

Still The Best Because It Lasts



**Proof Positive:
Fifty (50) Masonry Stain Jobs
That Stood the Test of Time**

- Never Traps Water
- Will Not Fade
- * Cannot Peel or Crack
- * Becomes One With The Masonry



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www.masonrycosmetics.com

**Masonry
Cosmetics,
Inc.**

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Another Masonry Cosmetics
Curb Appeal Makeover





CHOOSING A LONG LASTING STAIN SYSTEM

Masonry Cosmetics' System

Our stain is among the longest-lasting available. Completely absorbed into the surface of the masonry, this stain simply cannot peel or crack, nor can it trap water that can damage masonry by repeatedly freezing and thawing. Laboratory tests show that the color will not fade even after decades of simulated weathering. Our product performs beautifully in the field, retaining the original superb appearance after 10, 15 or even 20 years of actual weathering. Performance in the field, over time, is one of our best tests.

Make Sure Your Color Lasts

It seems, however, that every stain company makes the same or similar claims.

No one advertises: **Expect Peeling and Cracking in 3 or 5 years**
 Colors will begin to Fade in 3 or 4 years

Nevertheless, we have seen masonry staining companies buying and using paint. We have seen jobs marred by early peeling and fading. Time after time, we find our product listed in architectural specifications along with products that do not perform as well as ours.

What Systems are Best?

For years we have pointed to the results of our laboratory tests as proof that our color lasts for decades. Now we offer more and more convincing evidence: fifty (50) of our jobs that have performed beautifully after 10, 15 or even 20 years in the field. Fifty jobs that you can visit to verify with your own eyes that our product does not peel, crack or fade. Fifty jobs that should set the standard for masonry staining.

In the Winter of 2013-14, we set out to compare our work with that of the three major stain companies operating in Illinois, Indiana, Kentucky, Michigan, Ohio, Pennsylvania and Wisconsin. We asked each firm to identify a few examples of its oldest and best work. None would. One cited concerns about our methodology, another claimed to fear antitrust litigation, and the third simply ignored us. Could they have identified dozens of jobs that have held up beautifully for 10, 15 or 20 years? We do not know. (More on this to come.)

Protect Your Masonry with the Right Product

Using the wrong product can be a costly error with lasting consequences. Removing peeling or cracking colorant without damaging the masonry and surrounding area can be expensive and time-consuming. Removing a faded product that has bonded to the masonry can be impossible. Sometimes Masonry Cosmetics can help, but at other times the faded stain still leaves a residue behind that interferes with the masonry's ability to absorb our product.

Masonry is among the longest-lasting of building materials. Protect your investment. Ask your stain company for a list of its longest-lasting jobs with the year of completion and the location of each. Make sure the jobs haven't faded, peeled or cracked. Ask yourself, "Does it look anything like it did or should have looked when it was first stained?"

Our list is already in your hand—the best resume a stain company can offer—and we can easily supply you with an additional 50 jobs. Masonry Cosmetics Inc. is Still The Best, and now you have the proof.

10 Jobs Over Twenty Years Old

1. Canton High Rise, Westland, MI—1989
2. Bank, Mundelein, IL—1988
3. Good Samaritan Hospital, Vincennes, IN—1989
4. Military Food Distribution Center, Evansville, IN—1988
5. Post Office, Covington, KY—1988
6. First America Bank & Downtown Parking Garage, Midland, MI—1992
7. Office Building, Rockford, MI—1991
8. MSU Eustace Hall, East Lansing, MI 1994
9. Schaum Musical School, Mequon, WI—1994
10. Epiphany Lutheran Church, Elmhurst, IL—1989



A great color match then that still looks great today.

Bank, Mundelein, IL—1988

Two different runs of brick were shipped to this job. Masonry Cosmetics Inc. was brought in to make the brick match. Still looks great after 26 years.

FUN FACT:

Did you know...Rick was a foreman working at the Glen-Gery Caledonia Brick Plant before starting Masonry Cosmetics Inc?

NOTE: addresses will be gladly given upon request. We would like to check with the owners before sending to you.



10 Jobs Over Twenty Years Old

**Military Food Distribution Center,
Evansville, IN—1988**



**US Post Office,
Covington, KY—1988**

Great color even 26 years later.



