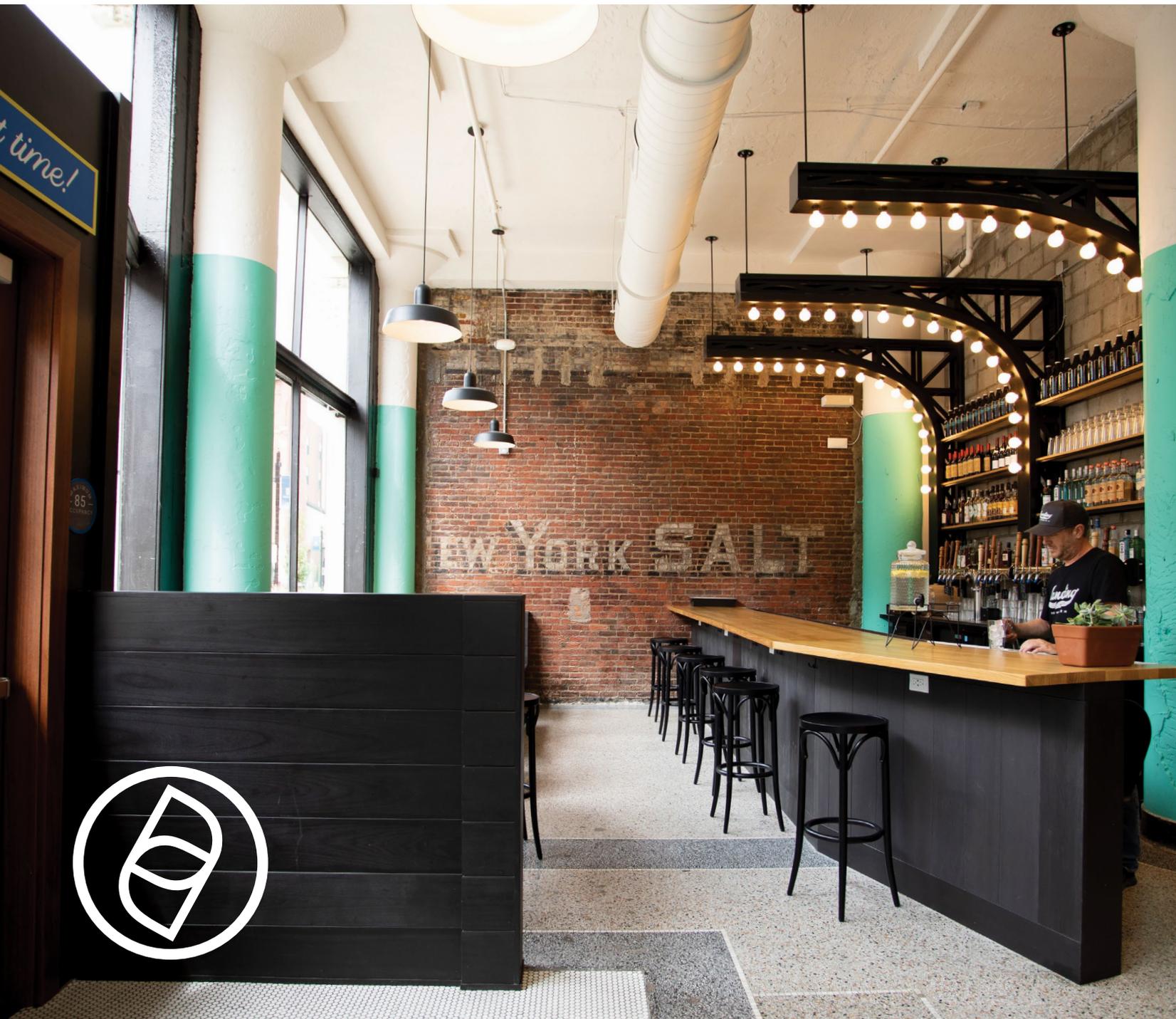


# THE PROCESS

## DANCER CONCRETE DESIGN



## A Note from the Founder

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“When Dancer Concrete Design first began, we focused on bringing concrete design into interior spaces through architectural elements tailored to the needs of our customers. Until we discovered the possibilities flooring had to offer, this was our model. Over time, we learned to appreciate how much a floor could simply become a subtle backdrop within a space, or completely transform an entire room. To transform interiors, we found a better solution; truly handcrafted flooring that offers a versatile way to stylize spaces and add design features to spark conversation while using materials that are sustainable, natural, and long-lasting.

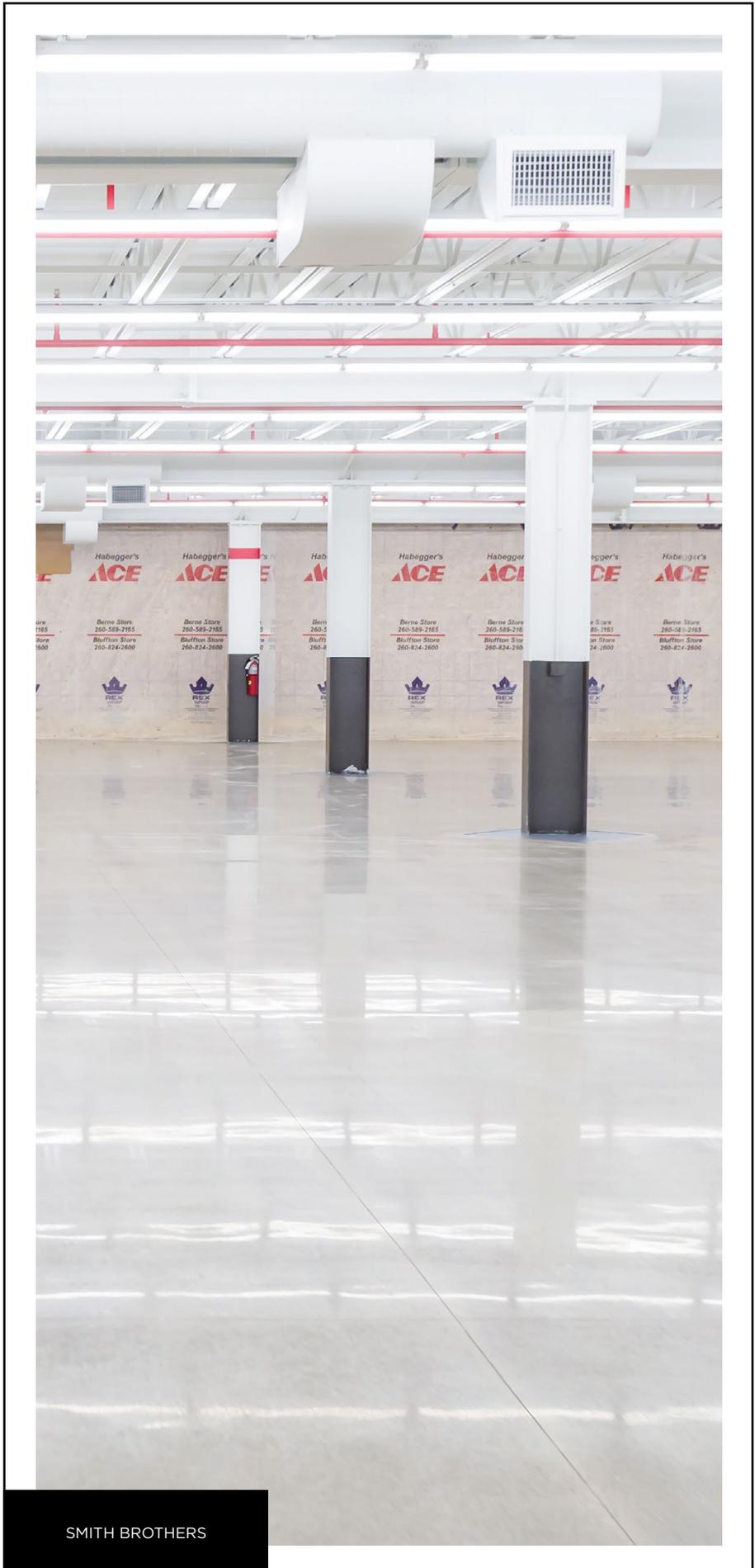
Nearly 12 years ago, my first hand-grinder was put on a concrete surface. Since then, our goal has been to add value to our customers’ lives and spaces by approaching our work with a servant’s heart. We believe construction done well does not have to come with the typical “contractor experience.” Our style of business attracts customers who value open communication, workmanship, and great design. As we grow, our dedication to creating an exceptional experience for our clients is unwavering. We continue to foster this belief by cultivating a caring team and always remembering to love what we do.”

*Nick Dancer*

Founder + Owner, Dancer Concrete Design

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SMITH BROTHERS

# CONTRIBUTERS

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## **Nick + Alexis Dancer**

Nick and Alexis Dancer own and operate Dancer Concrete Design. They live in Fort Wayne with their 4 children, Clark, Charlie, Clyde, and Chloe. They love walking around the neighborhood, playing at home, and creating adventures wherever they go.



## **Nastassia Snaden, MBA**

Nastassia Snaden joined the Dancer Concrete Design family after finishing her MBA at St. Francis University. Her day-to-day consists of documenting and clarifying the “who, what, why, when, where, and how” we work, and being the person behind DCD’s Instagram account. She and her husband live in Fort Wayne with their small collection of succulents. They enjoy hiking our NEIN trails, exploring regional museums, and slow cooking vast amounts of chili for rainy evenings at home.



## **Nicolle Ginter**

Nicolle Ginter owns and operates VimAnnVigor Design Studio. She and her husband live in Fort Wayne with their 3 children, Connor, Lillian, and Penelope. She has a love for beautiful design, cooking, baking, reading, and spending quality time with her family.

## **Photos**

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Dwell Vacations  
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## **Writing + Editing**

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## **Structure + Elements**

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Nick Dancer  
Nicolle Ginter  
Nastassia Snaden

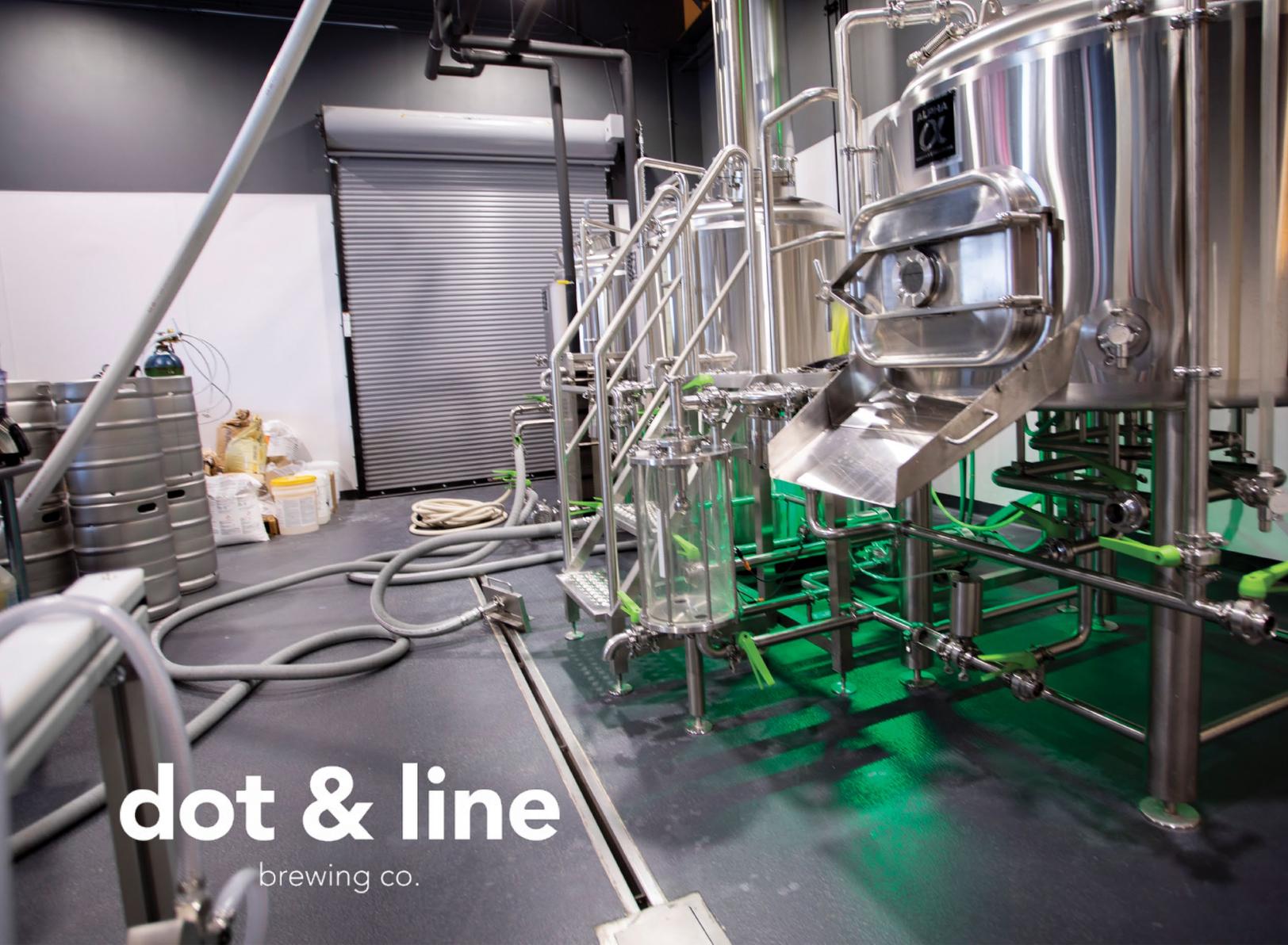


Thank you to all those who make this business possible. To the clients who choose to work with us, our vendors, and our team. Without you, none of this is possible, and we are extremely grateful for the opportunity you allow us to have in your projects and lives.

