

Did you know...

...that many of the decorative concrete and concrete coatings products you buy are not actually developed or produced by the companies selling them, the ones who call themselves "manufacturers"?

Believe it or not, many "manufacturers" are really just resellers, buying the same products as many other resellers from the same manufacturers who private label them. Only their label is different.

So how can these "manufacturer/resellers" control the quality of their products if they don't actually formulate, blend and package them?

Obviously they can't, because they don't control the manufacturing process.

Since these "manufacturer/resellers" don't manufacture their own products, how are they going to find proper answers to your project questions?

They'll make an attempt to provide you with answers, but they don't fully understand the products they sell. They'll often hire contractors who have field experience to help them provide answers. But here's the reality: very rarely do any of them know the science or chemistry of making these products or how they react over time with other products.

So how does Floric differ?

From raw materials through manufacturing and all the way to the finished goods, we at Floric not only know the chemistry and science behind the products, but understand the evolution of our industry and your needs. We manufacture all the products we sell, we know what's in them and how they react with other products or processes. We know the needs of our industry. With this knowledge, we can find the proper solution to meet your project needs.

In addition to knowledge in manufacturing, we understand the importance of correct field training. Our training staff is schooled by our chemists and possess extensive field experience in both surface preparation and application of coatings.

The Floric Promise

We promise to provide you with the right technical answers to your decorative concrete and concrete coatings questions. We can promise this because we know what blending, processing and materials go into every product we sell. We create all our own products from raw materials, we know the chemistry and science of how they are made and we stand behind them 100%. At Floric you get the right answers and the right products for your decorative concrete and industrial coatings projects!

 **Floric**TM
polytech
*Solutions for the
Concrete Restoration
& Coatings Industry*

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