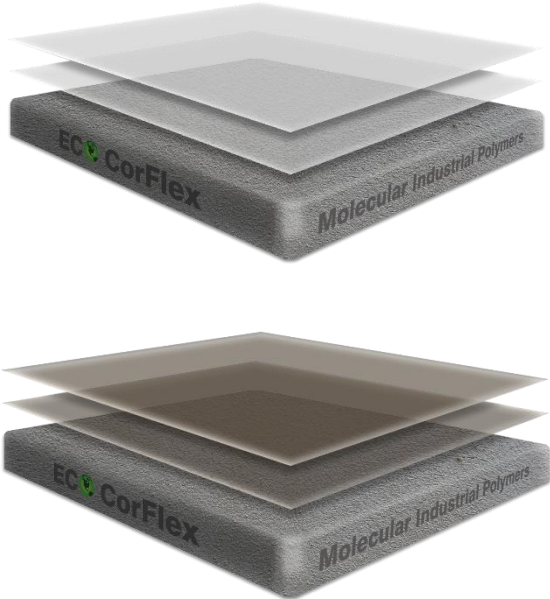
## OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration	SOP No.
<b>Ultra</b>	<p>The Ultra Coating System consists of a primer coat and a color coat into which small, large, or any mix of <b>small and large PVA chips</b> (e.g., 75:25, 50:50) are broadcast in a “full chip” spread.</p> <p><b>Two clear coats</b> are then applied. All anti-skid types may be used.</p>		GFC-111
<b>Earth Effects</b>	<p>The Earth Effects coating system consists of a primer coat and a color coat into which a <b>proprietary blend of “weighted” mica and PVA chips</b> are broadcast in a “full chip” spread.</p> <p>A minimum of <b>two clear coats</b> are subsequently applied. All anti-skid types may be used.</p>		GFC-112
<b>Stone Silicate &amp; Diamond Effects</b>	<p>Stone Silicate and Diamond Effects coating systems consist of a base coat of solid color into which a blend of <b>mica and PVA chips</b> are broadcast in a <b>heavy to extra-heavy</b> spread. A single clear coat is applied. All anti-skid types are used.</p> <p>The Stone Silicate system uses a <b>10% small PVA (black only or black &amp; white), 90% mica chip blend</b>, while the Diamond Effects system uses a <b>40% 50:50 small and large PVA, 60% mica chip blend</b></p>		GFC-117

## OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration	SOP No. <sup>(1)</sup>
<b>Bagari SE &amp; Vintage Mica</b>	<p>Bagari SE and Vintage Mica coating systems consist of a primer coat and solid color coat into which a <b>pre-mixed blend of PVA and proprietary “weighted” mica are broadcast in a “full chip” spread.</b></p> <p>One to two clear coats are subsequently applied. All anti-skid types may be used.</p>		GFC-121
<b>Liquid Art</b>	<p>Liquid Art Coating Systems are for <b>interior applications only</b> and consist of a primer, base and <b>metallic color coats into which one of a series of possible “effects” are applied</b> to produce a unique design. The metallic color coat is topped with a single protective clear coat. No chips are broadcast into <i>Liquid Art</i> coating systems.</p> <p><b>Anti-skid is not recommended</b> unless the installation locale necessitates.</p>		GFC-113
<b>Liquid Minerals</b>	<p>The Liquid Minerals coating system is for <b>interior applications only</b> including garages (but the applied coating must not extend beyond the garage door line). This system consists of a primer and <b>metallic color coat into which one of a series of possible “effects” are applied</b> to produce an “effect” A blend of <b>10% PVA:90% mica chips</b> are then broadcast into the metallic color coat in a heavy to extra-heavy spread.</p> <p>A <b>single clear coat</b> is applied. All anti-skid types may be used</p>		GFC-118

### OVERVIEW OF GFC COATING SYSTEMS (CONT'D)

Coating System Name	System Description	Coating System Illustration	SOP No. <sup>(1)</sup>
<p><b>Clear Sealing &amp; Staining with Poly Enhance</b></p>	<p>Clear coating for <b>exterior applications only</b>. 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 <b>exterior substrates only</b> 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>		<p>GFC-120</p>

## CONTACT US

If you any questions relating to the startup of your dealership, please email us at [salesleads@garagefloorcoating.com](mailto: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](http://www.garagefloorcoating.com), to learn more about our company, our products, and our services.