COAT

Concrete Products

WHERE SCIENCE MEETS ART

COMMERCIAL

RESIDENTIAL

iCOAT FLOORING IS THE OBVIOUS CHOICE FOR YOUR NEXT PROJECT ... AFFORDABLE ... BEAUTIFUL ... UNIQUE

FLOORING

AFFORDABLE

LOW MAINTENANCE

DURABLE

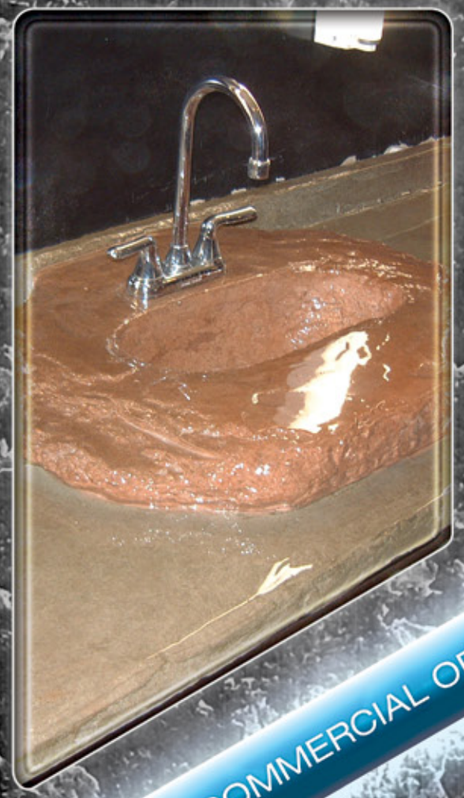
UNLIMITED PATTERNS

CUSTOM COLORS

SLIP RESISTANT

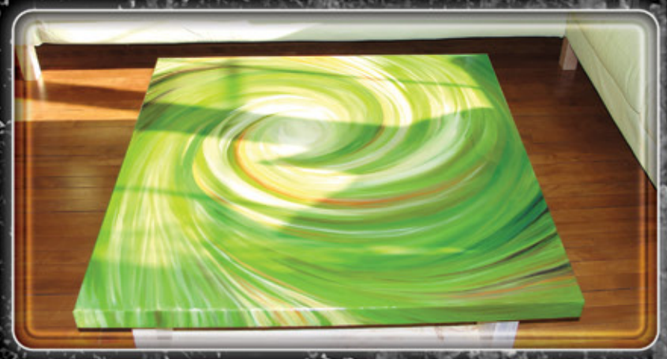
COUNTERS

- ECO FRIENDLY
- FOOD SAFE
- REPLICATE STONE OR GRANITE
- STAIN RESISTANT
- MATTE OR GLOSS FINISH
- EXCELLENT VALUE



iCOAT COUNTERS AND TABLES ARE GREAT FOR COMMERCIAL OR RESIDENTIAL APPLICATIONS

TABLES



WALLS / SHOWERS

CUSTOM WALL FINISHES

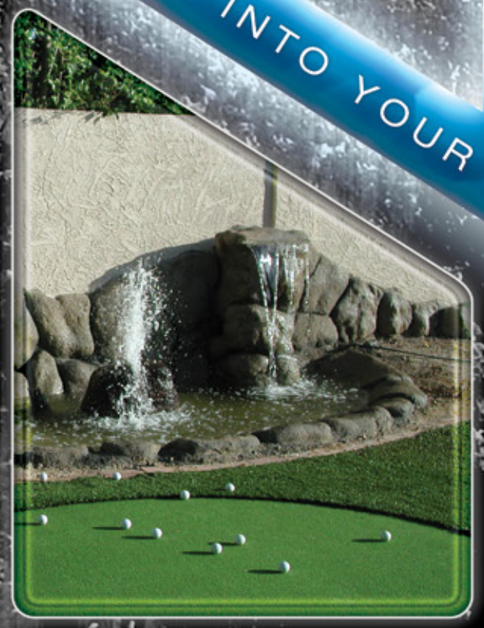
iCOAT IS THE INDUSTRY INNOVATOR

METAL ILLUSION

NEXT GENERATION FLOORING

3D

WATERFALLS & SLIDES



OUTDOOR KITCHENS

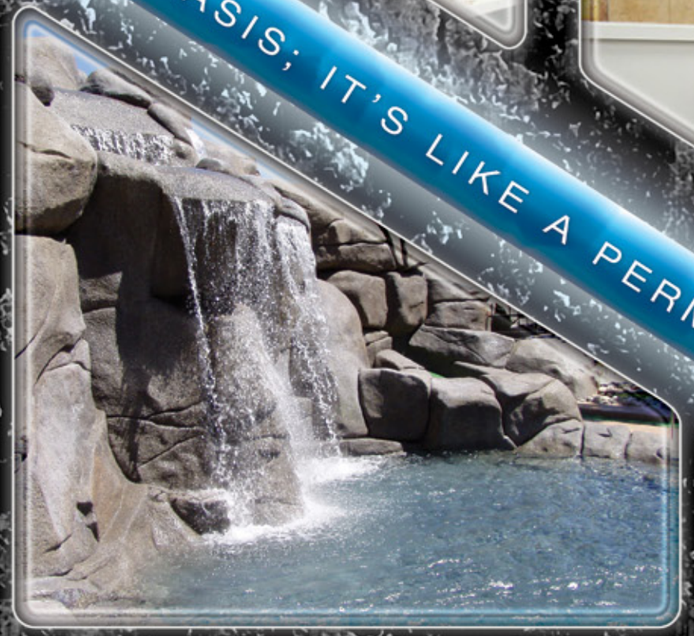
LET YOUR IMAGINATION BE YOUR GUIDE

¡COAT CAN TURN YOUR BACKYARD INTO YOUR

GET TRAINED TODAY!