NOTE: Masonry Cosmetics Inc. color corrected the light, off-colored brick throughout the building by darkening them to match within the color range of the brick.



A match that still looks great today.

**Canton High Rise,
Westland, MI—1989**

No peeling, cracking or fading after 25 years.



20 Jobs Over Fifteen Years Old

1. Church, Angola, IN—1999
2. Hotel, Battle Creek, MI—1999
3. Urbana College, Urbana, OH—1998
4. Hotel, Grand Rapids, MI—1997
5. St. Francis Church, Holland, MI—1997
6. Saranac High School, Saranac, MI—1997
7. Police Station, Auburn, IN—1999
8. Somerset Mall, Troy, MI—1997
9. Church, Hilliard, OH—1999
10. Kroger's, Columbus, OH—1998
11. Ohio State Bar Association, Columbus, OH—1995
12. Crowne Center Plaza, Columbus, OH—1997
13. St. Elizabeth Hospital, Dayton, OH—1997
14. Residence, Chicago, IL—1997
15. Office Building, Aurora, OH—1997
16. Library, Grand Rapids, MI—1996
17. Wishard Hospital, Indianapolis, IN—1996
18. Corporate Office, Wyomissing, PA—1998
19. Youngstown State University Cafeteria, OH— 1995
20. Residence, Sterling Heights, MI—1997

**Library,
Grand Rapids, MI—1996**



**Youngstown State
University, OH—1995**

NOTE: An off-colored band of brick was an eye sore from the highway; we color corrected it 19 years ago and it still looks great .



20 Jobs Over Fifteen Years Old



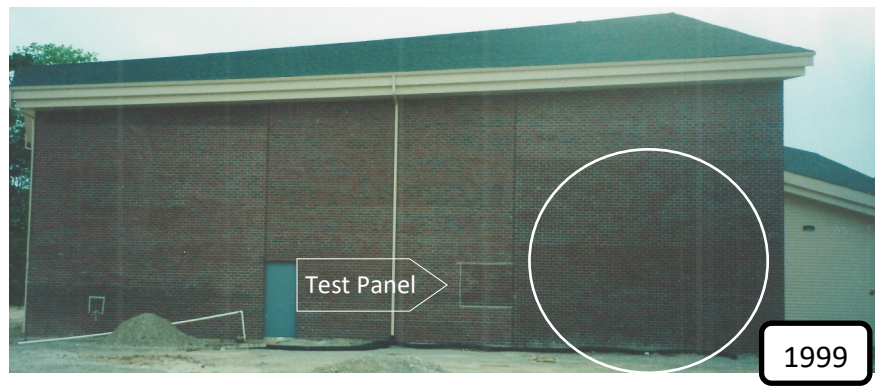
**Church,
Angola, IN—1999**

NOTE: The picture below is before staining with the test panel taped off. We color corrected the majority of the wall to match the area circled. Still looks great 15 years later.

Rich, vibrant color for over 15 years.

**Crowne Center Plaza,
Columbus, OH—1997**

NOTE: The light brick band was color corrected 17 years ago and the staining looks as good as it did the day we applied it .



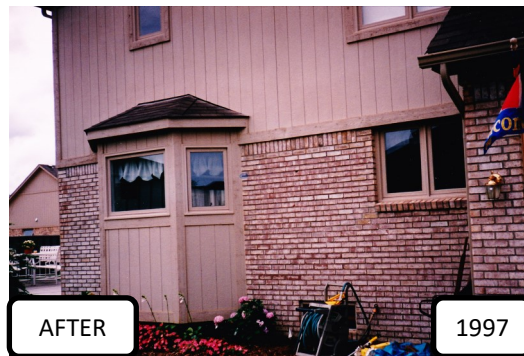


20 Jobs Over Fifteen Years Old



**Residence,
Sterling Heights, MI—1997**

Here is an example of a dark area of brick lightened by our process.



17 years later and no peeling, fading or cracking.

**Hotel,
Grand Rapids, MI—1997**



In 1997, we added and subtracted some Dark Reddish Orange shades for a better, over-all blend to the wall. Still looks great after 17 years.



