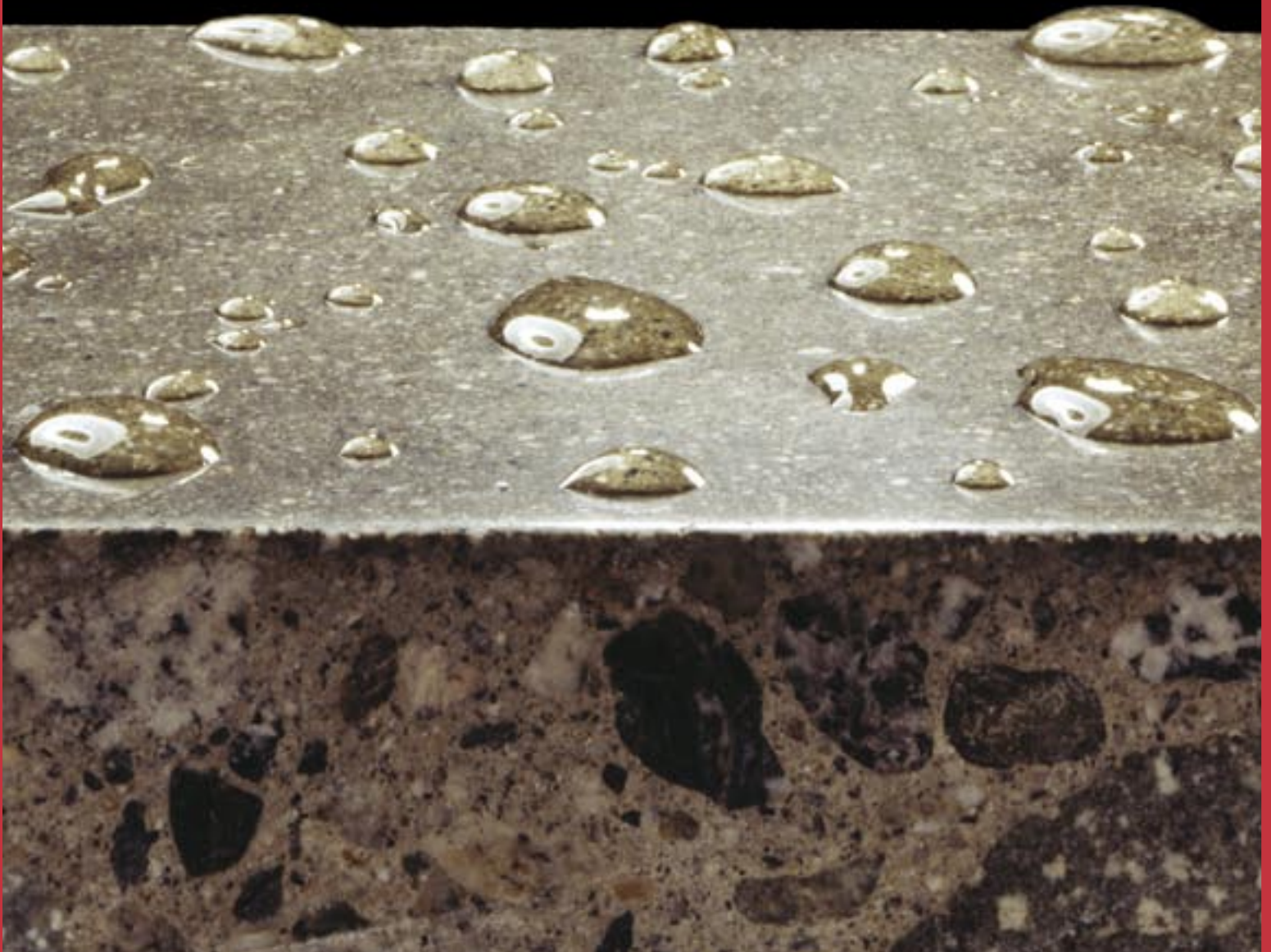


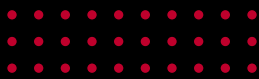
ASHFORD FORMULA™

THE FINAL TREATMENT FOR YOUR CONCRETE

the older it gets, the better you look.



