

Still The Best Because It Lasts



Proof Positive: Fifty (50) Masonry Stain Jobs That Stood the Test of Time

- Never Traps Water
- Will Not Fade
- * Cannot Peel or Crack
- * Becomes One With The Masonry



1625 Miami St., South Bend, IN 46613
888-698-8705, fax 574-234-2240
www.masonrycosmetics.com



© 2011 ALL RIGHTS RESERVED

TABLE OF CONTENTS

- Choosing The Best System.....pg 3
- 10 Jobs Twenty years old.....pg 4
- 20 Jobs Fifteen years old.....pg 6
- 20 Jobs Ten years old.....pg 10
- About Us.....pg 13
- Notable Jobs.....pg 14
- Still The Best-Because it Lasts.....pg 16
- Brick Staining 101.....pg 26

Another Masonry Cosmetics
Curb Appeal Makeover





CHOOSING A LONG LASTING STAIN SYSTEM

Masonry Cosmetics' System

Our stain is among the longest-lasting available. Completely absorbed into the surface of the masonry, this stain simply cannot peel or crack, nor can it trap water that can damage masonry by repeatedly freezing and thawing. Laboratory tests show that the color will not fade even after decades of simulated weathering. Our product performs beautifully in the field, retaining the original superb appearance after 10, 15 or even 20 years of actual weathering. Performance in the field, over time, is one of our best tests.

Make Sure Your Color Lasts

It seems, however, that every stain company makes the same or similar claims.

No one advertises: *Expect Peeling and Cracking in 3 or 5 years*
Colors will begin to Fade in 3 or 4 years

Nevertheless, we have seen masonry staining companies buying and using paint. We have seen jobs marred by early peeling and fading. Time after time, we find our product listed in architectural specifications along with products that do not perform as well as ours.

What Systems are Best?

For years we have pointed to the results of our laboratory tests as proof that our color lasts for decades. Now we offer more and more convincing evidence: fifty (50) of our jobs that have performed beautifully after 10, 15 or even 20 years in the field. Fifty jobs that you can visit to verify with your own eyes that our product does not peel, crack or fade. Fifty jobs that should set the standard for masonry staining.

In the Winter of 2013-14, we set out to compare our work with that of the three major stain companies operating in Illinois, Indiana, Kentucky, Michigan, Ohio, Pennsylvania and Wisconsin. We asked each firm to identify a few examples of its oldest and best work. None would. One cited concerns about our methodology, another claimed to fear antitrust litigation, and the third simply ignored us. Could they have identified dozens of jobs that have held up beautifully for 10, 15 or 20 years? We do not know. (More on this to come.)

Protect Your Masonry with the Right Product

Using the wrong product can be a costly error with lasting consequences. Removing peeling or cracking colorant without damaging the masonry and surrounding area can be expensive and time-consuming. Removing a faded product that has bonded to the masonry can be impossible. Sometimes Masonry Cosmetics can help, but at other times the faded stain still leaves a residue behind that interferes with the masonry's ability to absorb our product.

Masonry is among the longest-lasting of building materials. Protect your investment. Ask your stain company for a list of its longest-lasting jobs with the year of completion and the location of each. Make sure the jobs haven't faded, peeled or cracked. Ask yourself, "Does it look anything like it did or should have looked when it was first stained?"

Our list is already in your hand—the best resume a stain company can offer—and we can easily supply you with an additional 50 jobs. Masonry Cosmetics Inc. is Still The Best, and now you have the proof.

10 Jobs Over Twenty Years Old

1. Canton High Rise, Westland, MI—1989
2. Bank, Mundelein, IL—1988
3. Good Samaritan Hospital, Vincennes, IN—1989
4. Military Food Distribution Center, Evansville, IN—1988
5. Post Office, Covington, KY—1988
6. First America Bank & Downtown Parking Garage, Midland, MI—1992
7. Office Building, Rockford, MI—1991
8. MSU Eustace Hall, East Lansing, MI 1994
9. Schaum Musical School, Mequon, WI—1994
10. Epiphany Lutheran Church, Elmhurst, IL—1989



A great color match then that still looks great today.

Bank, Mundelein, IL—1988

Two different runs of brick were shipped to this job. Masonry Cosmetics Inc. was brought in to make the brick match. Still looks great after 26 years.

