



***Protecting
And
Preserving
Your
Concrete***



INTERNATIONAL



A Message From ConcreteScience® Founder Steven W. Hicks:

How do I maintain my concrete? If you're like most contractors, you struggle with that question almost every day. The problem is, you haven't found an effective way to clean and protect concrete – until now. Let me be the first to welcome you to ConcreteScience®.

ConcreteScience® is the most comprehensive franchise package ever offered to the contractor market.

ConcreteScience® brings the three key elements - equipment, chemistry, and marketing - together into a concrete maintenance business ready to integrate seamlessly into your service offering. Not only will you enhance your current business, the ConcreteScience® *Extraction-Cleaning System* opens new doors you never thought possible.

Thanks for investing your time in ConcreteScience®. Take a few minutes to examine this package. You'll find a wealth of information at your fingertips. We're sure you'll discover what so many others like you have learned – that your own ConcreteScience® franchise is the right "next step" for your business.

Sincerely,
Steven W. Hicks
President



Become a ConcreteScience® Franchise!

- *Build Your Business* by adding the ConcreteScience® suite of products and services
- Take advantage of an *Empty Market Space*
- Secure your own *Defined Territory* to protect your revenue stream and precision target your marketing efforts
- *Differentiate Yourself* and boost your market position
- Share success stories and techniques from an *International Network* of ConcreteScience® franchise locations
- Rely on rock-solid *Equipment, Chemical Products, Marketing Support & Training* from ConcreteScience® headquarters

INTRODUCING YOUR CONCRETESCIENCE® EXTRACTION CLEANING SYSTEM

Your 3-Part Professional Concrete Maintenance Franchise Business!



1 Targeted Marketing

Marketing Designed To Increase Your Sales

Leverage the ConcreteScience® Brand

- You know it's easier to close the sale when you have a strong brand name behind your product. With ConcreteScience®, that's exactly what you get. Use the nationally-recognized name to build that "comfort zone" with your prospect
- One easy step and you get two dozen customized marketing materials at your disposal including brochures, business cards, stationary, interactive CD's and even your own ConcreteScience® website
- Developed with Ecra, an Integrated Communications Company, with years of experience in results-oriented marketing

A Direct Marketing Campaign Done For You!

- A unique marketing campaign designed for each of your key target markets – proven strategies with solid results
- All of the printing and mailing executed from ConcreteScience® headquarters – all you do is pick up the phone
- Your marketing is based on your schedule and ability to follow up on prospective clients – you won't be bogged down



Contractor Management Tools Make the Most of Your Time!

- Help is always just a phone call away with on-call marketing support
- Write customized sales proposals in just minutes
- Share customer information and case studies with other ConcreteScience® franchises around the country and around the world

2 Field-Proven Equipment



Impressive and Functional

The ConcreteScience® Unique Extraction Cleaning System

- Extraction cleaning system allows you to spray steaming, pressurized water and vacuum extract the water in the same pass leaving the concrete clean, nearly dry and ready for treatment
- Engineered and re-engineered by PROCHEM and ConcreteScience® based on years of real service experience
- Completely self-contained system only requires water from the job site
- Professional appearing service vehicle is not only comforting to your clients but also serves as its own marketing tool
- Service vehicle shipped ready to operate from day one
- Complete training provided upon delivery
- Hard surface cleaner is easy to operate and minimizes over-spray
- Rugged, heavy-duty equipment can handle whatever you can dish out

3 Advanced Chemistry

Get Reliable Results Every Time

Backed by A Name You Already Know and Trust

ConcreteScience® joins forces with PROSOCO to provide some of the best construction chemicals on the market today. Each product is specially formulated to maximize the effectiveness of the extraction-cleaning process.

When you become a ConcreteScience® franchise, you can count on detailed application and product training, specification sheets and MSDS information, all from PROSOCO – a nationally recognized leader in the concrete industry.

- Reliable and effective chemistry gets the desired results
- Full documentation and hotline support from industry-veteran PROSOCO
- Specially-developed to work with the ConcreteScience® process



Applications Limited Only By Your Imagination

- Cleaners & Sealants
- Moisture Barriers
- Water Proofing
- Treatments
- Hardeners





Take Your Business to the Next Level

The ConcreteScience® business opportunity is truly in a class of its own. There never has been a more comprehensive offering to contractors. The package includes (1) specialized equipment for extraction cleaning, (2) industry-proven cleaners, sealers and treatments, and (3) world-class marketing tools under a nationally recognized brand name.



- *Be the First In Your Area* to offer the ConcreteScience® service and watch the response!
- Get *Exclusive Service Rights* in your own *Protected Territory*
- Tired of fighting the low price wars with your competitors? Put yourself in a *Class All Your Own!*
- ConcreteScience® puts you in the position to *Capitalize on the Growing Market* in decorative concrete installation & maintenance. The time is now.

Call 1-800-721-8074 Today!

Contact ConcreteScience® at 800-721-8074 to receive the full legal franchise package and schedule a Discovery Day at ConcreteScience® headquarters to learn first hand what this opportunity can do for you!



See ConcreteScience® In Action.

You've never seen anything like this before!
Learn the details of the extraction cleaning process
in the enclosed fully interactive CD-ROM.

Legal Notice

None of the communications made through this brochure should be construed as an offer to sell any ConcreteScience® franchise in, nor is any such communication directed to, the residents of any jurisdiction requiring registration of the franchise before it is offered and sold in that jurisdiction. No ConcreteScience® franchises will be sold to any resident of any such jurisdiction until the offering has been exempted from the requirements of, or duly registered in and declared effective by, such jurisdiction and the required Uniform Franchise Offering Circular (if any) has been delivered to the prospective franchisee before the sale is in compliance with applicable law. If you have any questions concerning the registration status of ConcreteScience® franchises in your jurisdiction, please contact the legal department at ConcreteScience® International, Inc. 1-800-721-8074.

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