- *Nick and Alexis Dancer*

**The Process Magazine** is a regular publication created by Dancer Concrete in Fort Wayne, Indiana. Reproduction, duplication, distribution, and remix are encouraged provided you give credit to the material source and artists and allow the same conditions to your contributors.

Learn more at [dancerconcrete.com](http://dancerconcrete.com)



# dot & line

brewing co.



**I**ndustrial kitchens are intense spaces. They have a lot of movement, heat, and specialized tools. Constant cleaning with sanitizers and degreasers is often needed to keep the space safe. Floors need to be able to withstand this intensity, daily, for years. Urethane mortars were made for this. They are able to withstand thermal shocks, are impact-resistant, easy to clean, and some can be installed on recently poured concrete slabs.

Every year, we host a theme. It's a fun way to bring in a new attitude and thinking process into our company for the year. We celebrate it with handouts, new t-shirts, and signs. It's also our belief that businesses have the opportunity to impact people beyond just the products or services they sell. **Here are a few of our recent themes:**



## 2021

### **STRONG AND STEADY**

Strong And Steady is a Choice.

A choice to find a FLOW in what you take on; to be known for your hard work, problem-solving skills, and positive attitude.



## 2020

### **WORK YOUR LAND**

Everything you need is already inside of you. Work with what you have been given - not wishing for something different, but focusing on what is in front of you. WORK YOUR LAND.



## 2019

### **TRUST THE PROCESS**

The best work is brought to life by meditating on the task; by focusing on the doing. It's not about the end goal or worrying about the future. To create the best, to be the best, you have to fall in love with the process of creating. It's then, and only then, that the process is nurtured, valued and appreciated. When we focus on the process, we can ignore the pressures of an outcome. Trusting the Process is an adventure. Trusting the Process is awareness, presence, and understanding. It's the right here and right now parts of life. When you give yourself to the moment, the creating becomes its own reward.

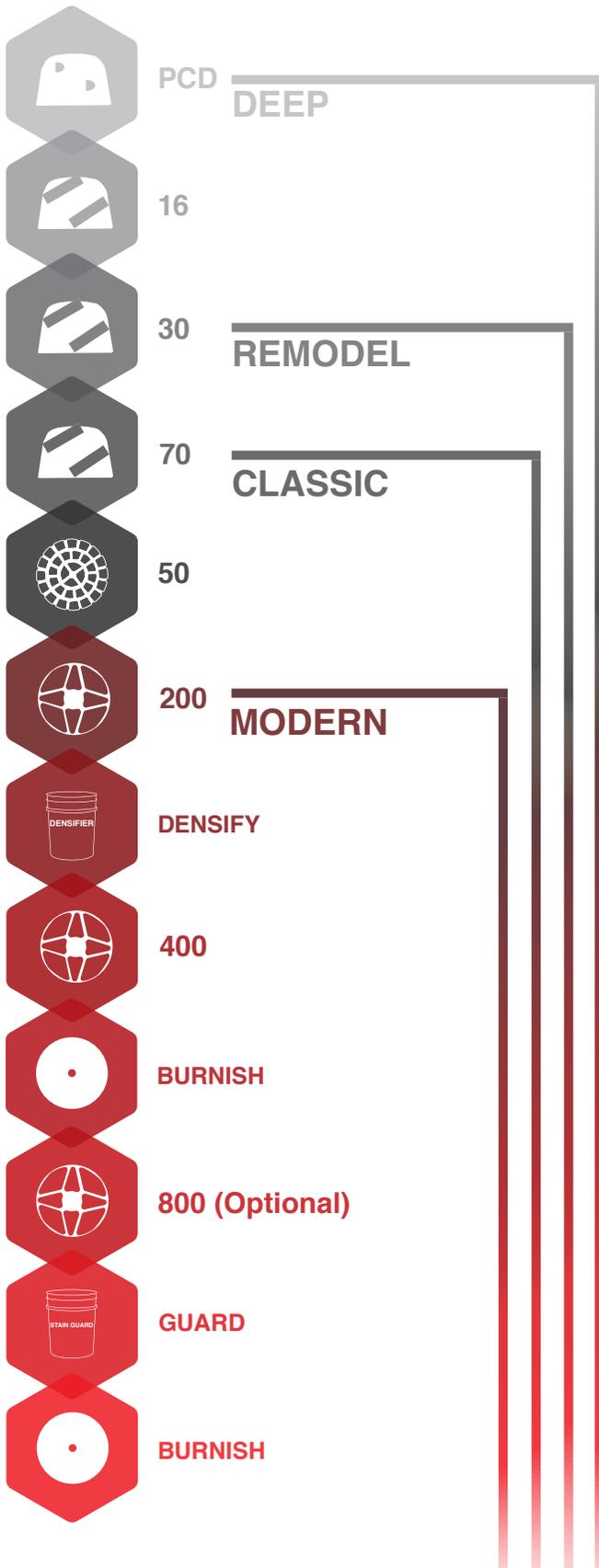


## 2018

### **CREATE OVER CONSUME**

We were made by a creator to create; to give of ourselves, our talents, and to bring value into the world. Creating requires action. Creating means showing up to make the world a better place. You need to let go of other people's opinions and walk the path towards your truest self. Creating is messy; it's not easy; it's ok to make mistakes. Creating is for the brave. Show up. Get to work. Create and curate a beautiful life.

# Polished Concrete Process



## What is Polished Concrete?

Polished concrete is a floor that has been both mechanically finished through grinding, honing, and polishing with bonded abrasives as well as treated with a penetrating hardener. The concrete densifier/hardener penetrates into the concrete to help harden and dust-proof the surface.

Polished concrete is a sustainable flooring option as it uses an existing structural element of a building for a finished surface. Polished concrete is a “green” flooring system and LEED approved.

There are a variety of custom options available for polished concrete, including: dyes, stains, scoring cuts, decorative engraving, borders, and logos.

Polished concrete offers one of the most economical lifetime costs of any floor.

Limitations: Polished concrete is not recommended for areas with constant water exposure. Sealed or other epoxy options may be a better fit.



# THE LANDING



ALTO GRADO



JEFFERY. BENJAMIN. HAIR



THE LANDING BEER COMPANY

## *A Customer Story*

By Nastassia Snaden

### **FOCUS: THE LANDING**

The Landing built Fort Wayne. People and goods came to the Landing from all over the world for business and pleasure in the nineteenth century due to its central location near the rivers, canal, and railway. The connections and relationships they built turned a trading post into a city, and wooden structures into stone. This impact and importance led to it being placed on the National Register of Historic Places in the 1990s; however, cultural changes in where we lived and worked had led to decades of dwindling use. The district was in need of revitalization — renovating it posed a unique set of challenges. How do you renovate an entire block while preserving the historic elements?

## DESIGN

You do it by finding the right developer. The Model Group, out of Cincinnati, OH, has an established track record of revitalizing historic neighborhoods. They preserve the character and key elements of the spaces they work in while updating them to fit modern needs. There is an art to finding this balance. “You work with the existing space,” explained Matt Cowan, a Project Manager with Model Construction, “And make sure you meet code.” The history, footprint of the buildings, as well as modern building codes and needs, give their own guidance on how to break up the spaces and what to showcase within them.

## HERITAGE

“We knew we wanted to preserve that terrazzo from 1914,” Brendon Maxwell, of the Landing Beer Co. and Utopian Coffee, explained. The Fisher Brothers Paper Company building’s original terrazzo floor had been hidden for years under a carpet, a secret testament to the care taken with design elements when the building was built. Preserving this floor required expertise, found in Fort Wayne’s Dancer Concrete Design.

Historical terrazzo used marble chips, broken stone, and glass mixed with cement to create an eye-catching, textured overlay on top of an existing surface. Brass dividers separate different colors within the floor to create sections, designs, or visual interest. Terrazzo is not only decorative, it’s also durable under heavy foot traffic. Today, this makes it popular in airports, schools, and hospitals. It was a great design element in a turn of the twentieth-century building.

Restoring terrazzo floors follows a similar process to remodeling a polished concrete floor. DCD starts with removing anything adhered to the surface, like glue. Next, we repair the floor before moving on to polishing and honing it. This terrazzo was covered in carpet glue, which was easily ground off. Decades of use had left it with a few spaces that needed to be filled and repaired. We were then able to begin to polish the terrazzo, grinding through a century of use to polish and refine it for the next 100 years.

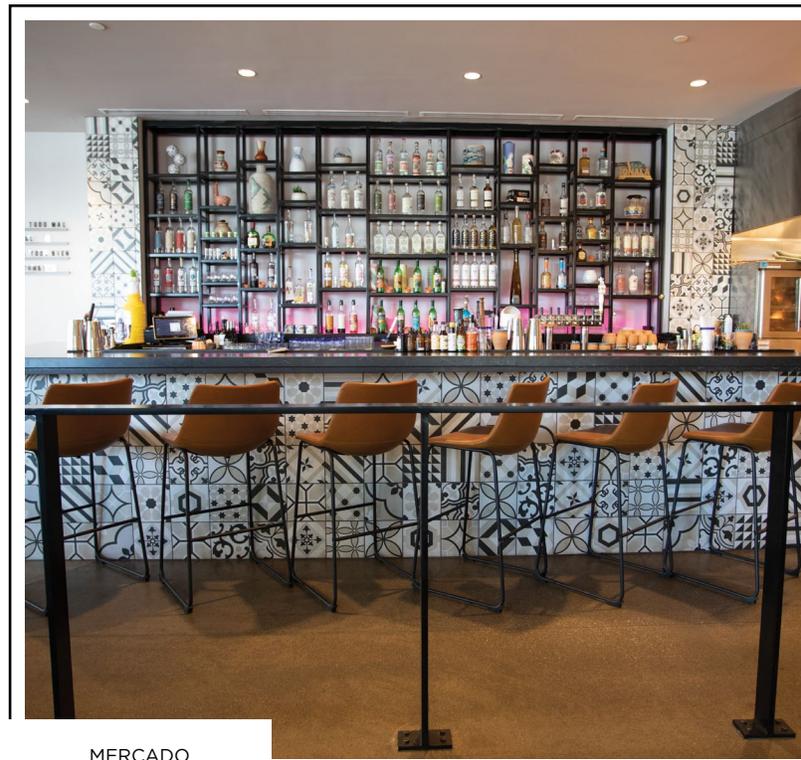
## BUILT TO LAST

This legacy of durable, long-lasting design choices comes through in the 21st-century solutions that were picked. The Landing Beer Co. installed TreadWell Industrial+ in their kitchen and brewing area. They added a sand spritz for added slip resistance.

