

Restore Deck & Concrete

Key Selling Features:

- 1) 10x Thicker than Paint or Stain.
- 2) 12 Year Warranty
- 3) Fills ¼ inch Cracks and Nail Holes. A True Repair and Refresh Product.
- 4) Locks down Splinters and creates a slip resistant surface.
- 5) Available in over 60 colors and can be computer color matched.

Must use Restore Roller Cover to Apply



Extreme Driveway Restore

Key Selling Features:

- 1) Use on Broom Swept Concrete Driveways, Sidewalks or more
- 2) Resists hot tire pickup
- 3) Beautifies unsightly surfaces
- 4) Resists Oil & greases spots
- 5) Fill hairline cracks
- 6) Available in 40 colors and computer color match

*Not for garage floors. Must use Restore Roller Cover to apply



Restore Deck & Concrete & Extreme Brochures: (Matt Bare)

Description: Restore Brochures. How to Order for the season.



Who: Synta(Rustoleum): 16610

What:

Deck & Concrete Brochure – EPOP D27148-07

Extreme Concrete Driveway & Patio Brochure – EPOP – RE50013

Extreme Concrete Driveway Brochure (South Coast Only) – EPOP – RE50015

When: April 2013

How:

- If you need Brochures for your store they can be ordered via EPOP. Just use the part numbers above to keep in stock of these brochures.

Store Action Needed:

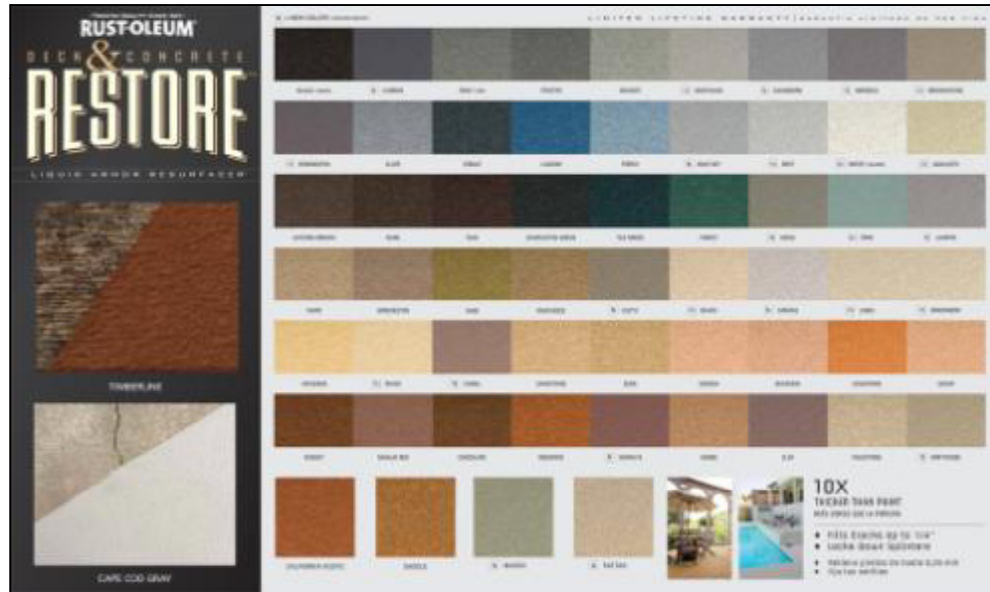
- Order Brochures on EPOP
- Deck & Concrete – D27148-07
- Extreme Concrete & Driveway – RE50013
- Extreme Concrete (Mkts 47, 48 & 196) – RE50015

new!

Lowes In Line Set

In-Line (New POP)

