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**ADVANCED FORMULA QUIKRETE® CONCRETE RESURFACER
NAMED MOST INNOVATIVE PRODUCT AWARD WINNER**

ATLANTA (March 5, 2018) – Advanced formula [QUIKRETE® Concrete Resurfacer](#), which transforms old concrete surfaces into beautiful, permanent wear resistant surfaces, recently won a 2018 Most Innovative Products (MIP) award from Hanley Wood, the premier company serving the information and marketing needs of the construction industry. Presented annually in conjunction with the World of Concrete, QUIKRETE® Concrete Resurfacer took the “Industry Choice” award in the MIP Concrete Surfaces & Decorative Concrete Equipment category.

The new upgraded QUIKRETE® Concrete Resurfacer formula delivers 4 times greater bond strength, improved workability and extended working time. As a result, it’s easier and faster to renew a worn concrete surface into a durable, long-lasting sidewalk, driveway or patio that can handle foot, vehicle and other heavy traffic. In addition to establishing a new standard for resurfacing concrete, the new QUIKRETE® Concrete Resurfacer is packaged in an exclusive Weather Barrier Bag™ that will protect it from inclement weather and other harmful elements for up to eight months.

A special blend of Portland cement, sand, state-of-the-art polymer modifiers and other proprietary additives, QUIKRETE® Concrete Resurfacer is a proven shrinkage compensated repair material for making thin structural repairs to sound concrete in need of surface renewal. Surpassing the performance of competing products, tensile bond strength tests reveal that a concrete substrate will fracture or crack before its bond with QUIKRETE® Concrete Resurfacer fails. Applied with a squeegee, trowel or brush, one 40-pound bag will cover approximately 17 square-feet at 1/4 inches thick or approximately 90 square feet as skim coat. With a walk-on time of eight hours and drive-on time of 24 hours, it can renew a surface for 25 cents per square foot versus more than \$3 per square foot to remove and pour a new slab.



The MIP award program allows World of Concrete attendees and audiences of Concrete Construction, Masonry Construction and The Concrete Producer an opportunity to vote for the products they judge as innovative. Winners are also selected by a panel of industry experts, many of whom serve on the World of Concrete Educational Advisory Board, as well as by the editors Concrete Construction, Masonry Construction and The Concrete Producer. Winning products are chosen based on the innovation they bring to the industry.

More information on QUIKRETE® products is available at www.quikrete.com, [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Target Technologies®, Daubois® and QPR®. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center also ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit www.quikrete.com or call (800) 282-5828.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics-and editorially-driven Construction Industry Database, the company provides business intelligence and data driven services. The company produces award-winning media, both digital and print, high-profile executive events, and strategic marketing solutions. To learn more, visit www.hanleywood.com.

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