Award Winning



2014

**Eau Clair Middle School,
Eau Claire, MI—2001**



BEFORE

**Winners of the 2001 &
2002 Michiana Area
Construction Industry
Advancement Fund's
*Excellence in Construction
Awards***



2014

**Office building,
South Bend, IN—2002**



2014



DURING



BEFORE



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20 Jobs Over Ten Years Old

1. Bed Bath & Beyond, Pickering, OH—2001
2. Blanchard Valley Hospital, Findlay, OH—2001
3. Toyota, Blue Ash, OH—2003
4. St. Clair High School, St. Clair, MI—1998
5. Chamber of Commerce, Hammond, IN—2001
6. Holy Trinity Catholic Church, Comstock Park, MI—2000
7. Forest Hills High School, Grand Rapids, MI—2001
8. Calvary Baptist Church, Holland, MI—2001
9. WMU Student Rec Center, Kalamazoo, MI—2001
10. Grand Valley State, Grand Rapids, MI—2000
11. Calvin College, Grand Rapids, MI—2002
12. Coit Elementary, Grand Rapids, MI—2002
13. Office Building, South Bend, IN—2002 Award Winning
14. Eau Clair High School, Eau Clair, MI—2001 Award Winning
15. Meridian Mall, Okemos, MI—2001
16. Residence, Hilliard, OH—2003
17. MSU Olds Hall, East Lansing, MI—2001
18. Detroit College of Law, Dearborn, MI—2000
19. Dick & Sandy Dauch Scout Center, Detroit, MI—2002
20. Continental High School, Continental, OH—2003

FUN FACT:

Did you know...Don was a Brick Sprayman and then became a Glaze Foreman where he learned a lot about coating brick?



2014

**WMU Student
Rec Center
Kalamazoo, MI
2001**



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20 Jobs Over Ten Years Old

**Residence
Hilliard, OH—2003**

NOTE: No peel, fading or cracking after 11 years.



**Bed, Bath & Beyond
Pickerington, OH—2001**

NOTE: Our color specialist technicians stained the columns to closely resemble the main wall 13 years ago.



20 Jobs Over Ten Years Old



2014



2014

**Blanchard Valley Hospital
Findlay, OH—2001**

In 2001, we were hired to color correct the radial brick shapes on the street –side (only) of the hospital to match brick that were no longer made. Today it looks just as good as when we left 13 years ago.



BEFORE

2001



DURING

2001



2014

FUN FACT:
Did you know....Shawn, one of Masonry Cosmetics Inc.'s foreman, started working for us in 1998 ?



ABOUT US

The personnel of Masonry Cosmetics Inc. have been color correcting masonry of all types for various manufacturers and distributors for 28 years using our proprietary system. Our Color Enhancement System combines 80 to 100 mesh mineral oxide pigments, a proprietary bonding agent and an environmentally safe carrier to create a slurry that absorbs into the structure of the brick and permanently bonds with the clay substrate. Once applied, the pigment and the bonding agent chemically attach themselves to the masonry pores. Because the oxide's molecules are smaller than the pores, they do not impede evaporation of water from the unit. These physical properties render the application permanent while not altering the pore structure, therefore the durability of the brick.

Once dried, the bonding agent does not seal the brick, leave a film, fade, peel or crack.

LONG LASTING & LAB TESTED

Masonry Cosmetics Inc. has also been implementing this color enhancement process system in the field for over 28 years. It has been tested in an independent, nationally recognized laboratory to exceed 40 years of weathering with no sign of any fail point.

BEFORE



Here is a great example of a fireplace make-over our color technicians created.



AFTER

Thank you,

Rick Conner
Don Foster



FAMILY OWNED

Masonry Cosmetics Inc. is owned and operated by Rick Conner and Don Foster who bring a combined 56 years of experience in the brick industry, from manufacturing to architectural sales. We manufacture our proprietary, one-of-a-kind system; we are a full service company that travels throughout the United States and has a full line of do-it-yourself kits that are sold throughout the United States and now have gone international. Our product bonds well with any masonry product that has absorption: Brick, Block, Mortar, Manufactured Stone, Natural Stone, Cast Stone & Limestone, just to name a few.