- 600 stores
- Fill Brochures



Lowes Cabinet POG

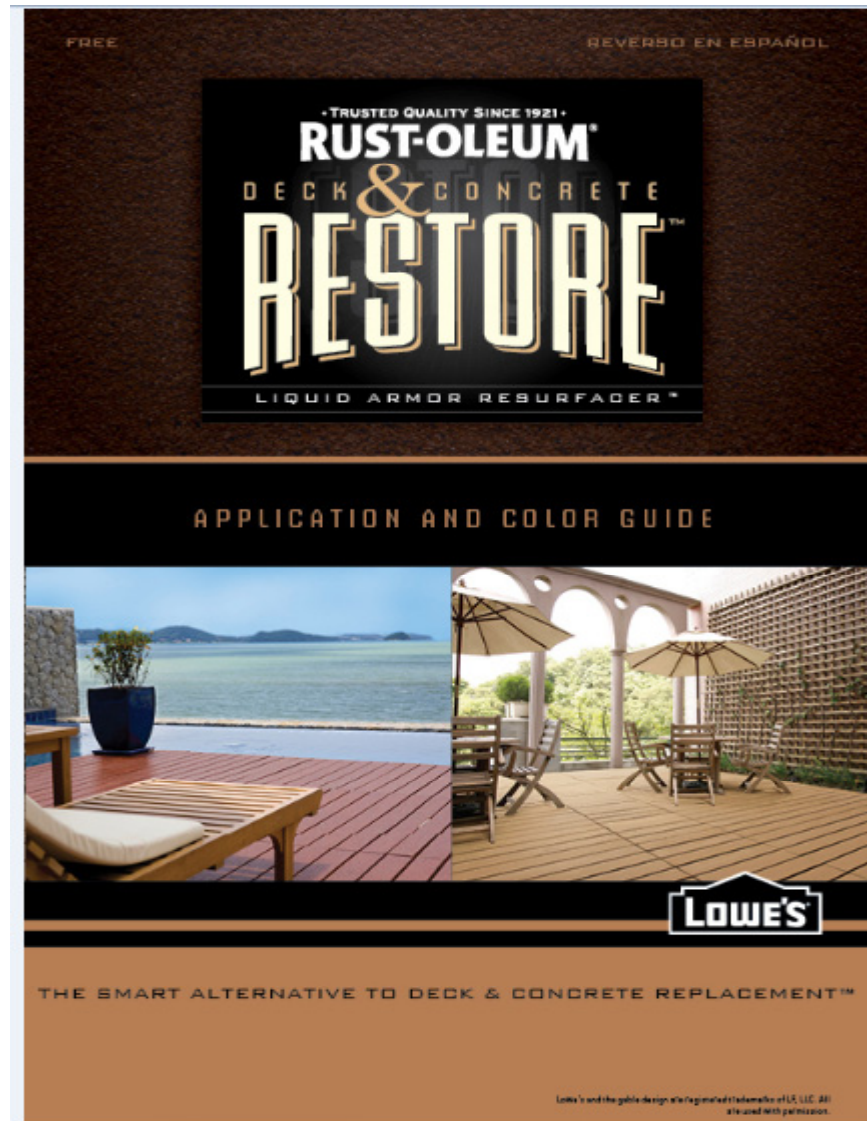


In Line Cabinet

- 350 Stores have in Line Merchandiser System
- Make sure the Rustoleum graphics are in place.
- There should be product on racking underneath the cabinet.
- Make sure there are brochures in the holder.

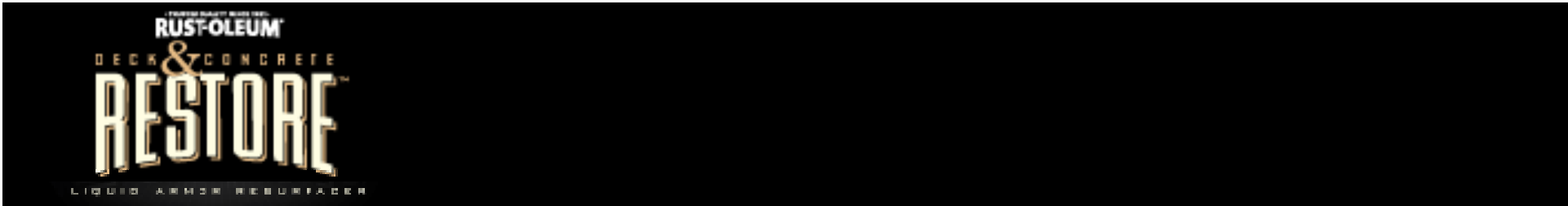


Lowes Brochure



Store Success Kit



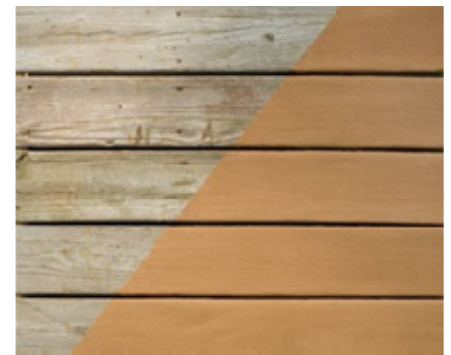


Product Training Guide



Deck & Concrete Restore™

An Innovative Solution for an Underserved Opportunity





**Perfect Candidate
for Deck Restore™**



**Two Coats of Deck
Restore™ Applied**

A close-up photograph of a concrete curb. A prominent, jagged crack runs vertically down the center of the curb. The concrete is a light grey color with some darker spots and texture. In the background, there is a patch of green grass. The text "Perfect Candidate For Concrete Restore™" is overlaid in white, bold font across the middle of the image.