The Model Group honored the industrial legacy of the block in the apartments in the design, they did this by keeping some interior brick visible and refreshing the existing concrete floors with a sealer. This helps to blend the past with the future, clearly showing how we are rooted in our past while growing toward our future.

## OUTCOME

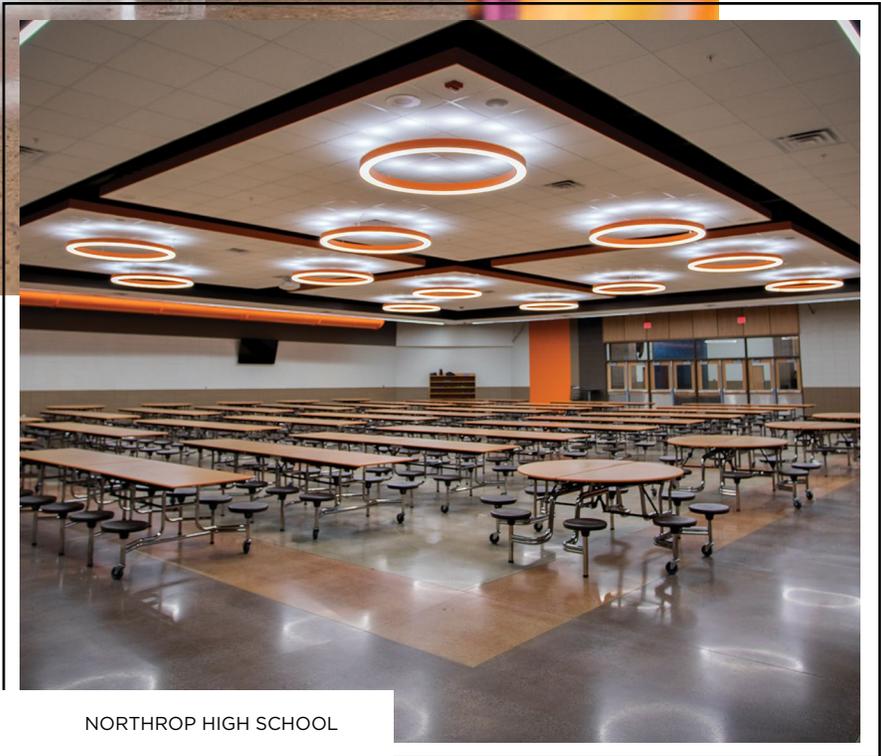
Revitalizing the Landing has brought people, and goods, in from all over the world. The connections and relationships built here have increased regional economic activity, brought people into Downtown Fort Wayne, and shown the ways we have to grow into the spaces we’ve already have. The Landing built Fort Wayne in the 19th-century, and it continues to build Fort Wayne in the 21st.



MERCADO



FUSION YOGA



NORTHROP HIGH SCHOOL

# STRONG TREAD

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StrongTread by Dancer Concrete Design is a brand of penetrating surface treatments designed for long-term durability and sustainability densifying, hardening, and dust-proofing concrete surfaces.

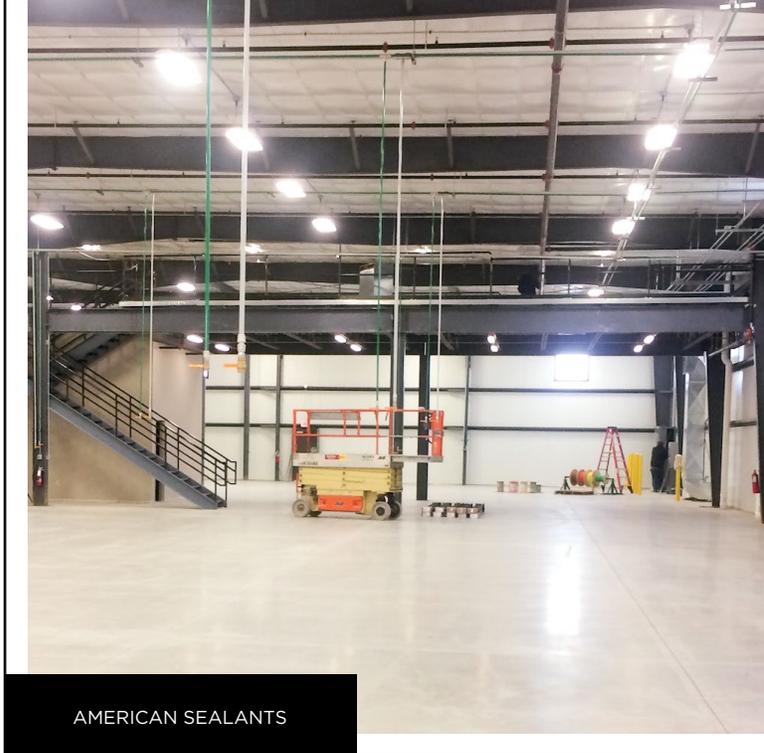
## STRONGTREAD CURE

The StrongTread Cure Sealing system incorporates premium concrete densifiers used during the concrete placement process. This is the most affordable concrete sealing system with better long-term durability than traditional acrylic curing compounds or concrete sealers. This system is popular in storage facilities and large manufacturing spaces.

*Finishes: Honed*

*Uses: Cold Storage, warehousing, manufacturing*

*\*Only available on new concrete placements*



AMERICAN SEALANTS

## STRONGTREAD POLISH

The StrongTread Polished concrete flooring solution is one of the most sustainable flooring solutions available. With a low lifetime cost, simple maintenance, and long-term durability, StrongTread Polished concrete provides great value for anyone looking into hard-surface flooring. With the ability to transform your floor by adding a dye or stain, or simply enhance the natural gray hue of the existing concrete, polished concrete is crafted to fit a variety of environments and styles.

*Finishes: Matte, Satin, High Sheen, Super Sheen*

*Uses: Retail, homes, churches, event venues, corridors, multi-purpose spaces*



CONNER'S KITCHEN + BAR

## STRONGTREAD HARDWEAR

The StrongTread Hardwear Sealing system incorporates the same penetrating products used in a fully polished concrete process. Fully penetrating concrete densification and stain guard products make this a good fit where abrasion resistance, easy cleaning, and a sealed concrete floor that hardens over time is required. This is a less intensive option for larger spaces or where affordability is of key importance.

*Finishes: Subtle Sheen*

*Uses: Agriculture, storage, municipalities, judicial, warehousing*



NAPANEE FARM

# STRONGTREAD POLISH SYSTEMS

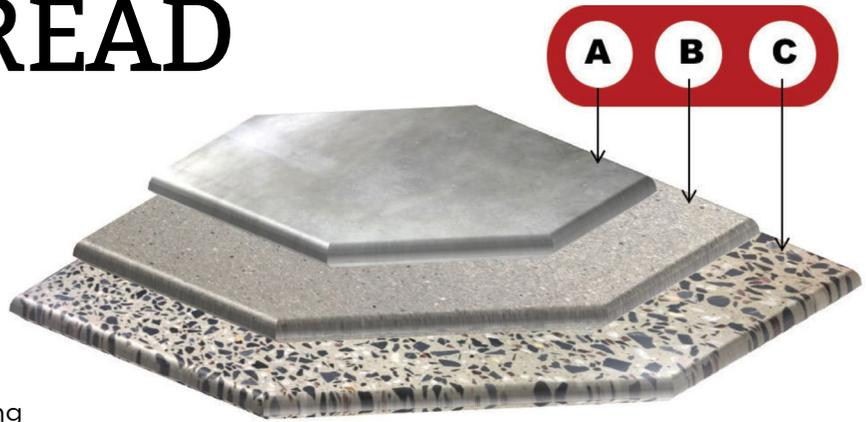


IMAGE BY: CONCRETE POLISHING COUNCIL

## Class A

**Cream Aggregate:** Polished surface resulting in little-to-no aggregate exposure. Some light sand exposure.

## Class B

**Fine/Sand Aggregate:** Removes not more than 1/16" of concrete surface by grinding and polishing. This results in the majority of exposure displaying fine aggregate with little-to-no medium aggregate in random locations. Light aggregate exposure with some cream.

## Class C

**Large Aggregate:** Removes not more than 1/4" of concrete surface by grinding and polishing. This results in the majority of exposure displaying large aggregate with little-to-no fine aggregate in random locations. Heavy aggregate exposure with some light sand.

# FINISH LEVELS



**MATTE FINISH  
200 GRIT, LEVEL 0**  
Matte Finish polishing produces a concrete floor with a soft, matte finish that is easy to maintain. This option is popular in residential and industrial settings, and is the most economical finish level.



**SATIN FINISH  
400 GRIT, LEVEL 1**  
Satin Finish polishing produces a diffused reflection and is a popular base level floor finish.



**HIGH SHEEN  
800 GRIT, LEVEL 2**  
High Sheen polishing produces a sheen on the floor that will clearly reflect identifiable objects. This is a popular flooring option for restaurants, retail facilities, and other areas where a high sheen is desired.



**SUPER SHEEN  
1500 GRIT, LEVEL 3**  
Super Sheen polishing produces a highly-polished surface that reflects color, light, and objects in a mirror-like reflection. This is a popular flooring option for museums, schools, and anywhere a stunning finish is desired.

## MODERN

In this architectural favorite finish, the cream - or cap - of the concrete floor is honed and polished to enhance and embrace the character of the concrete and finishing techniques. Some texture and finishing marks are key elements in this finish.

New, unsealed concrete only  
Aggregate: Cream A



## CLASSIC

The classic look when people think of polished concrete. The cap of the slab is removed to expose the small aggregates used when pouring and creates visual texture on the surface. A great base for keeping in its natural state of by adding color.

Aggregate: Class B with areas of larger stone



## REMODEL

Our Remodel floor system offers a great look when embracing concrete's age and character in a remodel space.

Aggregate: Class B + C



## DEEP

Digging deep into the concrete surface, we find large stones used as the building blocks of strength. When wanting an even, consistent, deep stone exposure, our Deep floor offers the look of large aggregate as the main finish.

Aggregate: Class C



# Features of **POLISHED CONCRETE**



## **GROUT COATING**

The grout coating application fills in naturally occurring pinholes, small air pockets, and aggregate pop-outs in a concrete floor. This process offers a higher overall reflectivity and a less porous surface, and is recommended for air entrained concrete and/or concrete that will be heavily ground to remove sealers, coatings, or when aesthetics are a top priority. The availability of this option is typically unknown until the concrete floor has been prepared and the initial pass is complete.



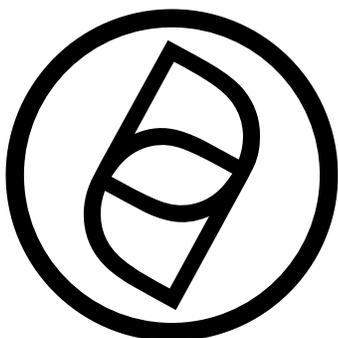
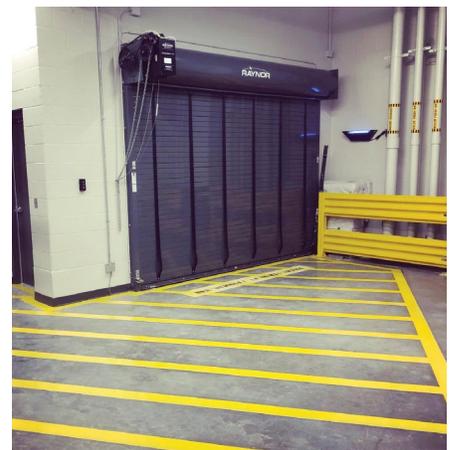
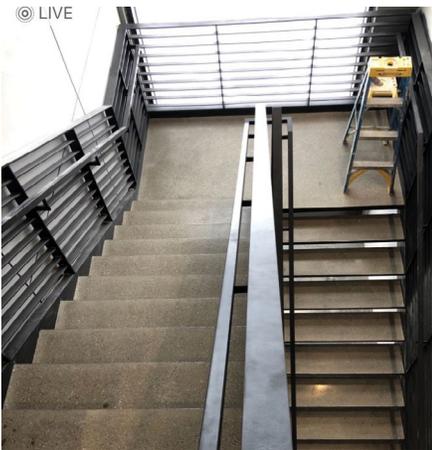
## **CONTROL JOINT FILLING**

Control Joints are planned by an architect in the design of a space, and placed in the concrete slab when poured. These joints are filled with a polyurea compound to protect the joint edges from chipping, in addition to keeping dirt and debris out. This filler is available in many color options to complement the floor.