Ashford Formula is a colorless, transparent liquid that penetrates concrete and masonry building materials, protecting, preserving, and strengthening them. It does this by effectively penetrating the surface and solidifying the components of the concrete into one solid mass. The effect is to increase density and toughen, harden and resist moisture for the life of the concrete.



**ASHFORD
FORMULA**
THE FINAL TREATMENT FOR YOUR CONCRETE

1 : SEALS



Ashford Formula seals portland cement based materials, concrete and other materials into a mass that is essentially solid, rather than the porous material that traditional concrete is on its own. Unlike film-forming surface treatments that peel away, the Ashford Formula eliminates the need for expensive reapplications by penetrating the concrete and closing the pores from within, converting the concrete into a solid densified mass. The Ashford Formula will inhibit the migration of water, oils, and other surface contaminants into the concrete.

2 : ABRASION RESISTANCE



The Ashford Formula makes concrete abrasion resistant. In fact, abrasion testing shows that an Ashford Formula treated floor will be 32% harder within the first 30 minutes of treatment. The treated concrete will continue to harden over time. The Ashford Formula also acts as a supplement to the surface and aggregate hardeners.

3 : CURES



Used as a curing agent, the Ashford Formula slows the outward migration of water from concrete. Its chemical reaction forms a densified barrier that reduces shrinkage, cracking and hairline checking.

4 : DUST PROOFS



Concrete naturally creates dust from efflorescence, which then settles on finished goods, racks and equipment. Ashford Formula combines with the concrete salts, becoming an integral part of the concrete and thus completely dust proofing the surface. This substantially reduces maintenance costs and protects sensitive equipment and finished manufactured products from dust particles.

5 : PERMANENT SHEEN

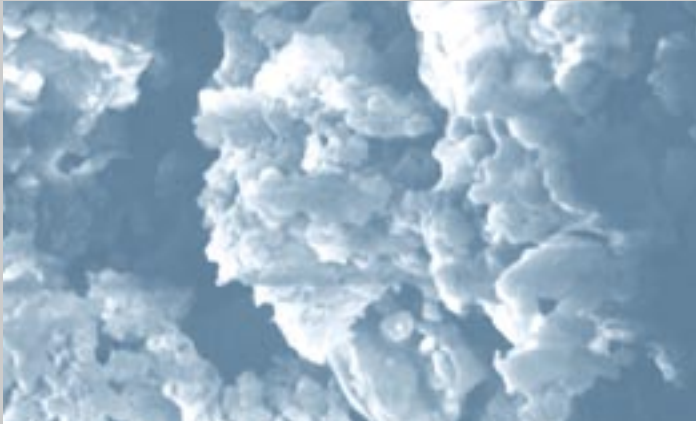


Over time, concrete treated with the Ashford Formula develops an attractive wax-like sheen. The more the floor is subjected to traffic and regular cleaning, the better it looks. Rather than eroding or wearing away, the concrete actually begins to self-polish under the abrasive action of traffic and cleaning.

6 : ELIMINATES HIGH MAINTENANCE COSTS

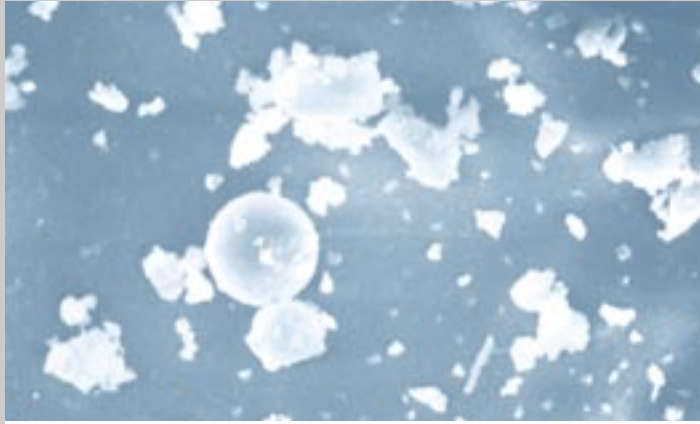


Within 6 to 12 months after being applied to steel-troweled surfaces, Ashford Formula develops a glossy, marble-like sheen that lasts the lifetime of your concrete. This eliminates the need for repeated applications of urethanes, waxes, acrylics and other expensive maintenance-intensive floor coatings. Because the Ashford Formula permanently seals concrete, foreign matter—including oil, alkalai, free lime, and traffic scum—cannot penetrate. Your concrete can be easily washed with a mop and soapy water or automatic scrubber.