**Perfect Candidate For
Concrete Restore™**



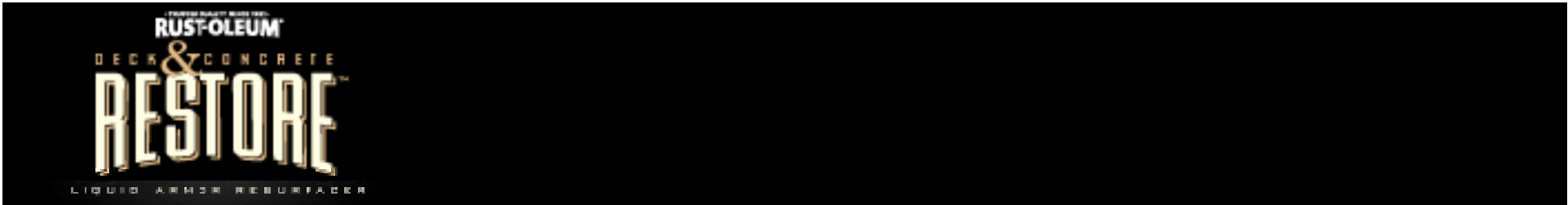
Old Concrete

New Concrete

**Concrete Restore™ Will Provide a Uniform
Color + Protection + Cover Cracks**

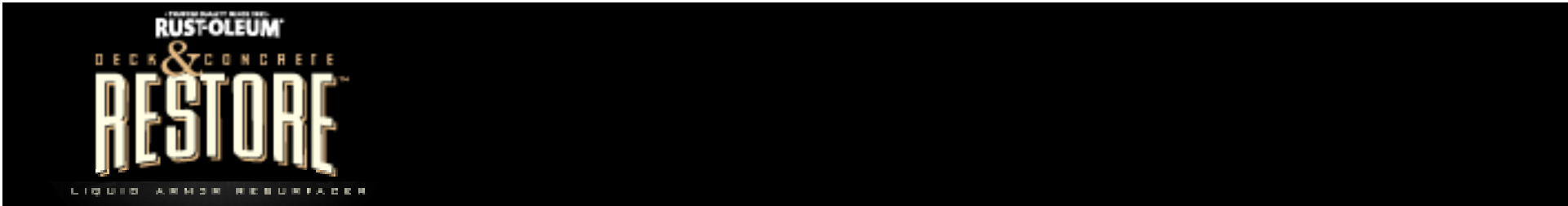


**Concrete Restore™ Will
Fill Cracks Up To 1/4"**



Deck & Concrete Restore™ Packaging and Coverage





Deck & Concrete Restore 1 Gallon and 4 Gallon

Contents:

1. One Gallon of Deck & Concrete Restore
2. Detailed step by step application instructions on back

Coverage:

1. 1 Gallon covers a 5 X 5 Area with two coats



Contents:

1. 4 Gallons of Deck & Concrete Restore
2. Detailed step by step application instructions on back

Coverage:

1. 4 Gallon Bucket covers a 10 X 10 Area with two coats



Selling Deck & Concrete Restore

Deck & Concrete Restore™

An Innovative Solution for an Underserved Opportunity





Why Restore?

- Fills Cracks up to a ¼ in.
- Encapsulates all splinters and covers nail holes
- Leaves wood and concrete with a uniform non-slip surface

How does Restore last so long?

- Expands and contracts with the weather preventing peeling and cracking
- Coating is permeable preventing moisture from being trapped in surface avoiding damage to coating
- Heavy duty UV blockers and product formula prevents fading

Tips to extending the life of your Restored surface

- Touch up and recoats will extend Restore finish for lifetime of surface
- Always apply using a Restore Roller™
- Yearly cleaning with Restore Deck & Concrete Cleaner or other light duty deck cleaner
- Use a Plastic snow shovel to remove sleet, snow or ice
- Non-toxic ice melts or salt is safe for use on Deck & Concrete Restore



Bare Wood Deck



**Two Coats of Deck
Restore™ Applied**

**Deck Restore™ and
Concrete Restore™
Will Save Money!**

On average, \$10,600 was spent to build a deck from wood last year.

More than \$15,000 for one made from man-made materials.

Wood is the most inexpensive option costing \$14 to \$20 a square foot for materials and installation, without railings or stairs.

The average size of an outdoor deck or patio is 200 square feet.

Average cost for a 200 square foot deck is \$3,400 for materials and labor

Using Deck Restore™ As An Alternative

Deck Restore™ Two Coats \$199.92
\$24.99 Per Gal = 8 Gallons

The do it yourself Project cost \$1.00 per square foot for material.

