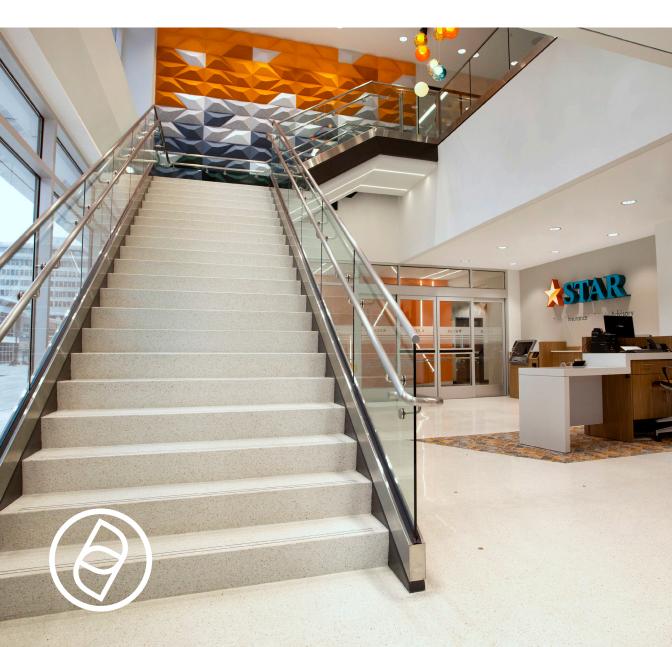
THE PROCESS

DANCER CONCRETE DESIGN



A NOTE FROM THE FOUNDER

I was 15 years old the first time I stripped and waxed a terrazzo floor. I was working as a janitor at my high school over summer, and it was one of my favorite jobs. I worked alongside friends, had fun, and was entrusted to do most of the light construction work throughout the entire school.

20 years later, the same things get me excited—working alongside some of the best and hardest working people I know, being a part of the coolest construction projects in the region, and enjoying the work entrusted to me.

The Driving Force of our business is **GROWING LEADERS** who deliver **BEST WORK**. That's the reason we're the clear and easy choice when it comes to selecting a contractor for your polished concrete, terrazzo, and epoxy coating installations.

When you select a contractor to work with, you want the best value for your money. Here's how we work hard to make that true.

STRONG AND STEADY

Accountable. We don't believe in sales reps. Instead, we assign a Project Leader and Team Leader to every job. They become your point of contact and are accountable to bring your job from start to completion.

Owner Led. We believe the owner should be in the day-in, day-out operations—working with the team and clients, and always available. You can reach me anytime at my email at nickdancer@dancerconcrete.com or personal cell at 260-415-1951.

Local Focus. We believe people should take pride in doing good work within the communities they live. So we strive to make the cities we do business in better as a result of our work.

DESIGN DRIVEN

Problem Solving. Concrete is hard. Concrete problems are harder. We want to partner on your biggest challenges.

Balance. Get the right solution for budget, looks, durability, and maintenance—a harmony between options.

BEST WORK

Masters of ONE. We specialize our Team and tools in pursuit to be the best installers so that you get Few Mistakes, Faster Installations, and a Consistent Process over and over again.

Warranty. We include an all-inclusive direct labor and material 2-5 year warranty on all specified installations.