TRAINING

- TECH SUPPORT
- ONGOING TRAINING



OWN OASIS; IT'S LIKE A PERMANENT VACATION

COLOR CHARTS

METAL ILLUSION

Canyon Jumper Lt	Canyon Jumper Dk	Rabid Beaver Lt	Rabid Beaver Dk	Mistress Mercy Lt	Mistress Mercy Dk
Crimson Avenger Lt	Crimson Avenger Dk	Brown Recluse Lt	Brown Recluse Dk	Red Devil Lt	Red Devil Dk
Blue Hornet Lt	Blue Hornet Dk	Capt Hanky Lt	Capt Hanky Dk	Cid Stain Lt	Cid Stain Dk
The Mumbler Lt	The Mumbler Dk	More Mumbler Lt	More Mumbler Dk	Grandpa Dirty Lt	Grandpa Dirty Dk
Green Ghost Lt	Green Ghost Dk				

CUSTOM COLORS AVAILABLE

iCRYLIC

Tangerine	Smoke	Espresso	Coal	Desert Sand	Barn Red
Olive Green	Electric Orange	White Linen	Bone	White	Mint
Tan	Mellow Yellow	Song Bird	Pear Green	Electric Green	Electric Blue

DISPERSION

Mahogany A	Mahogany A	Mahogany 2 Cups A	Tasha B	Tasha B	Tasha 2 Cups B
Blue Steel C	Blue Steel C	Blue Steel 2 Cups C	Cactus Green D	Cactus Green D	Cactus Green 2 Cups D
Grand Canyon E	Grand Canyon E	Grand Canyon 2 Cups E	Mortar Grey F	Mortar Grey F	Mortar Grey 2 Cups F
Mustard G	Mustard G	Mustard 2 Cups G	Kodiak H	Kodiak H	Kodiak 2 Cups H
Dusty Rose i	Dusty Rose i	Dusty Rose 2 Cups i	Brick Red J	Brick Red J	Brick Red 2 Cups J
Burnt Cinnamon K	Burnt Cinnamon K	Burnt Cinnamon 2 Cups K	Taupe L	Taupe L	Taupe L
Caramel M	Caramel M	Caramel 2 Cups M	Arc Blue N	Arc Blue N	Arc Blue 2 Cups N
Black O	Black O	Black 2 Cups O			

MORE COLORS COMING

DRY ACCENTS

Pinenut	Sandal Wood	Sand	Carmel	Coral	Midnight Forest
Arizona Gold	Cream	Grey	Terra Cotta	Sunrise	Primo Cherry
Tan	Sea Foam	Coffee	Coal	Primo Blue	Sable
Desert Beige	Sunset	Primo Clay			

ASK US ABOUT SPECIALTY COLORS

iPOXY

Tile Red	Beige	Med. Gray	Lt. Gray	Off White	White
Dk. Gray	Lt. Blue	Tan	Brown	Blue	Green

FLOORING:

iCOAT Flooring products have stood the test of time on interior and exterior projects for nearly 20 years. ICOAT flooring overlays are specifically formulated to provide maximum adhesion, have excellent workability and produce top notch looks at a great price. iCOAT has always engineered their products by employing extensive field testing on real projects, not just sample boards.

iCOAT Products are an excellent value. iCOAT Contractors can install a wide array of exciting patterned or seamless finishes onsite for little more than a low end tile installation. iCOAT floors can be done in any shape, size or color and can many times be applied directly over existing tile flooring. iCOAT Flooring also lends itself perfectly for creating the trendy larger tiles at a fraction of the price of real stone or tile. iCOAT Floors can also be installed over radiant heating setups to provide an aesthetically pleasing and functional floor.

iCOAT Flooring Products have been used outdoors for longer than inside and provide a unique opportunity to transform a bland patio, pooldeck, walkway or driveway into a masterpiece that will add beauty or value to any residence. iCOAT Flooring products are stain resistant, UV resistant and provide a durable and maintenance free floor for many years.

iCOAT Flooring products are a result of experience, excellence and adaptability. iCOAT is continually striving to secure the very best in raw materials, employ the latest in technology and the perform Quality Control procedures at the highest level which is why can claim our position at the front of the decorative concrete industry.

