

EXECUTIVE VIEWPOINT

MICHAEL A. LINN, NOX-CRETE™

Finally ... Safe, Effective Exterior Acrylic Sealer Removal **Without** the Power Washer



Michael A. Linn, President & Lead Chemist, Nox-Crete

Michael A. Linn is the Nox-Crete president and lead chemist, overseeing sales and operations for the 59 year-old, Omaha, Neb.-based company. Michael started working in the plant as a teenager, gaining a thorough understanding of Nox-Crete's production process. Michael earned his degree in chemistry at the University of Nebraska at Lincoln. During his college years, Michael worked part-time as a chemist in the Nox-Crete laboratory. After graduating, he joined the Nox-Crete team as a full-time employee.

Life just got a whole lot easier for any decorative concrete contractor or homeowner looking to remove the worn-out acrylic sealer on their pool deck, backyard patio, outdoor walkway, driveway, or other exterior textured or stamped decorative concrete area. Now any blistering, yellowing, chalky, cloudy, or separating acrylic finish can be removed with:

No power washer.

No scary solvents.

No environmental worries.

No scrubbing, scraping, splatter, mess, or run-off.

In fact, it's never been so safe, convenient, and foolproof to remove an exterior acrylic sealer. The product is all-new **Deco-Peel** and it's being introduced by Nox-Crete™ at **Booth S11209** (South Hall) during the 2015 World of Concrete. Michael A. Linn, president and lead chemist of Nox-Crete, discusses the breakthrough removal system:

? **How have contractors or homeowners removed worn-out acrylic sealers and coatings on exterior decorative concrete up to now?**

In the past, most homeowners relied on hazardous solvents like xylene. Yes, xylene is an effective acrylic remover. But have you ever looked at the precaution label of xylene? It's nasty stuff to breathe, touch, or use around children, pets, or plant life. Xylene is not a sensible option.

Today homeowners and contractors use our popular acrylic remover, Deco-Strip. Deco-Strip is a great product, very safe and effective to use. Homeowners and contractors have used it

to strip-out an estimated 1.5 million square feet of worn-out exterior acrylic sealer. Using Deco-Strip requires a power washer. For that reason, we recommend Deco-Strip in areas of broad application, like a drive-way or large patio area, where deflected spray and the sticky acrylic residue it strips away aren't an issue. Some homeowners try using just a power washer—without any stripper—to remove sealer. But this usually only manages to remove a small percentage of the sealer.

? **How is Deco-Peel different?**

Deco-Peel is a proven acrylic sealer remover that is remarkably safe and convenient to use. Just lay down a pre-packaged, biodegradable cellulose blanket over the decorative concrete in question. Then apply the Deco-Peel solvent over the blanket with a common nine-inch paint roller. By the way, it applies very easily across the blanket. Then wait for the blanket to dry, usually in less than four hours.

That's it. Just two simple steps. The blanket automatically absorbs the old, worn-out acrylic sealer. Discard the used blanket in the garbage. It's perfectly safe, everything is biodegradable. No power washer. No scrubbing. No mess. Your exterior area is all set for a fresh, restoring application of acrylic sealer. It's a game-changing technology for DIY community.

We think building supply dealers will find Deco-Peel a valuable stocking item and ideal complement to its already-popular sister product, Deco-Strip.

? **So the old, worn-out acrylic is absorbed by the blanket? There's nothing more to do?**

There's nothing more to do. Just gather-up the blanket and admire a newly-stripped, sealer-ready surface.

? **Is Deco-Peel compliant with Federal Consumer Products VOC regulations?**

Absolutely. Deco-Peel meets all Federal VOC requirements for architectural coatings and consumer products. In Canada and states like California where VOC regulations exceed Federal standards, we offer a specially-formulated and compliant product, Deco-Peel CPC.

? **Where's your booth at the 2015 WOC?**

Visit us in the South Hall, Booth S11219. See the product for yourself and view live demos. You can also check out our website or call 800.669.2738. Our experts are standing by, happy to help. •

nox-crete™

chemical solutions to concrete problems

To Learn More

Web
Nox-Crete.com

Email
Nox-Crete.com/contact-us

Phone
800.669.2738 or 402.341.2080

2015 WOC Booth Location
S11219 South Hall

Facebook
facebook.com/NoxCreteProducts

Videos
youtube.com/NoxCreteProducts