Environmental Impact

Each year about 3 million new decks are built in the United States.

Every year an additional 3 million decks are replaced or repaired due largely to poor maintenance.

If all decks in the U.S. were cared for properly, it would save over **6 million trees** from being cut in one ten year span.

Surfaces

Best surfaces are old, bare wood and rough, broom swept concrete.

Surfaces recently coated with paint, stain, sealer or water repellent, new wood, smooth “floated” concrete or freshly coated surfaces will not allow for proper adhesion.

Smooth or glossy surfaces should be deglossed before application.

Surface Preparation

Surface area must be clean and free of dirt, grease, mildew, and organic growth.

Sand or scrape any loose paint.

Clean the surface using a brush with mild household cleaner and water.

A pressure washer might be required for tougher stains, embedded dirt and grime.

Deck Prep

On wood decks, raised nail heads, deck screws or loose deck boards should be secured. Remove loose splinters and replace severely damaged or rotting boards.

For synthetic and composite decking material be sure to follow the specific manufacturer's recommendation for painting and / or staining.

Synthetic or composite decking that is engineered with moisture repellants or sealers may prevent adhesion.

Patio Prep

For Concrete, patch severe cracks, potholes, and depressions in concrete using a cement based patching material. Caulks, silicone or other non-cement patching compounds should not be used.

New concrete surfaces should cure at least 30 days before applying Concrete Restore™.

Stain for Vertical Surfaces & Trim

Deck Restore™ and Concrete Restore™ are ideally suited for horizontal surfaces.

Vertical surfaces such as walls, deck posts, railings and balusters, can be color coordinated with Restore Solid Acrylic Stain™.

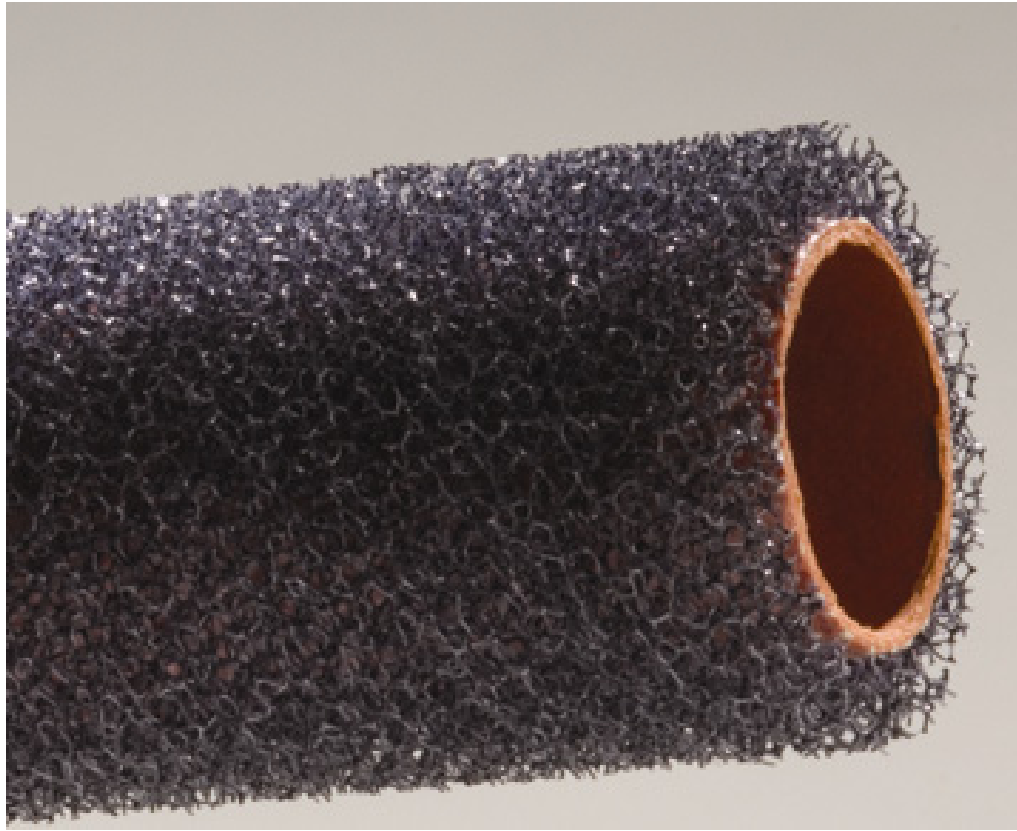
Ideally coat all vertical surfaces, including between deck boards before the horizontal surfaces.