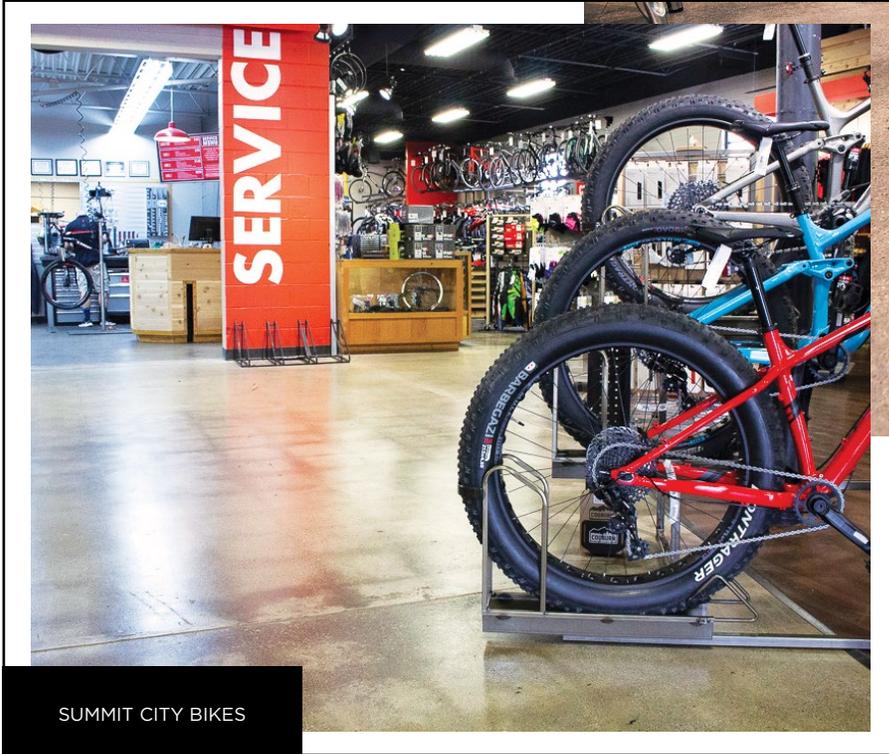


## **CONCRETE DENSIFYING + STAIN GUARD**

All StrongTread Polish floor installations include a two-application process; premium concrete densification treatment and stain guard conditioning. These two steps penetrate into the concrete surface to increase abrasion resistance, decrease permeability, maintain a co-efficient of friction for slip-resistance, and provide one of the most durable hard-surface flooring systems available.



- Design Driven
- Free Custom Samples
- Direct Warranty and Guarantee
- Timely + Thoughtful Communication
- Low Volatile Organic Compound Installations
- Fast Construction-to-Foot-Traffic Turnaround OSHA and ADA Slip-Resistance Guideline Compliant



SUMMIT CITY BIKES

# SEALCRAFT

SealCraft by Dancer Concrete Design is a brand of clear, topical floor sealer that provides similar aesthetic qualities of polished concrete as well as additional moisture repellency.



JEFFERY. BENJAMIN. HAIR



RISE-N-ROLL

### SEALCRAFT SHINE SAVER

SealCraft Shine Saver enhances the appearance and performance of bare concrete floors. Typically selected when a more affordable or faster installation is needed, this sealer prevents dusting and boosts the aesthetics of any space. In higher traffic conditions, subsequent coats can be easily and affordably applied to maintain effectiveness long-term.

*Finishes: Glaze*  
*Uses: Storage, retail, municipality*

### SEALCRAFT CLEAR+

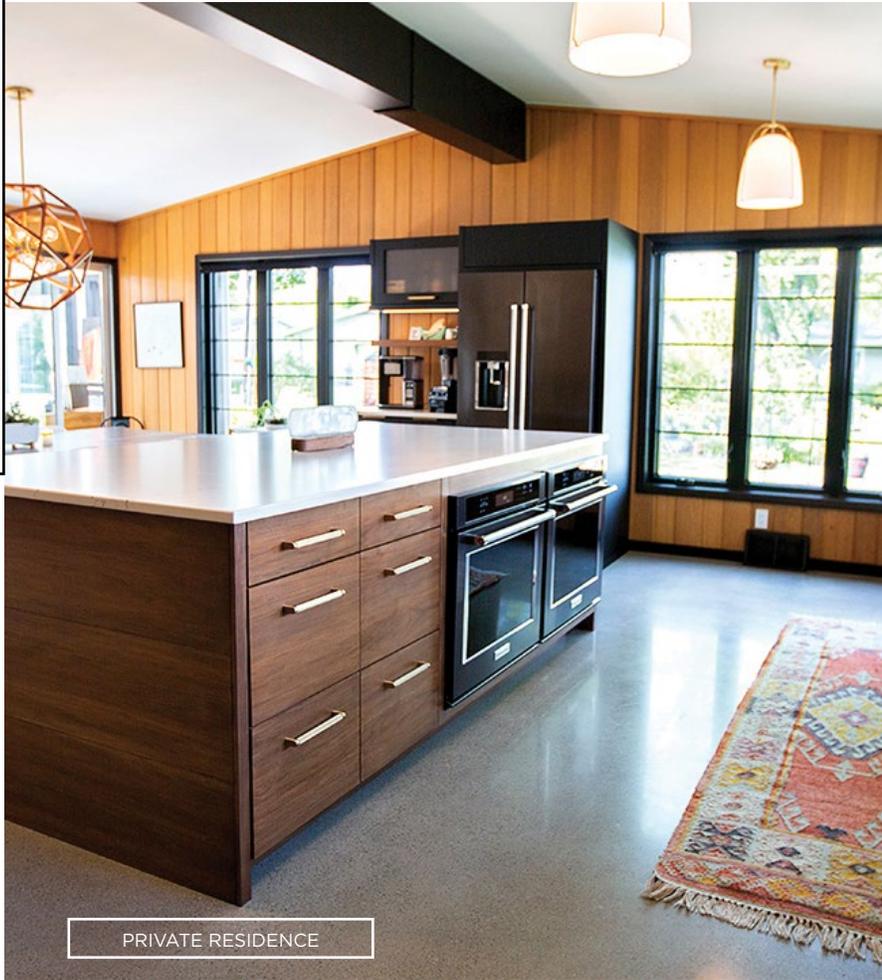
SealCraft Clear+ is designed as a hybrid to provide the look of polished concrete with the topical sealing advantages of epoxies and urethanes. Our SealCraft Clear+ system offers stain and water resistance, and is a good fit in wet areas where a polished concrete look is desired or additional finish options are needed.

*Finishes: Gloss, Satin, GriP*  
*Uses; Light duty kitchens, restrooms, cafeterias, theaters, residential, wet areas*



FORT WAYNE CHILDREN'S ZOO GIFT SHOP

BEST ONE



PRIVATE RESIDENCE

# SURFACE

.....

Surface by Dancer Concrete Design is a brand of overlays used as a topping on sound and solid concrete surfaces. Our resurfacing process allows us to bring a new look to a space, without the hassle of a complete rip out and replacement. The new surface is durable, strong, and great for remodeling projects where polished concrete is desired but the existing substrate is in less than desirable condition.

## SURFACE POLISH

Surface Polish overlay is a concrete overlay that resembles traditional Class B (See page 4) aggregate exposed concrete. This overlay is finished and polished much like a traditional concrete floor, and it can be left natural or colored with dyes or stains.

*Finishes: StrongTread Clear +, Gloss, Satin, Satin with Grip or StrongTread Polish, Matte, Satin, High Sheen, Super Sheen.*  
*Uses: Retail, Residential, Corridors, Schools*  
*\*not for heavy industrial use or vehicle traffic.*



## SURFACE SMOOTH

Surface Smooth overlay is a cream finished overlay for vertical surfaces. It provides a soft, rich texture and finish similar to a brand new concrete pour. This overlay has the option to be colored with dyes or stains and is finished with SealCraft Clear+ urethane finish.

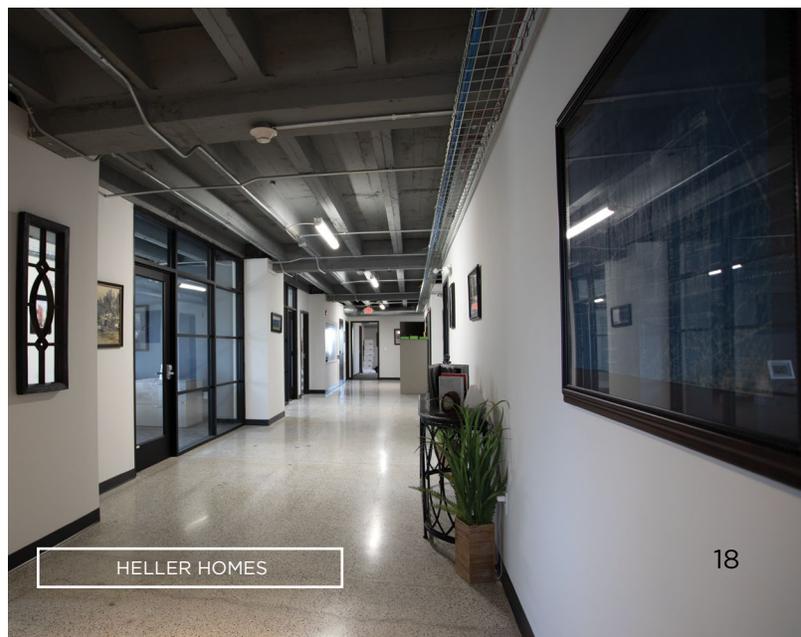
*Use: Vertical Surfaces only*

*Finishes: SealCraft Clear+, Gloss, Satin*  
*Uses: Retail, Residential Installation Thickness: 1/8"*  
*\*not for heavy industrial use or vehicle traffic.*

## SURFACE TERRAZZO

Surface Terrazzo is based on the old world Italian flooring installation of marble chips or broken stones and glass mixed with an epoxy matrix to create an endless array of patterns, colors, and finishes. The Terrazzo topping is a 1/4" system that can be installed with new concrete. Also, older Terrazzo floors can be refinished with our StrongTread polished floor system.

*Finishes: Waxed or StrongTread Polish*  
*Uses: Airports, Schools, Corridors, Hospitals*



# The Pour

**We work with existing concrete surfaces to protect and enhance the surface. The correct placement of the concrete slab is of extreme importance for us to provide our client with a great finished surface. The following are guidelines to pouring new concrete for a Dancer Concrete Design installed floor. Finishing procedures should be consistent.**

Our StrongTread Polished Concrete systems are installed in two scenarios: (1) on a new slab intended for a polish, and (2) in a space that is being remodeled. When polishing concrete, the more variables you can control, the more predictable the process and smoother the install. In both scenarios, we enhance the existing substrate to create durable & well-designed floors. For a system that is being installed on new concrete, we have found that it takes the right people, plan, and process to pull off the best install possible. As you begin the journey, we encourage you to use us as your polished concrete resource. Feel free to read through and pass along our Poured Concrete Specifications. We recommend that anyone involved in the pouring process has access to these specifications.



**For a quick review, here are some basics:**

**· PEOPLE**

Hire a professional concrete company – guys that use ride-on power trowels and have a full crew every day. For this project, be a little more hesitant to hire your uncle’s friend Jim who poured concrete a few times or some company that says, “Yeah – We’ve done that before!” Hire someone who approaches the pour like a true craftsman. The best results will come from a professional team. If you need a local recommendation, please let us know.

**· PLAN**

Pass along the Poured Guidelines Specification to your contractor. Find it on our website, under Helpful Resources. Call us, and schedule a pre-pour meeting. Set strong expectations up-front for the best work at the end.

**· PROCESS**

The floor should be SMOOTH and FLAT per ACI Guidelines; we will take some burn marks, rather than texture, or ridges. Edges and handwork around the drains should maintain a smooth and flat consistency. No acrylic cure and seals are applied after the pouring.

**For detailed information about pouring concrete for polished concrete please see the Resources section of our website, or contact your project manager**

# STAIN DYE

When choosing a color for your concrete project, there are two options to choose from - reactive stained concrete or dyed concrete. Below, we will talk about each option and hopefully provide better clarity for which one fits your project the best.