FUN FACT:

Did you know...Rick was a foreman working at the Glen-Gery Caledonia Brick Plant before starting Masonry Cosmetics Inc?

NOTE: addresses will be gladly given upon request. We would like to check with the owners before sending to you.



10 Jobs Over Twenty Years Old

**Military Food Distribution Center,
Evansville, IN—1988**



Great color even 26 years later.

**US Post Office,
Covington, KY—1988**



NOTE: Masonry Cosmetics Inc. color corrected the light, off-colored brick throughout the building by darkening them to match within the color range of the brick.



A match that still looks great today.

**Canton High Rise,
Westland, MI—1989**

No peeling, cracking or fading after 25 years.



20 Jobs Over Fifteen Years Old

1. Church, Angola, IN—1999
2. Hotel, Battle Creek, MI—1999
3. Urbana College, Urbana, OH—1998
4. Hotel, Grand Rapids, MI—1997
5. St. Francis Church, Holland, MI—1997
6. Saranac High School, Saranac, MI—1997
7. Police Station, Auburn, IN—1999
8. Somerset Mall, Troy, MI—1997
9. Church, Hilliard, OH—1999
10. Kroger's, Columbus, OH—1998
11. Ohio State Bar Association, Columbus, OH—1995
12. Crowne Center Plaza, Columbus, OH—1997
13. St. Elizabeth Hospital, Dayton, OH—1997
14. Residence, Chicago, IL—1997
15. Office Building, Aurora, OH—1997
16. Library, Grand Rapids, MI—1996
17. Wishard Hospital, Indianapolis, IN—1996
18. Corporate Office, Wyomissing, PA—1998
19. Youngstown State University Cafeteria, OH— 1995
20. Residence, Sterling Heights, MI—1997

**Library,
Grand Rapids, MI—1996**



BEFORE



2014

**Youngstown State
University, OH—1995**

NOTE: An off-colored band of brick was an eye sore from the highway; we color corrected it 19 years ago and it still looks great .



BEFORE



2014

20 Jobs Over Fifteen Years Old



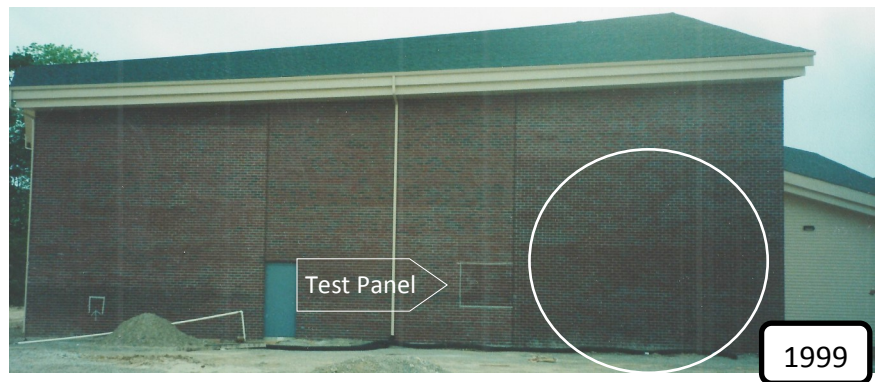
**Church,
Angola, IN—1999**

NOTE: The picture below is before staining with the test panel taped off. We color corrected the majority of the wall to match the area circled. Still looks great 15 years later.

Rich, vibrant color for over 15 years.

**Crowne Center Plaza,
Columbus, OH—1997**

NOTE: The light brick band was color corrected 17 years ago and the staining looks as good as it did the day we applied it .





20 Jobs Over Fifteen Years Old



**Residence,
Sterling Heights, MI—1997**

Here is an example of a dark area of brick lightened by our process.



17 years later and no peeling, fading or cracking.

**Hotel,
Grand Rapids, MI—1997**



AFTER

1997



DURING

1997

In 1997, we added and subtracted some Dark Reddish Orange shades for a better, over-all blend to the wall. Still looks great after 17 years.