FOR YOUR PROTECTION

Our company carries a five-million-dollar general liability insurance policy to protect your company and/or the building owners as well as workers compensation insurance, commercial auto insurance, etc.

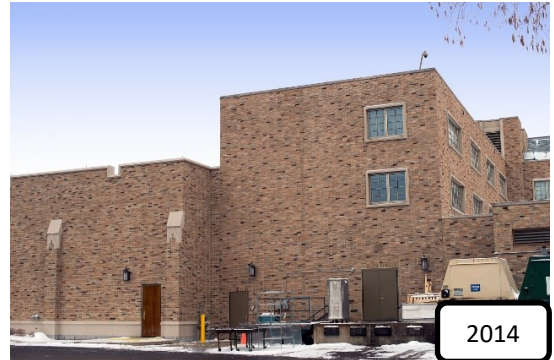
Please feel free to contact us with any ideas or questions that you might have. We are always looking for ways that we can help improve our industry.

Notable Jobs



2014

**University of Notre Dame,
Morris Inn, Notre Dame, IN**



2014

**Winner of the 2013 Michiana
Area Construction Industry
Advancement Fund's
Excellence in Construction
Award**

**Central DuPage Hospital,
Winfield, IL**

Watch for an Upcoming
Attraction on this job.



2014



2014

**Kingsford Heights Elementary,
LaPorte, IN**



Notable Jobs

**Model Elementary,
Goshen, IN**



**Helms Masonry,
Grand Rapids, MI—1991**

NOTE: The radial shapes around the entrance were stained in 1991 and as always, Still The Best.



Over 23 years and no sign of fading.



**University of Notre Dame,
Power House, Notre Dame, IN**

STILL THE BEST-BECAUSE IT LASTS

Great Color That Lasts

We believe Masonry Cosmetics Inc. offers the best masonry stains on the market. Because they are translucent and completely absorbed, our stains preserve the natural variation in tone as well as the natural texture of the pre-existing masonry. They never produce an unnatural shine. We can mix them to match a single shade expertly, or match or create complex patterns by applying different shades to different parts of a single brick or stone, or to different sets of bricks or stones within a single wall.

We also believe that we offer the longest lasting stains available. Because they are absorbed, our stains simply cannot peel or crack, nor can they trap water that can damage masonry by repeatedly freezing and thawing. Laboratory tests show that our color will not fade even after decades of simulated weathering. Even more important our product performs magnificently in the field—as illustrated by the 50 beautifully long-lasting staining jobs featured in this publication.

Our Products Are:

- Tested—Independent Laboratory tested to weather 40 + years with no signs of failure
- Successful—Our unique and proprietary process has been used in the field since 1988
- Breathable—Laboratory tested to prove our product does not seal or trap moisture
- Natural-looking—Does not leave a shine or look like paint
- Versatile—also works on Mortar, Block, Stone, etc.
- Abundant—Color choices are unlimited
- Environmentally Friendly—No harsh chemicals
- VOC free—No harsh fumes
- 100% American Manufactured and we offer Do-It-Yourself Kits

FUN FACT:

Did you know...Don started working at the Hanley Brick Plant located in Summerville, PA back in the early 80s?

What About Our Competitors?



This brick staining company was using paint from Lowe's and watering it down on a school in a different area that we were also working on.

At Masonry Cosmetics we like to say that “They are not us and We are not them.” Time after time, we find our product listed in architectural specifications with products that do not perform as our does. Some cannot withstand the test of time. Some companies use latex or other paint products that can peel or crack. (One actually showed our foreman how they use paint from Lowe's and mix it with water to make it look more like stain.) We are not saying this product is bad, it is just not like our product and should not be in the same specifications with us.