## Reactive Stained Concrete

Reactive concrete stains work with the existing chemical makeup of the concrete to produce variegated coloring throughout the surface. This coloring method typically produces a marbled appearance on the concrete surface. This method provides permanent coloring to floor surfaces.

### Pros

- Permanent Color - UV Stable - Can be used indoors or outdoors
- Variegated - Marbled Look
- Unique and One-Of-A-Kind Look

### Cons

- Not a good solution for exposed aggregate
- Longer Install - 1 Extra Day
- Customer must anticipate variation and differences in the floor.

## Dyed Concrete

Dyes work the existing porosity of the concrete to penetrate into the surface layer of the concrete floor to color the surface. Dyes offer a more consistent and color-matched look. This coloring method is very popular for interior concrete floor projects and commercial settings. This is the base level offering from Dancer Concrete Design.

### Pros

- Affordable coloring option - Quicker Install
- Consistent
- More reliable coloring
- Works well when exposing aggregate

### Cons

- Cannot be used outdoors
- Dyes may fade when exposed to water long-term

# Penetrating

---

# Concrete Dyes

A penetrating concrete dye can be used on indoor concrete polishing or sealing applications. This dye penetrates deep into porous concrete surfaces, creating a long-lasting, durable color treatment for interior concrete floors. Depending on the concrete substrate, this translucent coloring system will have variations. The penetrating concrete dye is the most economic coloring solution.



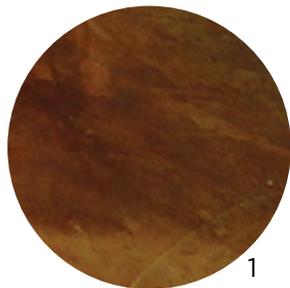
1 Caribbean Blue • 2 Ocean Blue • 3 Amethyst • 4 Painted Desert • 5 Red Rock • 6 Ruby Red • 7 Rose Quartz • 8 Georgia Clay • 9 Blue Stone • 10 Welsh State • 11 Emerald • 12 Serpentine • 13 Copper Patina • 14 Mocha • 15 Amber • 16 Desert Sand • 17 Bronze • 18 Antique Cork • 19 Brown Stone • 20 Light Roast • 21 Espresso • 22 Dark Brown • 23 Concrete Gray • 24 Black • 25 Onyx  
Use the QR Code provided to see our full color inventory



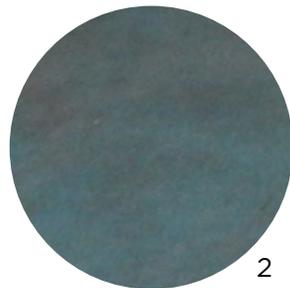
# Reactive Concrete Stains

Reactive concrete stains work with the existing chemical makeup of concrete to produce variegated coloring throughout the surface. This coloring method provides permanent coloring to the floor surface, and typically produces a marbled appearance.

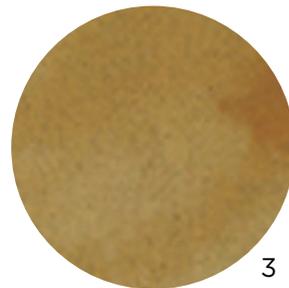
*Permanent Variegated - Marbled Look. \*Note this flooring color can look splotchy and inconsistent for some.*



1



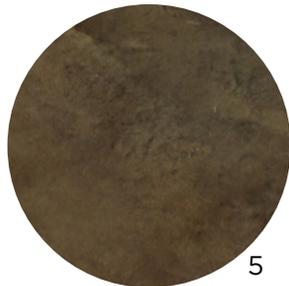
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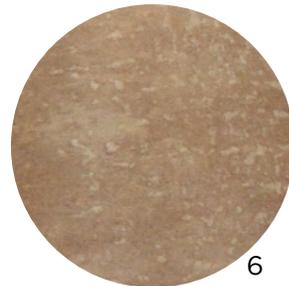
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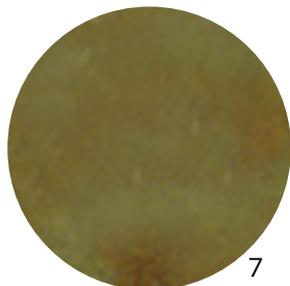
4



5



6



7



8



9



1 Gold • 2 Azure Blue • 3 Malayan Bluff • 4 Mesquite • 5 Wenge Wood  
6 Soft Maple • 7 Shifting Sand • 8 Desert Amber • 9 Coffee Brown  
Use the QR Code provided to see our full color inventory



## THE Rescue Mission

CHANGING LIVES FOR GOOD™

**T**he Fort Wayne Rescue Mission recently moved to a much larger space in downtown Fort Wayne. They designed their new space with long-term durability in mind. Polished concrete floors were chosen for the high traffic areas. Epoxy floor coatings were used in spaces that needed a bit more grip.





# PROJECT LEADERS SPOTLIGHT

Meet your Project Leaders: **JACOB JANSSENS** and **BEN DOEGE**.

They are here to smoothly guide your flooring project from the initial estimate to the final closeout.



## JACOB JANSSENS

### PROJECT LEADER

Jacob has been with DCD for 7 years and has been a Project Leader for most of them. He brings a stable, knowledgeable presence to our work.

Jacob and Kaylie, his wife, love spending time hiking and camping—they make time to travel to get to some of the most scenic spots in the country. But most weekends, you'll find them sharing some barbeque with family and friends.

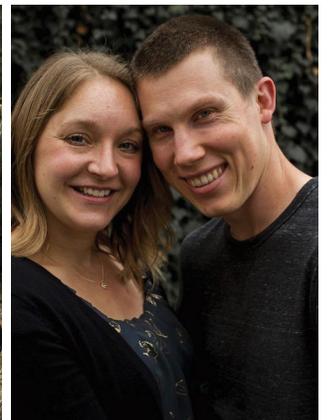


## BEN DOEGE

### PROJECT LEADER

Ben has recently transitioned into being a Project Leader after nearly five years as DCD's Shop Leader.

Ben has a background in animation, giving him ample experience in project management and a passion for 80s and 90s cartoons that he shares with his children: James, Claire, + Seth. He and his wife, Amy, have been together for a decade and still can't agree on where to find the best donuts.

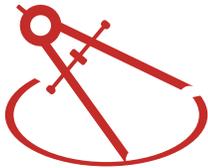


# Why DCD



## BEST WORK

WE'VE CHOSEN JUST A FEW THINGS TO BE MASTERS IN TO MAKE SURE YOU GET THE BEST WORK:  
**ERROR-FREE, ON-TIME, EVERY-TIME**



## DESIGN DRIVEN

THE RIGHT SOLUTIONS, DURABILITY, AND SAFETY FOR YOUR SPACE.  
**THE RIGHT PRICE FOR YOUR BUDGET.**



## STRONG & STEADY

TRAINED INSTALLERS AND THE RIGHT SPECIALIZED EQUIPMENT GIVE YOU THE QUICKEST INSTALLATION WITH THE LEAST DISRUPTIONS.

## client testimonials

“Love our new concrete floors in our sunroom! Beautiful craftsmanship, such attention to detail, seamless project management, and amazing communication from beginning to end. Thank you, Dancer Concrete Design!”

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**LESLIE FERGUSON**

“Dancer Concrete is an extraordinary team that does a fabulous job finishing concrete. They can customize a space with tremendous options for color, sheen, and consistency. Their team works hard, providing a finished product that the client loves. They make sure that no matter the size of the project, they treat it with detailed perfection.”

----  
**AMIE LINDSAY**

“Dancer Concrete cares about people + the product/service they provide. I would highly recommend using this company. Their words are matched with talented, customer-oriented employees, and they guarantee the Best Work, error free & on time. I had a great experience.”

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**HARRISON TASH**

“We had a wonderful experience working with Dancer Concrete. From our first meeting to the final product, everything was positive and enjoyable. . . We were blown away by the finished look and would use them again in a heartbeat. They're professional, kind, timely, and very skilled. I'll recommend them to anyone.”

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**ANNA WEST**

“On time, on budget first class service we could not be any happier with the results.”

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**TIM RYAN**

“When we renovated our studio at Anchor Films, we knew the concrete floors needed an upgrade. Dancer Concrete Design's work completely transformed our studio. And we were incredibly pleased with their clear communication, turnaround time, price, and overall service. It was a breath of fresh air working with such a professional crew. We'd highly recommend their team and appreciate the value they added to our space.”

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**MATT AYERS**

# Slip Resistance of Concrete

## GAINING TRACTION

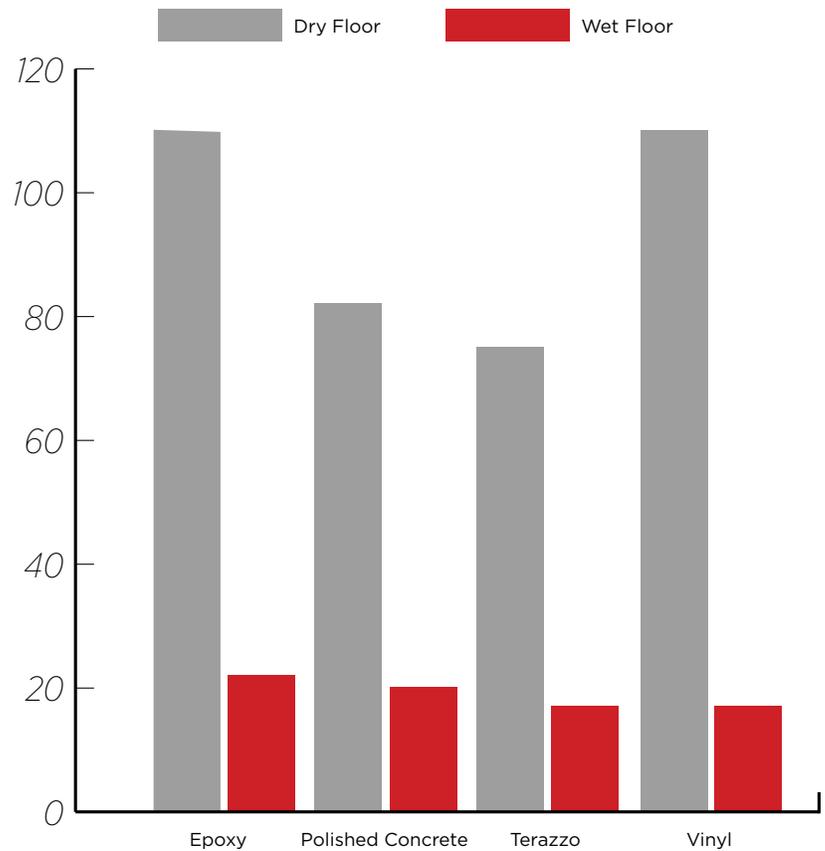
With the increasing popularity of polished concrete as a flooring solution, we find ourselves answering a lot of questions about how slippery the finished product is. Safety, after all, is a major factor when selecting a flooring finish.

Our simple and best answer: Polished concrete meets or exceeds all slip coefficient requirements per the ADA and OSHA specifications. That means the safest people we know say it's safe!

Our more practical input: Polished concrete offers an affordable, durable, and low-maintenance flooring solution and has been selected for major retailers across the country. Thousands of miles a day are walked in these environments, rain or shine. As we interact with these surfaces at the grocery, hardware, boutique, restaurants, and gym, we don't think twice about how slippery the polished concrete is. We actually interact with polished concrete surfaces more than we realize.

In an environment where excessive liquids are expected to be present, but a concrete

Slip Resistance per the Pendulum method EN13036-4\*



Source: \*SP Report, F812033, Technical Research Institute of Sweden, 2008-06-13

look is still desired, our SealCraft Clear+ system offers a grip additive that does an outstanding (often excessive) job enhancing the slip resistance. For more information about all of our systems, feel free to check out our website at [dancerconcrete.com](http://dancerconcrete.com) or give us a call. We would love to chat with you about your project.





# WORK HERE

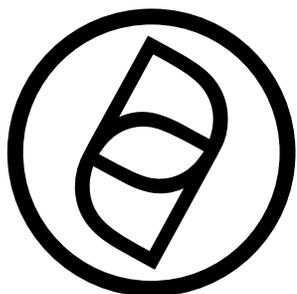
We are a growing, family-owned and operated, contracting company. We specialize in polishing concrete floors and epoxy floor coatings for the best commercial construction projects, industrial environments, and high-end residential homes. We do not pour any concrete, and our work is done inside year-round.