BEFORE

1997



Award Winning



2014

**Eau Clair Middle School,
Eau Claire, MI—2001**



BEFORE

**Office building,
South Bend, IN—2002**

**Winners of the 2001 &
2002 Michiana Area
Construction Industry
Advancement Fund's
*Excellence in Construction
Awards***



2014



2014



DURING



BEFORE

**Masonry
Cosmetics,
Inc.**

© 2013 ALL RIGHTS RESERVED

20 Jobs Over Ten Years Old

1. Bed Bath & Beyond, Pickering, OH—2001
2. Blanchard Valley Hospital, Findlay, OH—2001
3. Toyota, Blue Ash, OH—2003
4. St. Clair High School, St. Clair, MI—1998
5. Chamber of Commerce, Hammond, IN—2001
6. Holy Trinity Catholic Church, Comstock Park, MI—2000
7. Forest Hills High School, Grand Rapids, MI—2001
8. Calvary Baptist Church, Holland, MI—2001
9. WMU Student Rec Center, Kalamazoo, MI—2001
10. Grand Valley State, Grand Rapids, MI—2000
11. Calvin College, Grand Rapids, MI—2002
12. Coit Elementary, Grand Rapids, MI—2002
13. Office Building, South Bend, IN—2002 Award Winning
14. Eau Clair High School, Eau Clair, MI—2001 Award Winning
15. Meridian Mall, Okemos, MI—2001
16. Residence, Hilliard, OH—2003
17. MSU Olds Hall, East Lansing, MI—2001
18. Detroit College of Law, Dearborn, MI—2000
19. Dick & Sandy Dauch Scout Center, Detroit, MI—2002
20. Continental High School, Continental, OH—2003

FUN FACT:

Did you know...Don was a Brick Sprayman and then became a Glaze Foreman where he learned a lot about coating brick?



**WMU Student
Rec Center
Kalamazoo, MI
2001**



20 Jobs Over Ten Years Old

Residence Hilliard, OH—2003

NOTE: No peel, fading or cracking after 11 years.



Bed, Bath & Beyond Pickerington, OH—2001

NOTE: Our color specialist technicians stained the columns to closely resemble the main wall 13 years ago.

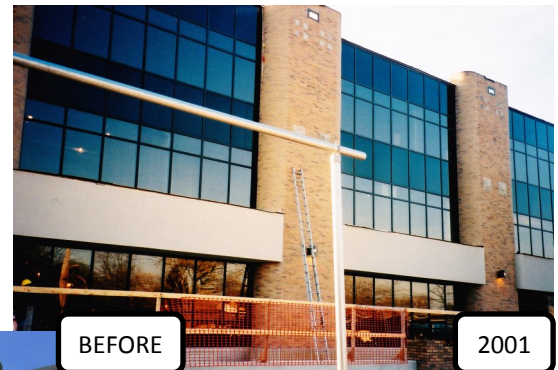


20 Jobs Over Ten Years Old



**Blanchard Valley Hospital
Findlay, OH—2001**

In 2001, we were hired to color correct the radial brick shapes on the street –side (only) of the hospital to match brick that were no longer made. Today it looks just as good as when we left 13 years ago.



FUN FACT:

Did you know....Shawn, one of Masonry Cosmetics Inc.'s foreman, started working for us in 1998 ?



ABOUT US

The personnel of Masonry Cosmetics Inc. have been color correcting masonry of all types for various manufacturers and distributors for 28 years using our proprietary system. Our Color Enhancement System combines 80 to 100 mesh mineral oxide pigments, a proprietary bonding agent and an environmentally safe carrier to create a slurry that absorbs into the structure of the brick and permanently bonds with the clay substrate. Once applied, the pigment and the bonding agent chemically attach themselves to the masonry pores. Because the oxide's molecules are smaller than the pores, they do not impede evaporation of water from the unit. These physical properties render the application permanent while not altering the pore structure, therefore the durability of the brick.

Once dried, the bonding agent does not seal the brick, leave a film, fade, peel or crack.

LONG LASTING & LAB TESTED

Masonry Cosmetics Inc. has also been implementing this color enhancement process system in the field for over 28 years. It has been tested in an independent, nationally recognized laboratory to exceed 40 years of weathering with no sign of any fail point.

BEFORE



Here is a great example of a fireplace make-over our color technicians created.