Founder + Owner Dancer Concrete Design

TABLE OF CONTENTS

Contributors	4	TreadWell Urethane Mortar	31
Project Highlight: Avalon Church	5	TreadWell Decorative Chip	32
Samples	6	TreadWell Decorative Quartz	33
Continuing Education with DCD	7	TreadWell Metallic+	34
		TreadWell Court+	35
StrongTread	8	TreadWell Flex+	36
StrongTread Polish	10	Project Highlight: Horace Mann	
StrongTread Systems	11	Elementary School	37
StrongTread — Modern	12		
StrongTread — Classic	13	Surface	38
StrongTread — Remodel	14	Surface Polish	39
StrongTread — Deep	15	Surface Smooth	40
Polished Concrete Options	16	Surface Terrazzo	41
Penetrating Concrete Dyes	18		
Reactive Concrete Stains	19	CAST	42
StrongTread Cure	20	CAST Terrazzo Products	43
StrongTread Hardwear	21	CAST Flat Tread	44
StrongTread Saver	22	CAST Structural Open Riser	45
Project Highlight: GK Cafe & Provision	ons23	CAST Rise-Run Tread	
		Cover Story: STAR Financial Bank	47
TreadWell	24		
Selecting the Right System	25	Why DCD	50
Epoxy Options	26	Yearly Themes	51
TreadWell Clear+	27	Meet the Team	52
TreadWell Color+	28	Work Here	
Solid Colors	29	Service Area	55
TreadWell Industrial+	30		

CONTRIBUTORS



Nick + Alexis Dancer

Nick and Alexis 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.



Katie Ayers

Katie owns and operates Brilliant Fox, a graphic design studio. She and her family live in Fort Wayne. She loves to go camping, bicycling around town, and painting with watercolors.



Megan Sheetz

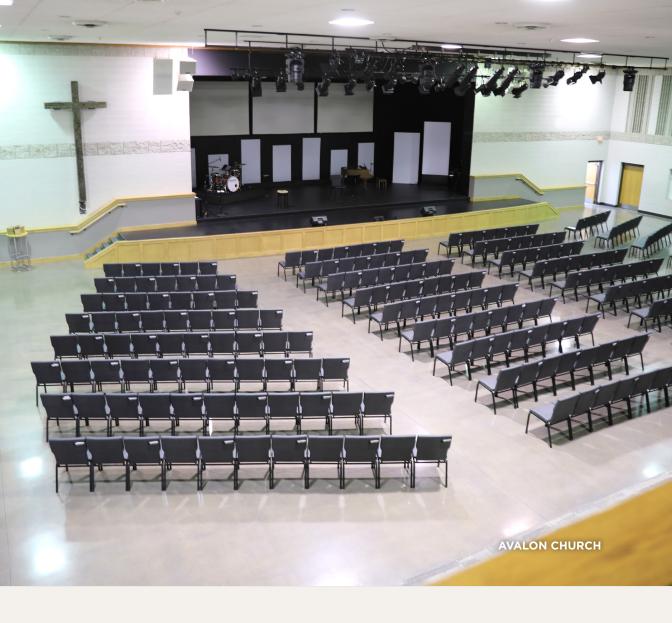
Megan is the Creative Lead at Dancer Concrete Design. She has a knack for design details and writing, loves to problem solve, and gets stuff done. She lives in Fort Wayne with her husband and two cats and runs her own art business, Megan Sheetz Studios.

Thank you to all who make this business possible. To the clients who choose to work with us, our vendors, and our Team.

Without you, none of this would be possible. We are extremely grateful for the opportunity you have given us to be a part of your projects and lives.

- Nick and Alexis Dancer

The Process Magazine is a regular publication created by Dancer Concrete. 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.





We loved working with Dancer Concrete. There's no question that at the top of their priority list is great quality and great customer care. I would highly recommend Dancer Concrete for your next concrete flooring project!

K Paul Mauer Lead Pastor at Avalon Church



Dancer Concrete Design provides custom samples for you to make the best design-driven decisions.

Choosing the right finished flooring for your space can feel like a daunting task. Our samples can help.

Polished Concrete samples come in 3" wide pucks.

Epoxy Coatings come in 4" x 6" samples.

Terrazzo samples come in 3" wide pucks or 6" x 6" squares.

We also offer Sample Boxes that include:

- StrongTread Polish Modern
- StrongTread Polish Classic
- StrongTread Polish Deep
- Surface Terrazzo
- TreadWell Industrial+
- TreadWell Decorative Chip
- TreadWell Decorative Quartz
- TreadWell Urethane Mortar

Reach out to create@dancerconcrete.com to request samples for your next project.