Our local-based model allows us to work in a way that we are home most nights with our family. We currently operate in Fort Wayne and are growing in the NE Indiana area around South Bend / Goshen. We have grown because we hire and retain people who value hard work, problem-solving skills, and a positive attitude.

**DRIVING FORCE.** We believe we have been called by a Creator to build a remarkable business that drives growth in our team, and where others can count on us to deliver the BEST WORK. This is the driving force behind everything we do. This is how we make a difference.

As we grow our team, we hope to attract people who want to be challenged and grow personally. We want team members who believe that by growing personally, they are better able to serve others.

**The Best Small Business Benefits;** 60% Employer Paid Health Insurance, 7 Paid Holidays, 2-3 weeks of vacation with personal days, \$250 yearly clothing Allowance, Up to 5%-401k Match, bonuses, progressive promotion opportunities, paid leadership training, payouts for reading books, and the opportunity to work within a local, family-owned and operated business.



We want the best for you, and we operate in a drug-free and smoke-free environment. If you like getting dirty and sweaty, have a valid driver's license, and the availability for a small amount of travel (only 12-15 nights per year), then let's chat.

**If you have the drive and think THIS IS the right place. Let's chat. Nick's Phone: 260.415.1951**

# Meet The Team

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**Nick Dancer**  
President



**Alexis Dancer**  
Design



**Ben Doege**  
Project Leader



**Jacob Janssens**  
Project Leader



**Dennis Barylski**  
Business Manager



**Nastassia Snaden, MBA**  
Continuous Improvement



**Joel Janssens**  
Team Leader



**Ben Reuille**  
Team Leader



**Jared Hughes**  
Team Leader



**Scott Bailey**  
Team Leader



**Isiah Bollenbacher**  
Craftsman



**Matt Dunno**  
Craftsman



**Robert Karn**  
Craftsman



**Brandon Coe**  
Craftsman



**Anthony Barnes**  
Craftsman



**Ian Campbell**  
Craftsman



**Ashton Barnes**  
Craftsman



**Adam McDowell**  
Craftsman



**Marcus Donovan**  
Craftsman

# VISION

It's the future we are working towards.  
It's the guiding light of the kind of business we want to be.

**Our Vision is growing young leaders who run the best small business—  
and inspiring others to do the same.**

# DRIVING FORCE

It's **why** we do what we do. It's the **purpose** we have beyond our day to day work.  
It's the **impact** we want to have in the community where we live and work.

**Our Driving Force is GROWING LEADERS who deliver BEST WORK.**

# CORE VALUES

Core Values define how we behave. These are behaviors we can count on from one another and our customers can expect to see in action from working with us.

## WE ARE . . .

### STRONG AND STEADY

**We find a flow in what we take on.  
We are known for our hard-work ethic, problem-solving skills, and positive attitude.**

### NEAT, CLEAN, AND ORGANIZED

**A sense of order is not just for good looks.  
We believe it supports the flow, drives creativity, and helps deliver the best work.**

### MORE THAN ONE

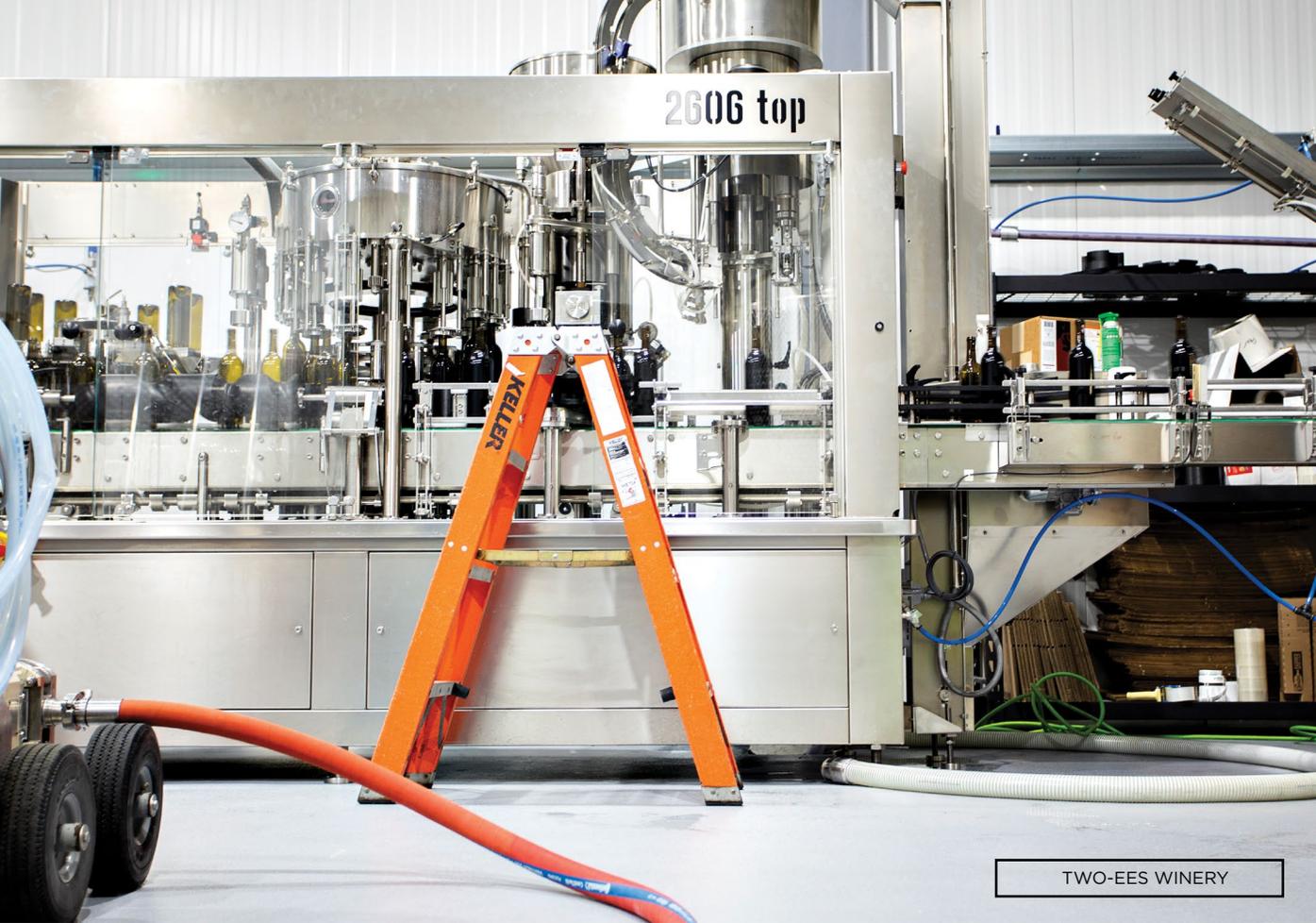
**We set aside the pursuit of me, to first serve the mission and the team.**

### ALWAYS GROWING

**We grow by leaning just beyond our security and comfort.  
It is our duty to expand upon what we have been given.**

### THOUGHTFUL COMMUNICATORS

**We are intentional in how we speak and listen.  
We communicate what is kind, necessary, and true.**



# TREADWELL



Epoxy floor coatings outperform other hard-surface flooring choices in environments that receive the most wear and tear. With this style of flooring, there doesn't have to be any compromising. Durability, safety, aesthetics, and simple maintenance are all aspects that epoxy floor coatings deliver to your environment. Choose between several finish options that fit your situation – smooth, flake broadcast, sand broadcast, metallic, or urethane mortar. Invent your space the way you envision it with multiple design options.

# SELECTING THE RIGHT SYSTEM

Understanding the difference between epoxy options

	TREADWELL	Cost	Maintenance	Impact Resistance	Thermal Shock
SOLID	Color +	●	●	●	
	Industrial +	● ●	●	● ●	
	Urethane Mortar	● ● ●	●	● ● ● ●	●
DECORATIVE	Chip	● ●	●	● ●	
	Quartz	● ● ●	●	● ● ● ●	
	Metallic	● ● ●	●	● ●	

● Mop ● Broom/Squeegee

## EPOXY OPTIONS

### INTEGRAL COVE

In kitchens, restrooms, and other wet areas, integral cove provides seamlessness between the floor and wall. This prevents mold and mildew from growing behind the base and allows for simple maintenance, such as hosing down a room. Integral Cove is available in several different heights.



### URETHANE TOPCOAT

Our 3-part high performance urethane topcoat increases the abrasion resistance and chemical resistance of your resinous flooring system. This can withstand up to 3 times more wear than traditional topcoats. The additional topcoat also increases the UV resistance of the resinous flooring system.





## COLOR +

### TREADWELL COLOR EPOXY

An affordable, 3-layer, water-based, solid color epoxy and urethane flooring system for foot traffic and light duty rubber-wheeled traffic.

#### GREAT FOR:

Foot Traffic, Break Rooms, Storage, AV Closets, Park Buildings, and Small Warehousing



## INDUSTRIAL +

### TREADWELL INDUSTRIAL EPOXY

Treadwell Industrial Epoxy floors are a cost-effective and affordable installation. An entry-level 100% solids epoxy system that balances affordability and durability. This floor will produce a solid-colored, seamless floor.

#### GREAT FOR:

Recreational Rooms, Industrial Applications, Break Rooms, Manufacturing Facilities, Locker Rooms, Commercial Spaces, and Animal Caging



## URETHANE MORTER

### TREADWELL URETHANE MORTAR

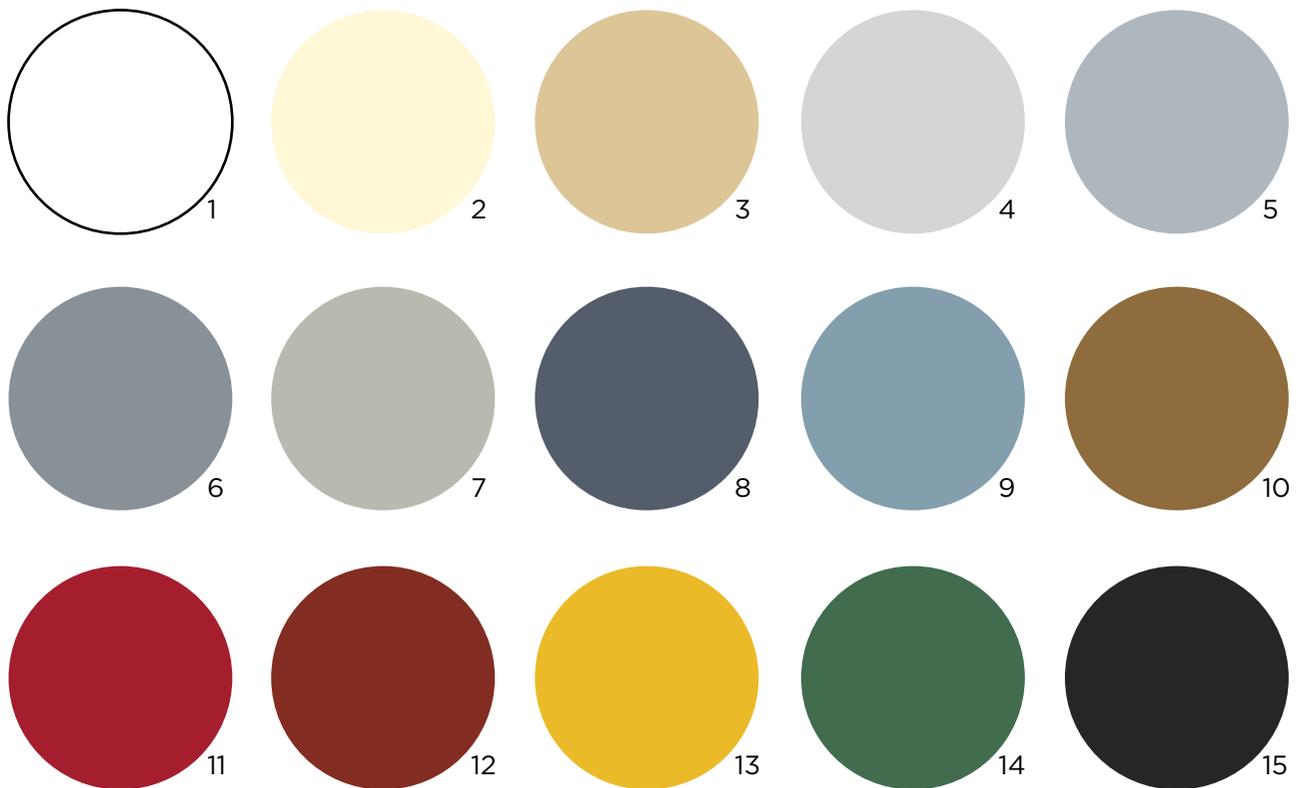
Urethane mortar flooring is used in the most abusive floor settings. It upholds performance in extreme temperatures. This floor requires no priming and can be installed on "green" concrete, offering quicker installation than other epoxy flooring systems. Urethane mortar floors offer all of the benefits of broadcast epoxy, with the additional benefits of increased impact and chemical resistance.