LABORATORY REPORT

AMT Laboratories • 3741 Greenway Circle • Lawrence, Kansas 66046 • (888) 376-3600

FOR: Don Foster, Masonry Cosmetics, Inc.
cc: Jeff Lucas

SUBJECT: Masonry Cosmetics, Inc.
South Bend, IN
Water Vapor Transmission Evaluation

DATE: April 1, 2011
PROJECT: 1103-02 WVT

SAMPLES SUBMITTED:

Sample	Size
(1) red clay brick with a red Masonry Cosmetics stain on the surface	7 ¼" x 2 ¼" x 3 ½"
(1) red clay brick without stain	

Submitted by: Don Foster
Masonry Cosmetics, Inc.
1625 Miami Street
South Bend, IN 46613

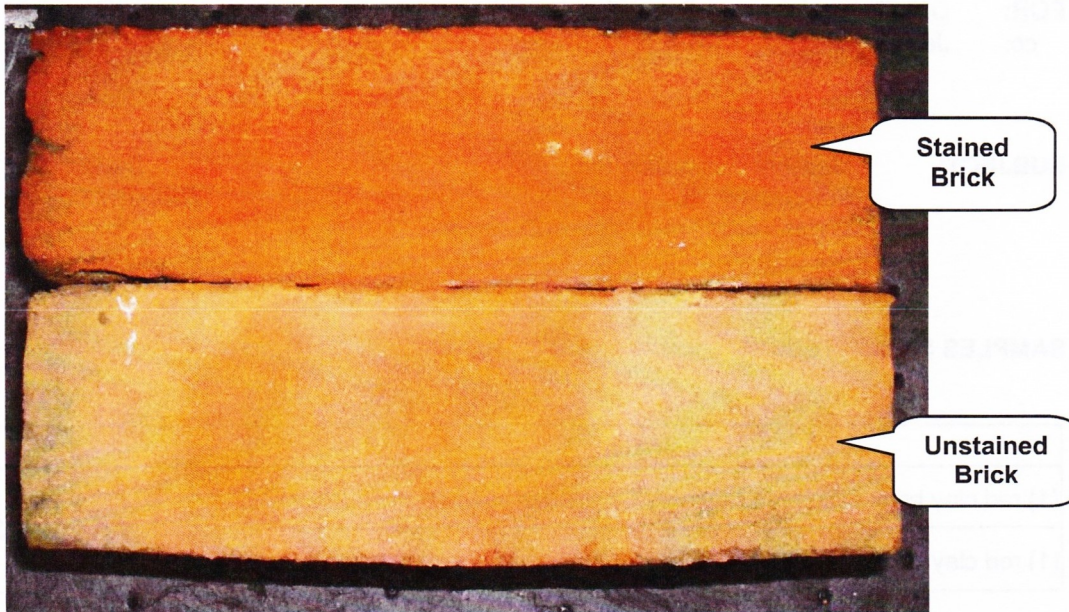
PURPOSE OF TEST:

- To determine the water vapor transmission characteristics of the submitted stained brick compared to the unstained brick.



PHOTOGRAPH:

Submitted Brick



TEST METHODS: Water Vapor Transmission (ASTM E 96 – Water Method - Modified)

The bricks were cut with a wet masonry saw into appropriate size test specimens. The samples were then rinsed with water under a sink and allowed to dry for at least 24 hours.

The samples were placed on laboratory test cells partially filled with distilled water. The sides of the samples were sealed to the top rim of the test cell so that no water vapor could escape. Cells were then weighed and placed in a room maintained at approximately 73°F (23°C) and 30% relative humidity.

The total weight loss of the individual cells was calculated after the second day and daily thereafter for a total of ten days. Weight loss was calculated as a factor of g/m^2 per 24 hours.

CALCULATION:

$$WVT = g/m^2/24 \text{ hours}$$



TEST RESULTS: Water Vapor Transmission

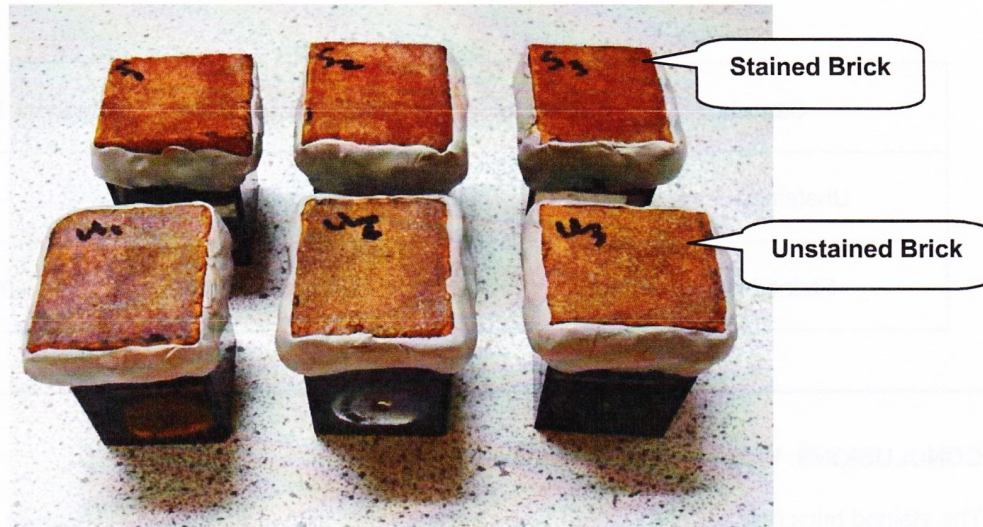
Submitted Brick

Sample	Water Vapor Transmission Rate	Percent Retention
Unstained Brick	11.75 g/m ² /24 hours	---
Stained Brick	12.79 g/m ² /24 hours	>99%

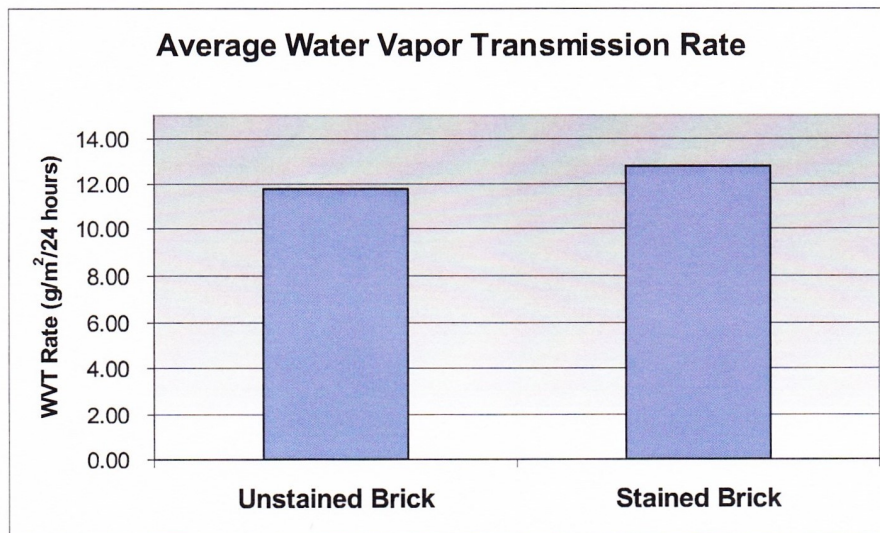
CONCLUSIONS: Water Vapor Transmission

The stained brick had a slightly higher water vapor transmission rate than the unstained brick, indicating that the stain does not inhibit the brick's ability to "breathe".

PHOTOGRAPH: Water Vapor Transmission



GRAPH: Water Vapor Transmission



Courtney A. Murdock

Courtney A. Murdock, CDT
Project Testing Director
CAM/



ALL SAMPLES SUPPLIED FOR THE ABOVE EVALUATION WILL BE DISPOSED OF NINETY (90) DAYS AFTER THE ISSUE DATE OF THIS REPORT. IF SAMPLES ARE TO BE RETAINED FOR ADDITIONAL TESTING OR RETURNED TO THE SENDER, PROVIDE WRITTEN INSTRUCTIONS TO THE LABORATORY WITHIN NINETY (90) DAYS OF THE ISSUE DATE OF THIS REPORT.



Masonry Cosmetics Evaluation
South Bend, IN

0508-14 QUV
September 26, 2005
Page 1 of 3

FOR: Jeff Lucas
cc: Brian Koenings
John Bourne

SUBJECT: Masonry Cosmetics
South Bend, IN

DATE: September 26, 2005
PROJECT: 0508-14 QUV

SAMPLES SUBMITTED: (5) samples of clay brick with a red "Masonry Cosmetics" stain on the surface

Size: 7 1/2" x 2 1/4" x 3 3/4"

Submitted by: Jeff Lucas

PURPOSE OF TEST:

- To determine if exposure to weathering will have any adverse effects on the red stain on the surface of the submitted clay brick.