UNTREATED CONCRETE, MAGNIFIED

The natural porosity leaves untreated concrete or masonry subject to penetration by moisture, oils, and other contaminants.



TREATED CONCRETE, MAGNIFIED

Ashford Formula reacts chemically with the concrete or masonry, binding it into a solid, dense mass which creates a permanent, effective seal.

ASHFORD FORMULA™

THE FINAL TREATMENT FOR YOUR CONCRETE

WARRANTY- Curecrete Distribution, Inc. stands behind the Ashford Formula with the longest warranty in the industry. Because the Ashford Formula has a successful track record going back to the 1940s, Curecrete Distribution has the confidence to back up the product. Nobody else has floors old enough to demonstrate that they can safely offer a long-term warranty. Floors treated over 50 years ago still look brand new despite such long-term wear.

for additional information on the Ashford Formula, go to www.ashfordformula.com

Then



Now



Casa de Cadillac treated their concrete floor with the Ashford Formula in 1949. The floor continues to perform and shine to this day. The cars have changed over time but the floor looks better than ever!

over two billion square feet...only the beginning

PROJECT LIST

WAREHOUSE/DISTRIBUTION CENTERS:

A.T. Plastics
Peachtree City, Georgia

Ameriserve Distribution
Shawnee, Kansas

Corporate Express
Kansas City, Missouri

LDS Print Shop & Distribution
Salt Lake City, Utah

Miller Brands of Phoenix
Phoenix, Arizona

Ray-O-Vac
Dixon, Illinois
560,000 sq. feet

Omega Industries
Elkhart, Indiana



Owen Distribution
Chambersburg, Pennsylvania

ABC Distributing
Miami, Florida
1,000,000 sq. feet

Random House
Westminster, Maryland

Security Capital
Foothill Ranch, California

Circuit City Distribution
Columbus, Ohio
325,000 sq. feet

Bridgestone Firestone
Portland, Oregon

Car Quest Distribution
Columbia, South Carolina

Bausch & Lomb
Tampa, Florida

Dillard's Distribution
Olathe, Kansas

Esprit Distribution
Lenexa, Kansas

Duracell
Indianapolis, Indiana

Sprint North Supply
Fayetteville, North Carolina

Best Buy
Nichols, New York

Kraft Food Dry Distribution
Stockton, California

Wal-Mart Distribution
Tomah, Wisconsin

MANUFACTURING FACILITIES:

Jiangsu Pengyao Pharmaceuticals
Jiangsu, China

Budweiser Wuhan International
Brewing Company
Hubei, China

Chesapeake Packaging
Mechanicsburg, Pennsylvania

Continental Plastics Co
Alpharetta, Georgia

Mitsui Bussan Raw Materials
Development Corp.
Osaka, Japan

Green Manufacturing
Milwaukee, Wisconsin

Praxair Manufacturing Co.
Hillsboro, Ohio

US Food Service
Yantis, Connecticut

Procter & Gamble
Budapest, Hungary

General Mills
Cedar Rapids, Iowa

Pepsi
Tampa, Florida

Tropicana
Bradenton, Florida

American Axle & Manufacturing
Buffalo, New York

Car Quest/General Parts
Romeoville, Illinois

Ford Assembly Plant
Detroit, Michigan

General Motors Engine Plant
Flint, Michigan

Saturn
Spring Hill, Tennessee
4 million sq. feet

over two billion square feet...only the beginning

Chrysler Transmission Plant

Kokomo, Indiana

1,152,000 sq. feet

Home Depot

Leon, Guanajuato, Mexico

Boeing/Delta

Decatur, Alabama

Anheuser-Busch

Austin, Texas

Big O Beverage

Frankfurt, Kentucky

JC Penny

Haslet, Texas

1,000,000 sq. feet

Coca Cola

Burlington, Vermont

Frito-Lay

Ashville, North Carolina

Chrysler De Mexico

Toluca, Edo. De Mexico, Mexico

5,000 sq. meters

CORRECTIONAL FACILITIES:

Mecklenberg Intake Denton

Charlotte, North Carolina

127,000 sq. feet

Central Utah Correction Facility

Gunnison, Utah

Cherry Correctional Facility

Goldsboro, North Carolina

Coffee County Correctional

Nicholas, Georgia

Federal Correctional Institution

Scagoville, Texas

Herico County Prison

Richmond, Virginia

Pitches Honor Ranch

Castich, California

700,000 sq. feet

Lake Correctional Facility

Clermont, Florida

Western Correctional

Cumberland, Maryland



STADIUMS/ARENAS:

1996 Olympic Stadium

Atlanta, Georgia

AA Arena, Miami Heat

Miami, Florida

All American Sports Park

Las Vegas, Nevada

Salt Palace

Salt Lake City, Utah

750,000 sq. feet

Mariners Stadium

Seattle, Washington

Georgia Dome

Atlanta, Georgia

1,985,000 sq. feet

World Arena

Colorado Springs, Colorado

Show Center

La Plata, Argentina

United Center

Chicago, Illinois

Osaka Dome

Osaka, Japan



TECHNICAL DATA

product description

Colorless, odorless, nontoxic, noncombustible, nonflammable. Complies with all VOC regulations.

uses

Concrete, concrete block, exposed aggregate or any sand/aggregate cement combinations. New or old, rough or smooth surfaces.

functions

Seals, dust proofs, hardens and cures. Protects against dusting, pitting, palling, efflorescence, and temperature cracking in concrete. Inhibits freeze/thaw deterioration. Neutralizes excess internal alkali from concrete.

packaging

- ∴ 55-gallon drums/208 Liters
- ∴ 5-gallon drums/19 Liters

storage life

Two years. Agitate pail or drum before using.

surface preparation

Freshly finished concrete: No preparation required.
Existing concrete: Sweep, scrub, or strip concrete to remove any surface contamination or film.

applications required

One

coverage

Approximately 200 square feet/5 meters per gallon/liter. Coverage depends on the temperature and porosity of the concrete.

color

Clear

surface appearance

On smooth troweled concrete, a sheen develops within 4-12 months. All other surfaces retain their natural finish. The sheen can be developed more quickly by burnishing the floor with a propane burnisher.

thinners

None required

primer

None required

application method

Brush, roll or spray

cleanup

Soap and water

tools needed

Low-pressure sprayer (power), roller, brush or fine/soft bristle broom.

drying time

One to three hours. The surface may be used as soon as the application is complete and the surface is again dry to the touch. Newly laid surfaces require the normal hardening period.

temperature limits

Applicable in temperatures up to 135°F/57°C or as low as 35°F/1.7°C if the concrete is covered by plastic and completely protected from freezing for a period of 6 days.

painting

Allow at least 7 drying days before applying quality grade paint on existing concrete. Allow 28 days for proper curing before painting new concrete.

limitations

Do not apply the Ashford Formula to:

- ∴ Lightweight block or other extremely porous masonry, which contains actual holes and air pockets.
- ∴ Areas previously treated with curing or sealing agents, unless these coatings have completely worn off or have been removed by chemical or mechanical means.

NOTE

Apply to colored concrete only after the slab is fully cured. Do not get on glass or other finished surface.

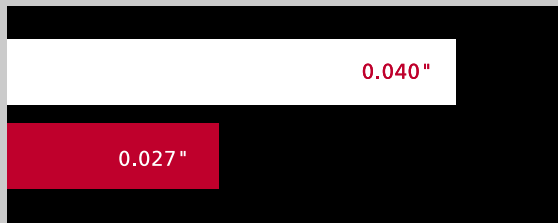
This technical information is provided as a general performance profile for evaluating the appropriate use of the Ashford Formula. Independent laboratories obtained the test performance results under controlled environments. Curecrete Distribution, Inc. makes no claim that these tests, or any other tests, accurately represent actual design and/or usage environments.