COUNTERS:

iCOAT has emerged as the leader in decorative concrete countertop technology. iCOAT not only invented the concrete resurfacing technology for countertops back in 2004 but has continually improved it as advances in concrete additives and colorants have become commercially available.

iCOAT Countertop products have been used both commercially and residentially with great success. They are a great choice for bathroom vanities, kitchen counters, tabletops and even outdoor kitchens. iCOAT countertop products can be made to replicate nearly any type of stone or granite, concrete or even wood.

iCOAT is the countertop of choice to meet LEED Platinum standards. iCOAT countertops also meet all health code standards for food prep areas due to the impervious top coats used. This means no bacteria will be embedded in the counters like what happens with real stone.

iCOAT counters are also an excellent value and can be installed for a fraction of the price of a quality granite. iCOAT counters are available in myriad colors; iCOAT can even create custom colors as desired.

METAL ILLUSION:

iCOAT's Metal Illusion flooring system has revolutionized the metallic epoxy flooring market. iCOAT has developed a thin mil epoxy that has exceptional leveling properties and with the addition of Superstai n can be done in a myriad of colors.

Metal Illusion floors are easy to clean, hold up exceptionally well and have a mid century modern feel to them. Metal Illusion flooring is superior to a stained floor as any inconsistencies in the substrate are hidden by the primer.

Metal Illusion floors are extremely durable and can be topcoated with Renew, which is a sacrificial acrylic coating or with an industrial grade urethane to meet requirements for even the harshest environments.

Metal Illusion flooring is an excellent value. It has the eye popping wow factor with a price that rivals a low end tile installation.

Metal Illusion flooring is a must for your next flooring project.

SYNTHETIC ROCK:

In 1996 the market for synthetic rock waterfalls was in its infancy and iCOAT Products founders were at the forefront of engineering products to fill the need. Instead of utilizing the standard shot crete or gunite technology or following the emerging GFRC methods they decided to develop a product that would utilize recycled raw materials . iCOAT studied technologies developed by Energrid which made finished blocks of cement and Styrofoam and engineered a product that was a dry mix that could be used to form rocks onsite. The Filler mix as it was called was a zero slump, quick drying, polymer modified, lightweight concrete product that was designed to build over construction rubble to create a durable and structural unit that is up to 95% recycled materials. Filler mix has been proven to have a much higher shear strength than regular concrete even though it weighs 70% less.

iCOAT Synthetic Rock Products can be shaped and carved into almost any shape. With the addition of iCOAT Texture and iCOAT's extensive line of coloring and sealing products iCOAT contractors can replicate any type of natural rock.

iCOAT Synthetic Rock Products are perfectly suited to make waterfeatures, outdoor kitchens, beehive fireplaces, slides, climbing walls, benches, walking bridges, shower pans or anything else where high strength and low weight is important.

iCOAT Products Company comprises 30 years of successful experience in the decorative concrete industry with the manufacturing of superior quality materials, the latest installation techniques, and providing the very best training available in the industry. The iCOAT founders have pioneered trowelled flooring systems, concrete countertop overlays, a new and exciting Wall system and our "hottest " new avant-garde Metal Illusion epoxy system for both floors and countertops. iCOAT Products are the latest and greatest for the residential and commercial remodeling industry.

ICOAT is very proud of their team which is based at Corporate Headquarters in Phoenix AZ. Tim Phelps , who is the founder of iCOAT Products, Inc., has been in the decorative concrete industry since 1989, he has overseen the formulation for many groundbreaking technologies including synthetic rock materials which are made of 95% recycled materials, trowelled concrete overlays that don't require bond coats and the often copied but never duplicated countertop resurfacing system. Tim has always field-tested new products and formulas on actual jobs and is working closely with contractors all over the country that are beta testing new products. His experience in running several crews gives him valuable insight into issues contractors deal with day to day which makes iCOAT's ability to provide proper tech support unrivalled in the industry.

Mike Norman our President and CEO has been with Tim since 2005. Mike brings over 30 years of sales and sales management experience with him. A number of those years have been spent in consumer goods marketing new products, managing consumer focus groups, developing packaging, and building distribution networks. Mike's main focus at iCOAT is to help bring on new revenue streams and expanding iCOAT's product offerings.

iCOAT has a manufacturing facility in New Hampshire that is run by our strategic partner Superior Surfaces International. By having a facility in the northeast iCOAT can more effectively supply, support and train our distributors in that area of the country and in eastern Canada; freight costs and lead times to receive product are also significantly reduced. Superior Surface co-owners Bob Cunningham and Jeanne Nardone have 7 years of experience in the decorative concrete industry and boast many years of successful business and construction experience.

iCOAT has built a reputation of helping their customers become more successful through the common sense training approach coupled by the very latest in innovative products and unrivalled technical support. iCOAT's mission is to assure that each of our customers receives the best quality experience possible. Our products have always been time tested and field proven before they are added to our product line. In order to keep our installers and distributors ahead of the pack iCOAT is continually developing new products and improving on the old ones when technology permits.

We hope you will enjoy doing business with the professionals at iCOAT. Frankly, it's important to us that you do.

iCOAT CONCRETE PRODUCTS

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LOCAL INSTALLERS