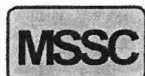
TEST METHODS:

Artificial Weathering (TEC050-1 Standard Operating Procedure)

The faces of three of the clay brick samples were cut to be approximately 1/2 cm thick. The three cut samples were exposed to alternate cycles of ultraviolet light and 60°C temperatures and cooler, moist, and dark conditions at 20-30°C. Temperature, humidity, and UV cycling are intended to replicate external weathering conditions, but are accelerated.

After 500 hours, the samples were then taken out of the QUV Tester and visually evaluated, comparing the surfaces that were exposed to artificial weathering to the surfaces that were not exposed.

Because a portion of each sample was covered during QUV exposure, it was also possible to compare this surface to the exposed area.



Masonry Stabilization Services Corporation
Materials Testing Laboratory

Corporate Headquarters/3741 Greenway Circle
Lawrence, KS 66046 • 785/865-4200



PHOTOGRAPHS:

Submitted Samples After Artificial Weathering



The bottom portion of the samples was covered during artificial weathering, and therefore not exposed.





TEST RESULTS:

Based on visual evaluation of the samples, there does not appear to be any change in appearance to the surface of the clay brick samples after 500 hours exposure to artificial weathering. As the photograph on the previous page shows, the portion of the samples that was exposed to weathering did not appear any different than the portion of the samples that was not exposed (due to the size of the samples, the bottom 1 ½" of each sample was covered during weathering).

There is a natural color variation in the red stain that occurs in all of the submitted samples; some portions of each sample are darker red than other portions of the sample. This natural variation was not caused by artificial weathering; the samples were submitted with this variation.

Courtney A. Murdock
Project Testing Coordinator

CAM/

ALL SAMPLES SUPPLIED FOR THE ABOVE EVALUATION WILL BE DISPOSED OF NINETY (90) DAYS AFTER THE ISSUE DATE OF THIS REPORT. IF SAMPLES ARE TO BE RETAINED FOR ADDITIONAL TESTING OR RETURNED TO THE SENDER, PROVIDE WRITTEN INSTRUCTIONS TO THE LABORATORY WITHIN NINETY (90) DAYS OF THE ISSUE DATE OF THIS REPORT.

Recommendations made within this report are based on laboratory test applications and observations. Final determination of the suitability of a product and/or procedure should be made only after thorough job testing on actual surfaces.



Brick Staining 101

Think of brick staining as a tool or option to use anytime you need! Like anything else, it is always good to plan ahead. As soon as you find out that you do not have a good match, start the process to include staining. The earlier you start, the more options you have. Starting late will limit your choices of, what we call, donor brick (the best base brick that we can add color to).

Before we talk more about brick staining, let's go over the

3 Rules of Brick Matching...

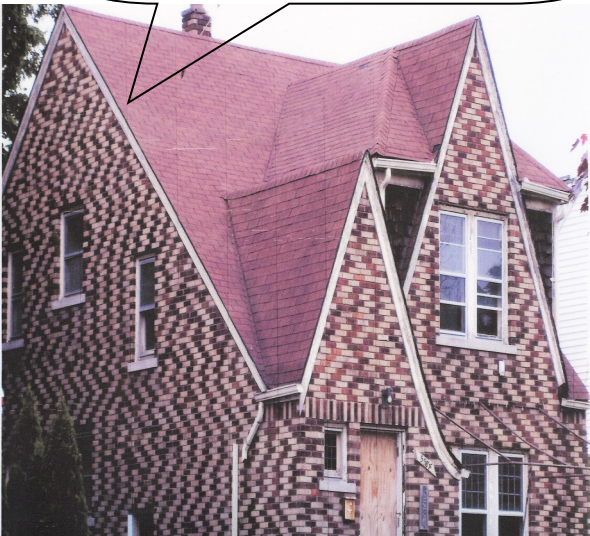
Rule # 1 - FINDING THE BRICK

Are the brick still made today? If yes, is it still made at the same plant that the original brick came from? Manufacturers from time to time have to change which plant they make brick at although they still call it the same name, type and size. This, at times can cause a change in color. Just be sure to get a current sample first. There are many variables brick plants have to deal with. Anyone of these variables can effect the color from run to run. Again, getting a current sample is important. *Should the run still be off in color, We Can Help!*

If the brick are not made anymore—Ask your local distributor to do a search. The actual brick could be sitting somewhere!

