



## **NewLook Product History & Performance**

In today's decorative concrete market there are seemingly endless choices of products for the everyday contractor to choose from when it comes to color and design for concrete. Every type of product may have many different manufactures claiming they have the best system on the market. Sometimes these products are marketed and sold without proper discretion or adequate field testing which can have costly repercussions for contractors in the field who are liable for any failures.

Because of this, most educated contractors will gravitate to the most cost effective products that are easy to apply, have a long sales history and a proven track record. It is important to have confidence in the products your using when you have to stand behind your work.

I have used NEWLOOK products since 2003 and have watched the growth of the company until present. Over the years there have been many attempts by rival competitors who also saw the great potential and success in this specialty product that made futile attempts to copy the NewLook's formulas and sell them under a different name. Fortunately for NewLook these attempts to sell a knock-off product have had dismal results in product integrity and overall sales.

Being a recognized industry instructor and applicator for over the past decade, I have had the ability to apply, observe, and monitor the performance and longevity of NewLook first hand on many successful commercial and residential installations and have helped introduce contractors across the U.S. to NewLook with the same results.

The most unique selling feature of the product is its ability to appear like naturally colored concrete over time without any flaking or peeling

The application of the product itself is really quite fool proof. In my opinion, NewLook is one of the most forgiving products on the market. Its ease of jobsite preparation, application and any maintenance (or color repair) that may be required is unmatched in the industry. It solves a variety of concrete color issues for everyday concrete problems, as well as the ability to create limitless color design features and in today's economy it is usually the most cost effective choice for the everyday customer.

We always look forward to installing NewLook for our customers; we know there will be no call-backs or issues that cannot be easily remedied.

It is truly a unique, one of a kind, multi-faceted product and formula. And it's the only brand we will choose to purchase or support.

Sincerely,

Glen H. Roman  
STAINTEC