AFTER

Thank you,

Rick Conner
Don Foster



FAMILY OWNED

Masonry Cosmetics Inc. is owned and operated by Rick Conner and Don Foster who bring a combined 56 years of experience in the brick industry, from manufacturing to architectural sales. We manufacture our proprietary, one-of-a-kind system; we are a full service company that travels throughout the United States and has a full line of do-it-yourself kits that are sold throughout the United States and now have gone international. Our product bonds well with any masonry product that has absorption: Brick, Block, Mortar, Manufactured Stone, Natural Stone, Cast Stone & Limestone, just to name a few.

FOR YOUR PROTECTION

Our company carries a five-million-dollar general liability insurance policy to protect your company and/or the building owners as well as workers compensation insurance, commercial auto insurance, etc.

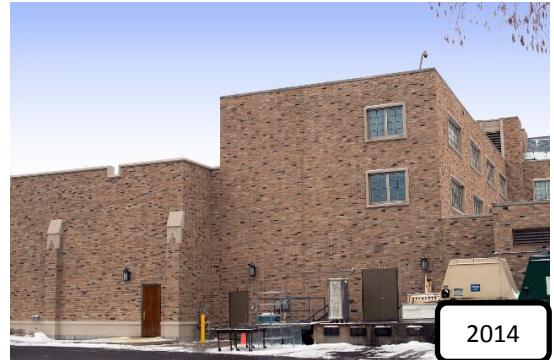
Please feel free to contact us with any ideas or questions that you might have. We are always looking for ways that we can help improve our industry.

Notable Jobs



2014

**University of Notre Dame,
Morris Inn, Notre Dame, IN**



2014

**Winner of the 2013 Michiana
Area Construction Industry
Advancement Fund's
Excellence in Construction
Award**

**Central DuPage Hospital,
Winfield, IL**

Watch for an Upcoming
Attraction on this job.



2014



2014

**Kingsford Heights Elementary,
LaPorte, IN**



Notable Jobs

**Model Elementary,
Goshen, IN**



**Helms Masonry,
Grand Rapids, MI—1991**

NOTE: The radial shapes around the entrance were stained in 1991 and as always, Still The Best.



Over 23 years and no sign of fading.



**University of Notre Dame,
Power House, Notre Dame, IN**



STILL THE BEST-BECAUSE IT LASTS

Great Color That Lasts

We believe Masonry Cosmetics Inc. offers the best masonry stains on the market. Because they are translucent and completely absorbed, our stains preserve the natural variation in tone as well as the natural texture of the pre-existing masonry. They never produce an unnatural shine. We can mix them to match a single shade expertly, or match or create complex patterns by applying different shades to different parts of a single brick or stone, or to different sets of bricks or stones within a single wall.

We also believe that we offer the longest lasting stains available. Because they are absorbed, our stains simply cannot peel or crack, nor can they trap water that can damage masonry by repeatedly freezing and thawing. Laboratory tests show that our color will not fade even after decades of simulated weathering. Even more important our product performs magnificently in the field—as illustrated by the 50 beautifully long-lasting staining jobs featured in this publication.

Our Products Are:

- Tested—Independent Laboratory tested to weather 40 + years with no signs of failure
- Successful—Our unique and proprietary process has been used in the field since 1988
- Breathable—Laboratory tested to prove our product does not seal or trap moisture
- Natural-looking—Does not leave a shine or look like paint
- Versatile—also works on Mortar, Block, Stone, etc.
- Abundant—Color choices are unlimited
- Environmentally Friendly—No harsh chemicals
- VOC free—No harsh fumes
- 100% American Manufactured and we offer Do-It-Yourself Kits

FUN FACT:

Did you know...Don started working at the Hanley Brick Plant located in Summerville, PA back in the early 80s?

What About Our Competitors?



This brick staining company was using paint from Lowe's and watering it down on a school in a different area that we were also working on.

At Masonry Cosmetics we like to say that "They are not us and We are not them." Time after time, we find our product listed in architectural specifications with products that do not perform as our does. Some cannot withstand the test of time. Some companies use latex or other paint products that can peel or crack. (One actually showed our foreman how they use paint from Lowe's and mix it with water to make it look more like stain.) We are not saying this product is bad, it is just not like our product and should not be in the same specifications with us.