#### GREAT FOR:

Food Grade Facilities, Industrial/Commercial Kitchens, Heavy Duty Manufacturing, Breweries, and areas where Thermal Shock is of concern

# Solid Colors

Standard Colors: coordinate your branding with your interior space by selecting one of our solid epoxy colors. Note: colors may be affected by age, heat, and exposure to sunlight. Opacity can vary between products. Please request an actual color sample of the system that you're considering to confirm the most accurate representation.



1 White • 2 Ivory • 3 Beige • 4 Light Grey • 5 Medium Grey • 6 Slate Grey • 7 Concrete Grey • 8 Charcoal • 9 Smoke Blue • 10 Caramel • 11 Safety Red • 12 Tile Red • 13 Safety Yellow • 14 Green • 15 Black  
Use the QR Code provided to see our full color inventory



## DECORATIVE CHIP

### TREADWELL DECORATIVE CHIP

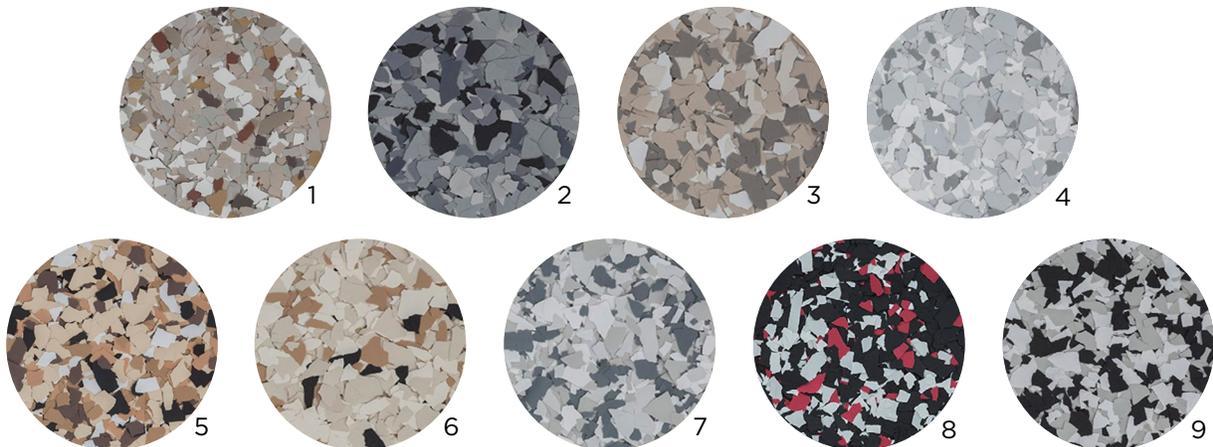
Chip Epoxy floors are full broadcast coatings that provide slip and stain resistance, durability, and versatile design options. There are countless chip combinations that are available to fit the style of your space. This system is seamless, providing simple maintenance over the life of the floor.

#### GREAT FOR:

Garages, Recreational Rooms, Prep Kitchens, Industrial Applications, Break Rooms, Locker Rooms, and Commercial/Retail Spaces

# Decorative Chip Colors

Full broadcast epoxy flooring offers a seamless solution for your floor. We can't begin to show you all of the possible color options; however, listed below are a few of our favorite combinations. The base colors are included in the initial proposal. Custom color blends, various chip sizes, and other upgrades are available as well.



1 Creekbed • 2 Nightfall • 3 Madras • 4 Stargazer • 5 Outback • 6 Shoreline  
7 Gravel • 8 Daredevil • 9 Domino  
Use the QR Code provided to see our full color inventory

# DECORATIVE QUARTZ

## TREADWELL DECORATIVE QUARTZ

Another broadcast flooring option is quartz epoxy floors. Quartz epoxy offers a high-end look while still performing in impact resistance, slip resistance, and seamlessness. Like Chip epoxy floors, the quartz sand color combinations are endless. With additional options available, there is a system for every environment.

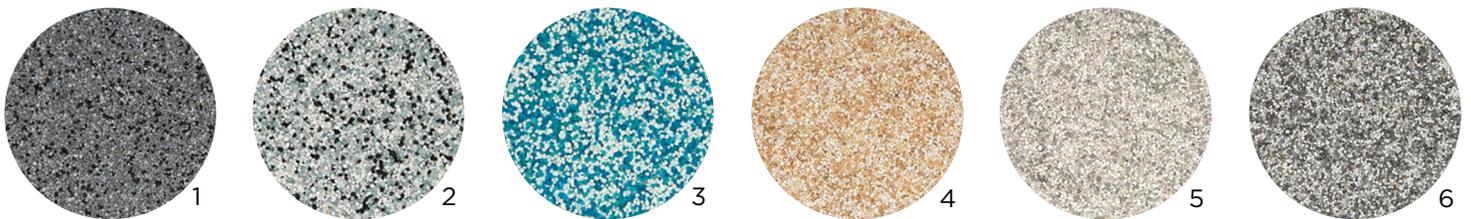
### GREAT FOR:

Commercial/Industrial Kitchens, Locker Rooms, Walkways, Wet Areas, Showrooms, and Multi-purpose Spaces



# Decorative Quartz Colors

Quartz Epoxy flooring also offers a seamless solution for your floor. We can't begin to show you all of the possible color options; however, listed below are some of our favorite combinations. Custom color blends and other upgrades are available as well.



1 QB-1010 • 2 QB-1001 • 3 QB-1011 • 4 QB-1020 • 5 QB-1018 • 6 QB-1008  
Use the QR Code provided to see our full color inventory



# Metallic

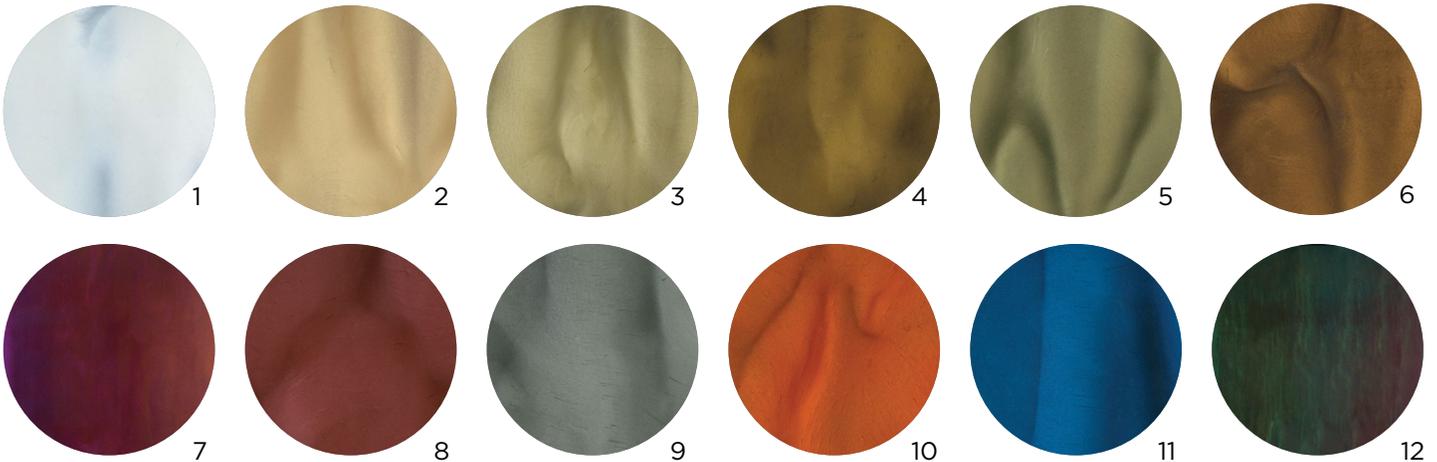
## TREADWELL METALLIC EPOXY

Our metallic epoxy floor coatings combine design and durability to provide you with a long-lasting floor surface that looks great in residential settings and can still perform in rigorous commercial settings. The high sheen of the metallic surface combined with unique color combinations provides you with a look of depth that has never been seen before in a durable floor material. Metallic coatings are composed of metallic pigments which are held in a suspension of resins. The color technology of this system creates movement and a sense of depth when light hits the surface. Metallic flooring solutions will always produce a unique, one-of-a-kind finish for your space.

### GREAT FOR:

Commercial/Retail Spaces, Restrooms, Showrooms, Residential Basements, and Waiting Rooms

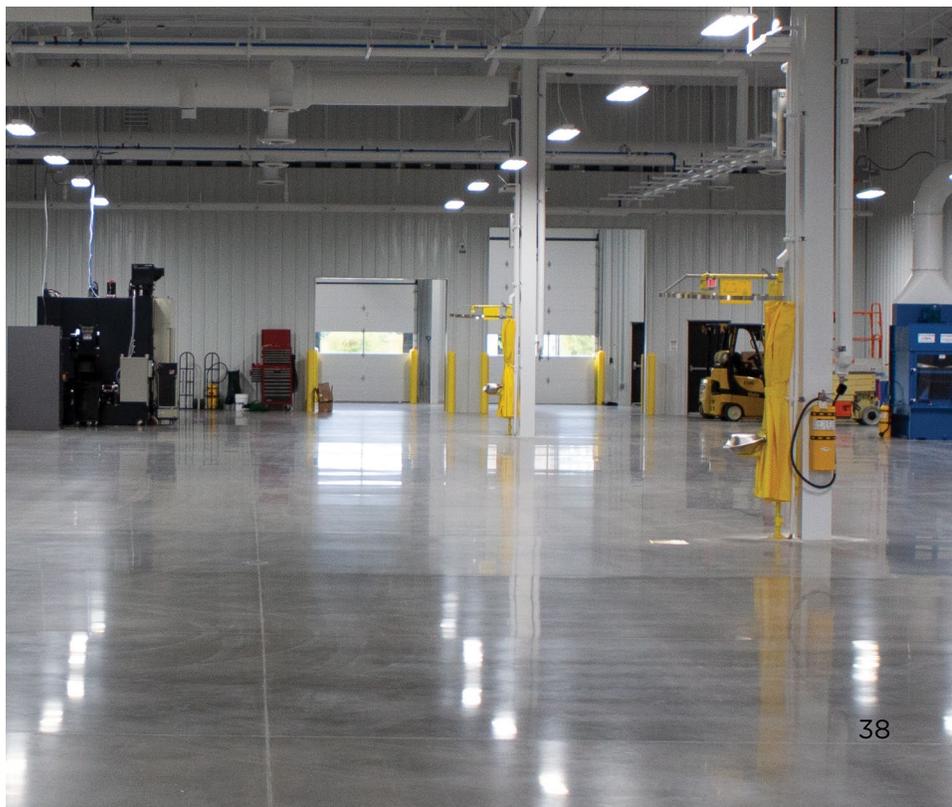
## Metallic Colors



1 Pearl • 2 Sandbar • 3 Sunset • 4 Bamboo • 5 Palm • 6 Shipwreck • 7 Betta  
 8 Sangria • 9 Curacao • 10 Mango • 11 Ocean • 12 Toucan  
 Use the QR Code provided to see our full color inventory

