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New brands, products unveiled at World of Concrete

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By Louis Iannaco

LAS VEGAS—While all things flooring were taking place at the Sands Expo & Convention Center here, Surfaces '09 was not the only show in town. Just a few minutes away at the Las Vegas Convention Center, World of Concrete exhibitors were showing off their latest wares, and while some might ask just how exciting can concrete be, they might be pleasantly surprised.

Officials with Specialty Construction Brands announced during a press conference that it has launched Dramatic Surface Products (DSP), a new brand of flooring surface preparation products for commercial applications. The brand is entering the market with a complete range of high-performing products in five key categories. DSP products, each formulated based on market research and interviews with contractors, are designed to be simple and versatile to use.

Additionally, many DSP formulas are environmentally sound and contribute to LEED certification points for green building efforts. "We listened to installers in the marketplace," said Tracy Muller, brand manager for DSP, "to ensure Dramatic Surface Products meets the needs of the professional flooring contractor. We developed every product for contractors out in the field who made it clear they needed faster, more reliable surface preparation solutions in order to install floors efficiently."

DSP products offer easy application, low shrinkage and crack resistance, faster cure times and flawless leveling, she noted. All DSP products are backed by warranties. The complete product line addresses all aspects of floor preparation, such as the varied self-leveling requirements across substrates, locations and installation situations.

"DSP is currently the only brand in the market focused solely on floor preparation," said Muller. "That's why we're able to offer solutions for those very targeted needs. With DSP, contractors will enjoy more efficient, high-performance floor preparation from start to finish. Our new products provide results that live up to our name."

Dramatic Surfaces Products fall into five key areas of floor preparation. They include:

- Primer and additive—DSPTM 500 Multi-Purpose Primer and DSPTM 501 Acrylic Latex Additive;
- Moisture mitigator—DSPTM 508 Moisture mitigator;
- Skim coat and patching— DSPTM 502 Skim Coat, DSPTM 504 Patch and DSPTM 506 Fast-Set Deep Patch;
- Self-leveling underlayments— DSPTM 510 Standard, DSPTM 520 Premium, DSPTM 530 Ultra Wear Surface and DSPTM 540 Extreme Fiber-Reinforced, and
- Wear surface—DSPTM 530 Ultra Wear Surface (gray or white).

Many DSP products are formulated to be environmentally sound and contribute to LEED certification points.

For more information, call 800.621.0220.



Dramatic announcement. From left, Tracy Muller, Steve Foedisch, Ron Loffredo and Chuck Schillaci following the press conference notifying the media of the launch of the Dramatic Surface Products line.

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