Don't let this happen to you!

This is an example of what a bad pre-blend can look like. (We never touched this building!)



Here is a sample of poor planning because the wrong color and texture was chosen. See our sample test panel in blue tape below.

We can color correct a small percentage of brick all the way up to 100%. We can give you all of the old Zinc and Ochre colors that used to come out of the old Bee Hive kilns or when the brick plants used to fire with solid fuels. We can also give you some of the old flashing marks such as cross sets and hearts.



Rule # 2 - BLENDING

First, look at other manufacturers that might have a brick that is close or can possibly work up a combination of different brick to blend together. Blending the brick to achieve the right range is good as long as you find the right colors to blend.

Two mistakes that often happen are that the size of the brick vary and the overall percentage and placement of colors do not match up with the existing wall. First, check that the face height, length and bed depth of the brick are compatible in size to each other. Percentage of color and placement is also important. For example, in a 3 or 4 way color blend, maybe 2 or 3 of the colors are very close but the 3rd or 4th are off - you will still have a bad match. *The right percentage mix of colors and how they are spaced in the wall is the key to matching.* As always, Masonry Cosmetics Inc. can add color to whatever blend to get a great match!

There are several brick manufacturers that are willing and able to make special runs of brick to try and match your building but sometimes they don't succeed. If they don't get close enough and you want it closer, *we can add the final touch!* We partner with brick manufacturers all of the time.

Brick Staining 101

When the first two rules are exhausted we can pursue...

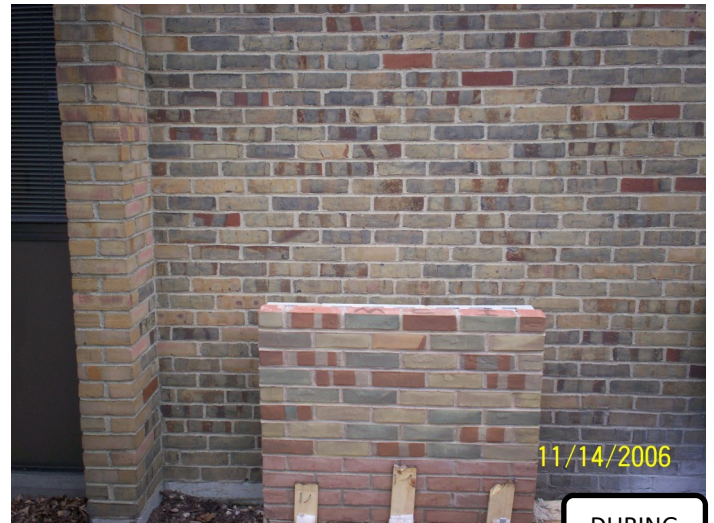
Rule # 3 - STAINING

Find a donor brick matching the texture and size as close as possible. Next pick the closest color available. The less brick we have to correct, the less it will cost to change it. We never use the word "perfect" but we get really close depending on the donor brick selected and if the mortar is matched. For example, in a wall with modular sized brick, the mortar represents 18 to 20% of the total wall which has a major effect on the brick color that it borders and the overall color of the wall.

Our greatest advantage is "placement". We can choose where the colors go. We can have the same color touch, not touch, stair step....actually do what the wall is doing.



BEFORE



DURING

To the left is a job in progress at a school. As we color correct the sample the architect and owner can direct the amount of change in the panel. They can control the color range, details and also the cost. Our process is very flexible, does not seal the brick, keeping it breathable. We also do not leave a sheen or film. Therefore, we can apply our process again over the top if needed, adjusting the color at anytime.

This is a perfect example of a blend that would be difficult for a manufacturer to repeat... No Problem for Masonry Cosmetics!