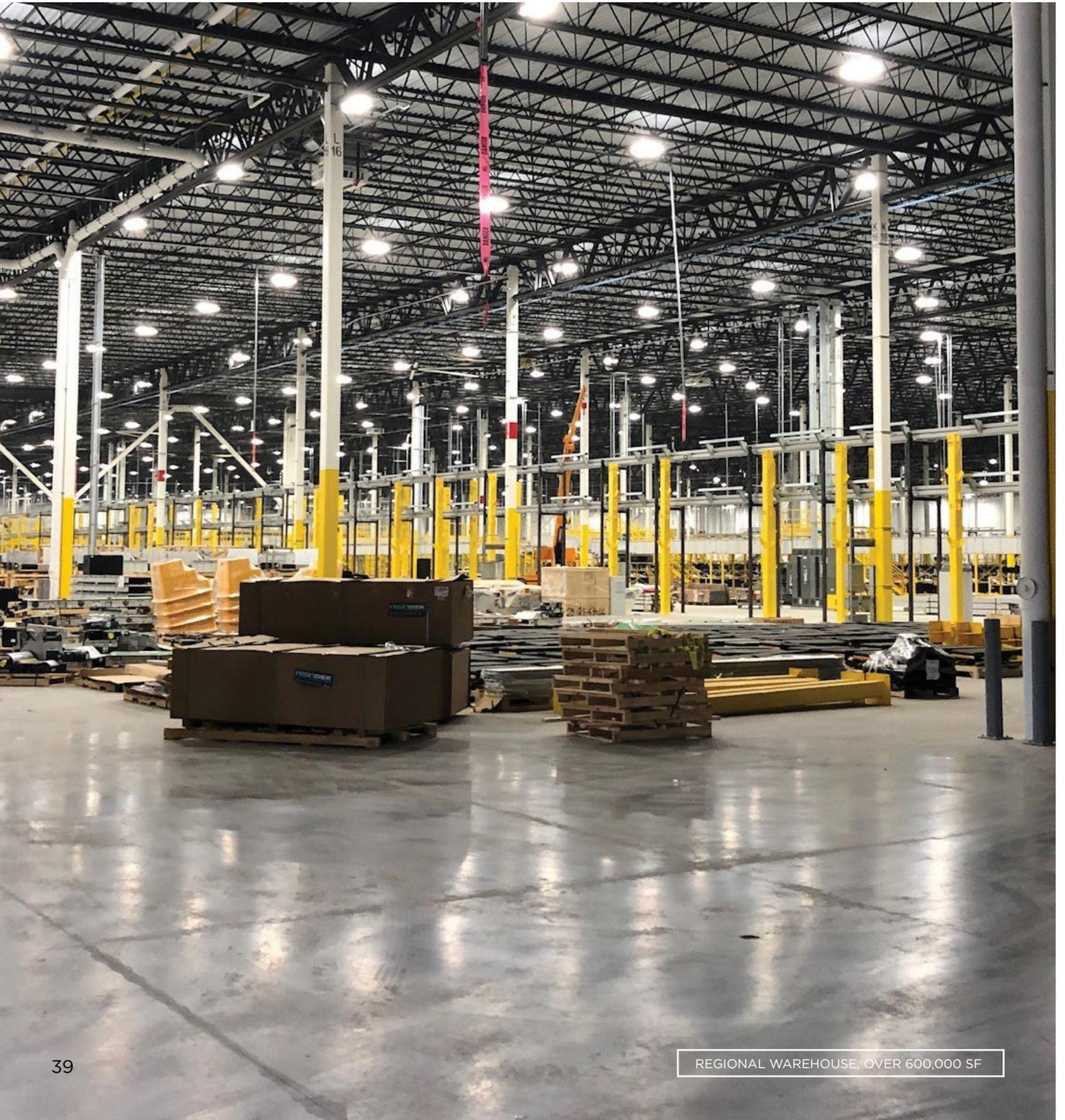


**M**ach Medical, of Whitley County, IN, recently completed an architecturally designed build for new offices and medical equipment manufacturing. This space is clean and modern; Polished Concrete was the obvious flooring choice for the design. The honed surface reflects light to make the offices feel clean and bright. Additionally, the durability and strength of polished concrete let it be carried throughout the building to the manufacturing section.



# INDUSTRIAL

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## LANE STRIPING

Lane Striping offers the ability to direct traffic flow for safe and clean working environments.



## JOINT REBUILDING

A unlevel joint can cause damage to forklifts, product, and operators. Our joint rebuilding process repairs the joint to provide a smooth, level, and long-term flat solution in the most rigorous environments.



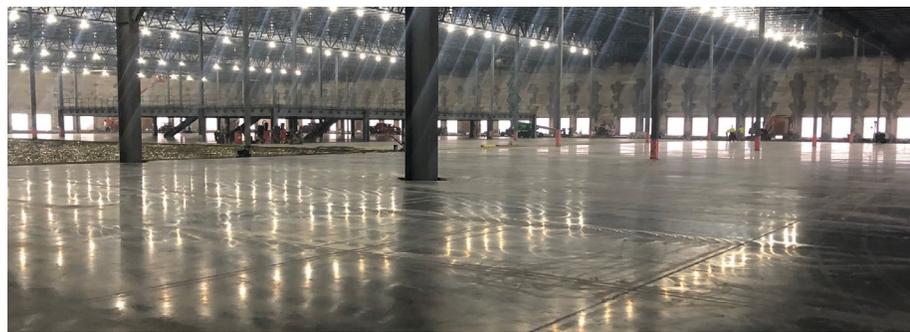
## SURFACE PREP

Our hourly, daily, and weekly grinding options come as a complete package of operator, grinder, and vacuum equipment. With these, we can level, smooth out, or rough up a surface. We have the ability to mobilize quickly and take care of problem spots when they arise.



## CONCRETE SEALING

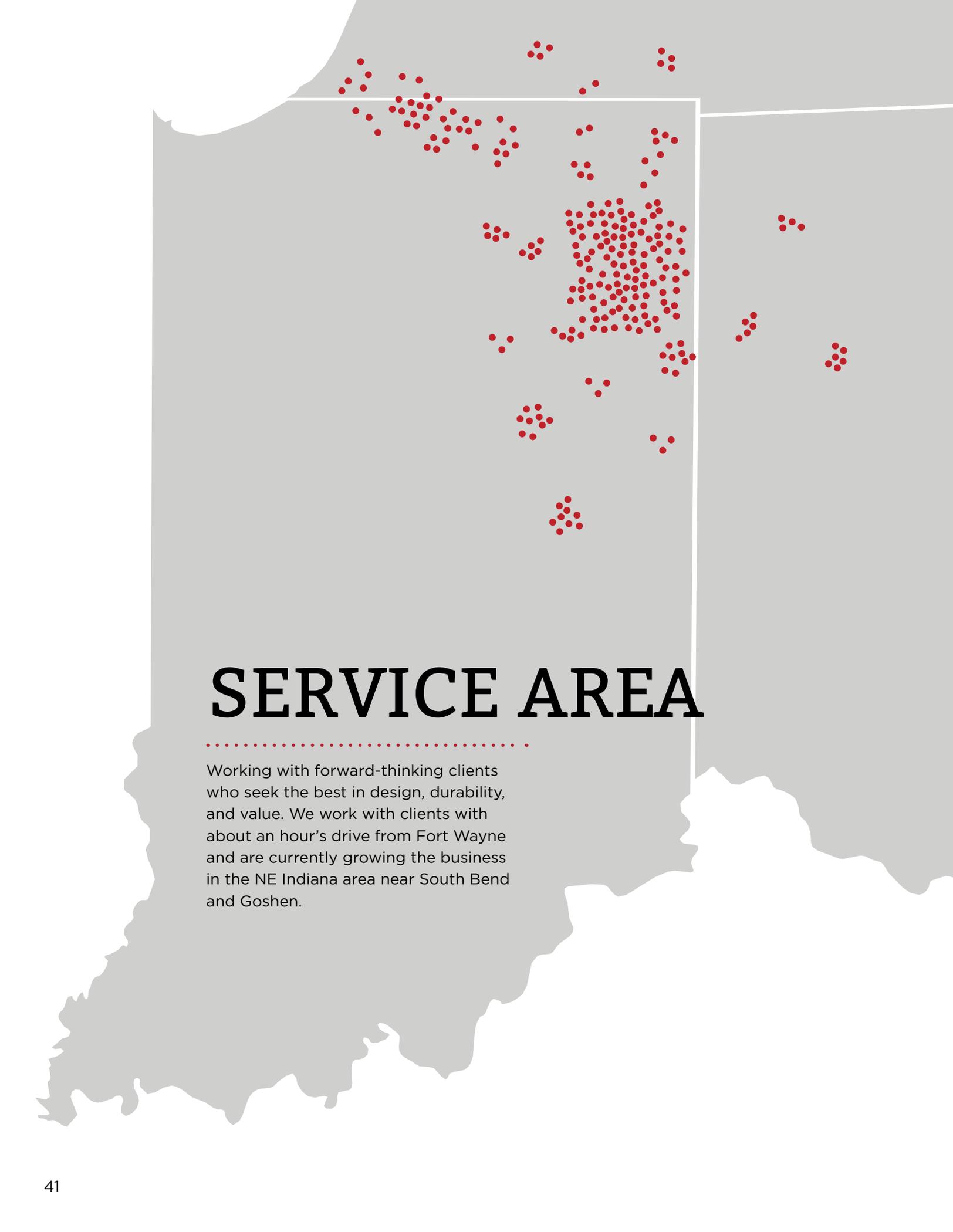
A variety of sealing treatments are available for all sizes and applications. From small mechanical rooms to full-size warehouses, we install the concrete sealers that are purposely chosen to increase the longevity of the slab and address any space-specific use. Additionally, the sealers help to mitigate dust.



## PATCHING AND REPAIR

When complete cutting and removal of concrete surfaces are not viable options, our topical repair solution reconstructs concrete to like-new condition without gas-powered equipment, water cutting, or removal and curing times. This is a faster, stronger installation and a more efficient option than removal.



A map of the state of Indiana is shown in a light gray color. Numerous small red dots are scattered across the map, representing various service area locations. The dots are most densely clustered in the northern and central parts of the state, with a significant concentration in the northeast quadrant. There are also several smaller clusters of dots in the north, south, and west regions.

# SERVICE AREA

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Working with forward-thinking clients who seek the best in design, durability, and value. We work with clients with about an hour's drive from Fort Wayne and are currently growing the business in the NE Indiana area near South Bend and Goshen.

# Capable.

Over the last decade, we have had the opportunity to work on some of the coolest projects in the region. From a high-end modern home to America's largest distributor we have specialized teams for a variety of polished concrete floors and epoxy floor coatings.



02

**Custom Design**  
Roanoke Schools



04

**Large Warehouse**  
Ft. Wayne Area Warehouse

01

**High End**  
Modern Family Farmhouse



**Speciality Epoxy**  
Columbia City Medical Manufacturing

03



## DANCER CONCRETE DESIGN WARRANTY

2-year all-inclusive material and labor warranty on all installs and upgrades for certain systems up to 5 years.





### **StrongTread**

uses fully saturating surface treatments for concrete floors that increase its longevity and sustainability by densifying, hardening, and dust-proofing it.



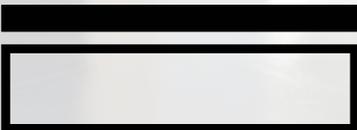
### **Surface**

installs an overlay on top of a worn concrete floor that provides a new look to a room without the hassle of re-pouring the floor.



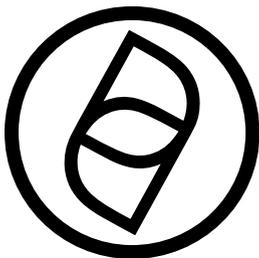
### **SealCraft**

provides the look of polished concrete with topical surface treatments that provide dust-proofing for the concrete floor and moisture repellency.



### **TreadWell**

builds a concrete floor by applying layers of epoxy floor coatings that are fully customized to the needs of the space.



4411 Engle Ridge Dr.  
Fort Wayne, IN 46804  
260.748.2252  
dancerconcrete.com

- Design Focused**
- Free Custom Samples**
- Direct Warranty and Guarantee**
- Timely + Effective Communication**
- Low Volatile Organic Compound Installation**
- Fast Construction-to-Foot-Traffic Turnaround**
- OSHA and ADA Slip-Resistance Guideline Compliant**