Stir thoroughly and pour a generous portion of Deck Restore™ into standard 9” roller tray.

Working from a five gallon bucket with a roller grid is another option.



Use the Restore Roller™ roller cover provided.

The unique honey comb foam roller will absorb and evenly apply Deck Restore™ and Concrete Restore™ through the openings in webbing design when applying with light pressure.



Saturate the Restore Roller™ roller cover in the coating by rolling back and forth in the tray. A fully loaded roller will cover a spread area of approximately 5-7 square feet. Apply generously and do not over-spread. Be careful not to re-roll into dried areas.



APPLY THE FIRST COAT by using slight pressure to disperse the coating evenly through the honey comb webbing. The two gallon kit will cover approximately 100 square feet for the first coat application.

Allow 3-6 hours for first coat to dry.



APPLY THE SECOND COAT. Allow final coat to dry at least 8 hours before foot traffic and 24 hours before replacing furniture or heavy objects. Drying time may vary due to weather conditions. Deck Restore™ cures to a hardened finish in approximately 3 weeks. Touch ups and partial re-coats are easy for repairs and blending to create and maintain the ideal finish.



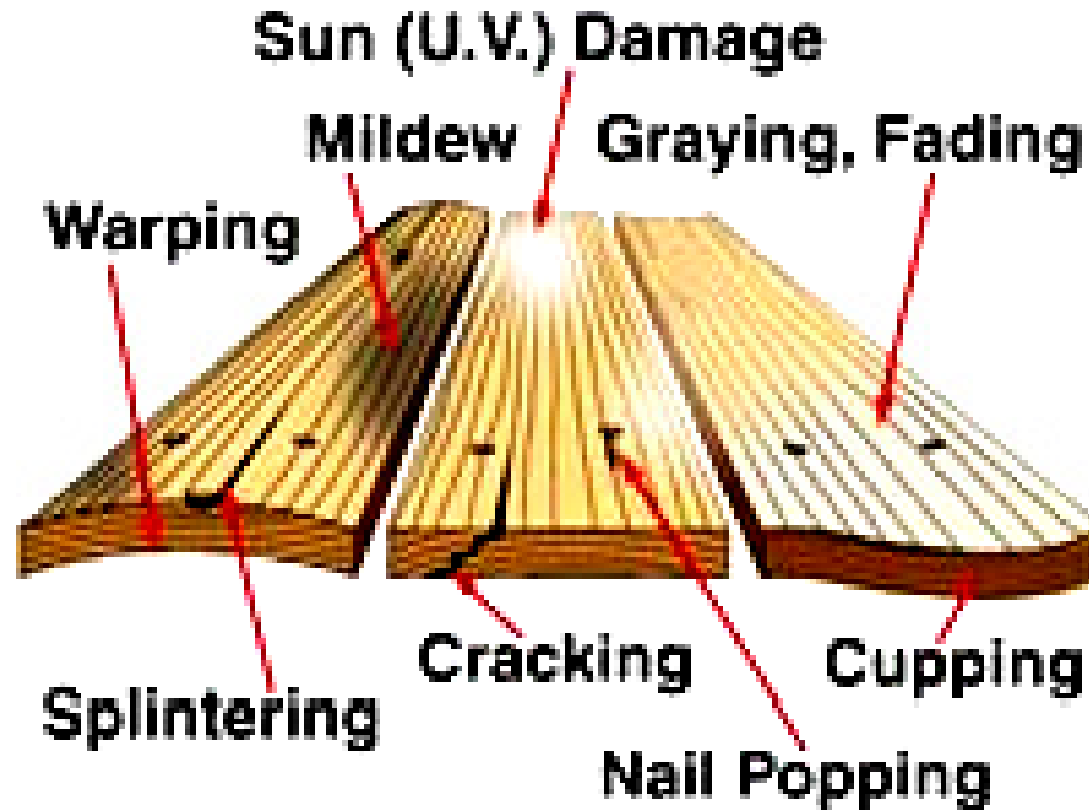
A brush may be used to skim the rolled application in a back brushing motion in one direction. This will provide a smoother textured look. Use care not remove any material already in place by applying too much pressure.



Deck Restore™ will fill nail holes and cracks up to a 1/4". Fill these damaged areas with a heavily loaded roller or brush by dabbing until the gaps or cracks are filled.

Before rolling, cut in around edges with a brush and coat visible areas between deck boards.

A brush may be ideal for small jobs or touch up and repair. 29



Difficult areas such as deck boards that are warped or cupped will require rolling *across* the narrow width of deck board as well as the length to ensure complete coverage.