over two billion square feet...only the beginning

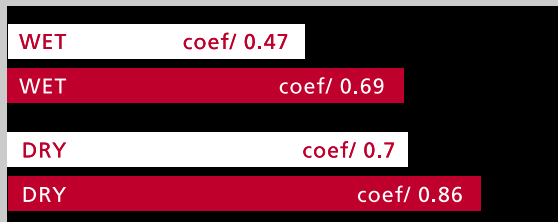
Performance Criteria



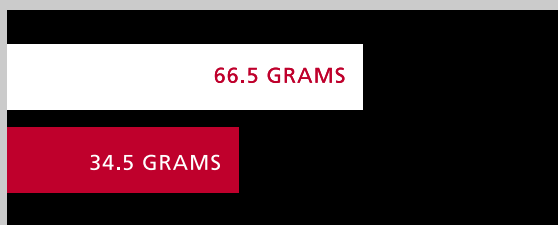
IMPACT RESISTANCE (increase)



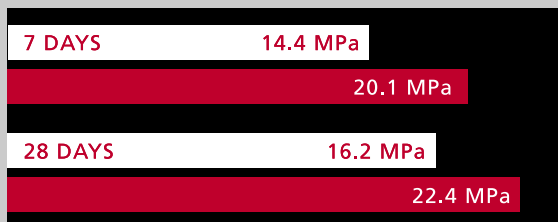
ABRASION RESISTANCE (depth of wear)



COEFFICIENT OF FRICTION



MOISTURE LOSS (after 24 hours)



COMPRESSIVE STRENGTH (at 7 & 28 days)

abrasion

ASTM C 779 - *Depth of Wear*

Abrasion Resistance to Revolving Disks:

An improvement of 32.5% over untreated samples after 30 minutes.

bonding

ASTM D 3359 - *Surface Adhesion*

Adhesion of Coatings: For epoxy, a 22% increase in adhesion over untreated samples. No change in adhesion for polyurethane.

curing

Moisture loss during the critical initial 24-hour period was determined on treated and untreated samples in a controlled environment cabinet: *Untreated samples registered a 93% greater moisture loss over treated samples.*

hardening

ASTM C39 - *Compressive Strength*

After 7 days: An increase of 40% over untreated samples.

After 28 days: An increase of 38% over untreated samples.

ASTM C 805 - *Rebound Number*

Impact resistance by Schmidt hammer:

An increase of 13.3% over untreated samples.

permeability

SEEPAGE RATE

Using a 7-foot (2.13 meter) head of water on a 4.91 square inch (124.71 mm) area treated with the Ashford Formula only allowed a rate of 0.00073 oz. (0.022cc) per hour. After several days the sample became damp, but no local seepage was observed.

friction

ASTM C 1028 - *Friction*

The coefficient of friction on steel-troweled samples treated with the Ashford Formula versus the reference tile (a higher ratio represents a reduction in slippage):

Dry, 0.86 vs. 0.71, and wet, 0.69 vs. 0.47.

weathering

ASTM G 23 - *Light Exposure Degradation*

Exposure to ultraviolet light and water:

No evidence of adverse effects on the samples treated with the Ashford Formula.

LEGEND: untreated sample

ASHFORD FORMULA™ treated sample

WAL-MART DISTRIBUTION CENTER



GUADALAJARA, MEXICO

TOKYO INTERNATIONAL AIRPORT



TOKYO, JAPAN

COSTCO



UTAH, USA



**ASHFORD
FORMULA™**
THE FINAL TREATMENT FOR YOUR CONCRETE

CURECRETE HISTORY

Past

Since its introduction to the United States in 1947, the Ashford Formula has single-handedly created the concrete densification concept and developed it into a widely accepted and acknowledged industry. Because of its unique and proprietary process for chemical densification, the Ashford Formula has been specified for use to enhance millions of square meters of concrete surfaces worldwide.

Present

The Ashford Formula continues to be recognized throughout the industry as the standard for quality expectations. Curecrete Distribution Inc. has also set high standards by creating a strong global presence. This allows for consistency in quality and customer service worldwide where the Ashford Formula is regularly and increasingly specified for use.

Future

With just one permanent application, many concrete surfaces are still performing today after 30, 40, and even 50 years of continuous use. Exposed concrete surfaces treated with the Ashford Formula are becoming the solution of choice by end-users and specifiers all over the world. Curecrete Distribution Inc. is dedicated to building a progressive, worldwide network of factory authorized distributors and certified applicators to ensure it meets the needs of even the most discriminating customers.

CURECRETE DISTRIBUTION, INC.
HQ 1203 W. SPRINGCREEK PL. SPRINGVILLE, UTAH 84663
P 801.489.5663 F 801.489.3307
www.ashfordformula.com