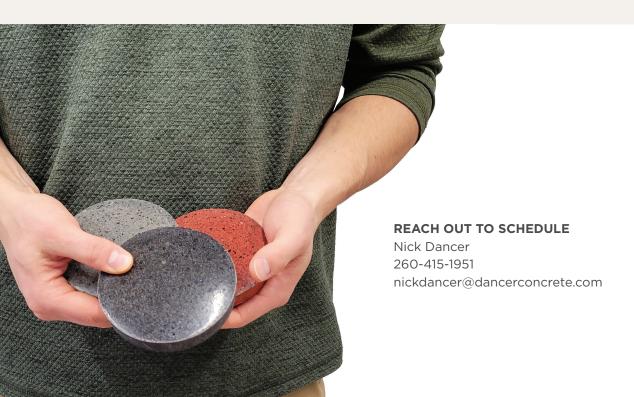
CONTINUING EDUCATION WITH DCD



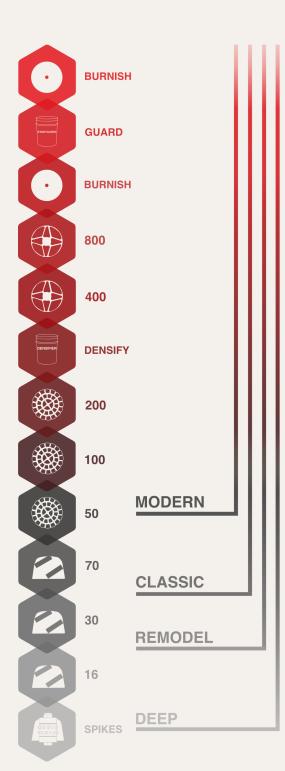
Attend an AIA accredited Lunch and Learn hosted by Dancer Concrete Design at your office location or our Fort Wayne Shop.

We offer the following one hour AIA accredited presentations:

- Polished Concrete and Epoxy Coatings Are They Right For Your Project?
- Choices With Terrazzo Designed to Last



STRONGTREAD StrongTread by Dancer Concrete Design is our brand of penetrating surface treatments. It is designed for long-term durability and sustainability densifying, hardening, and dust-proofing concrete floors. MIDWEST AUTO PARTS





WHAT IS POLISHED CONCRETE?

A polished concrete floor has been mechanically finished through grinding, honing, and polishing, as well as treated with a penetrating densifier to harden and dust-proof the surface.

INVESTMENT. Polished concrete is one of the most economical flooring options available. It uses the existing structural element – concrete – for the finished surface and it has one of the lowest lifetime maintenance costs. Its sustainability makes it a "green," LEED approved flooring system.

CONSIDERATIONS. Although polished concrete is great for a variety of settings, it is not recommended for areas with constant water exposure. DCD's TreadWell epoxy options offer a better fit for these environments.

STRONGTREAD POLISH

StrongTread Polish is one of the most sustainable and versatile flooring solutions available, with a low lifetime cost, simple maintenance, and long-term durability.



SYSTEMS

Class A

Cream Aggregate: Light sand exposure with a creamy appearance.

The surface is simply polished and not ground, exposing little to no aggregate.

Class B

Fine/Sand Aggregate: Fine aggregate exposure with some cream. Grinding and polishing removes up to 1/16" of the concrete surface, exposing fine aggregate throughout the majority of the floor.

Class C

Large Aggregate: Heavy aggregate exposure. Grinding and polishing removes up to 1/4" of the concrete surface, exposing large aggregate throughout the majority of the floor.



IMAGE BY: CONCRETE POLISHING COUNCIL

FINISH LEVELS



FLAT200 GRIT. LEVEL 1



SATIN 400 GRIT. LEVEL 2



POLISHED 800 GRIT, LEVEL 3

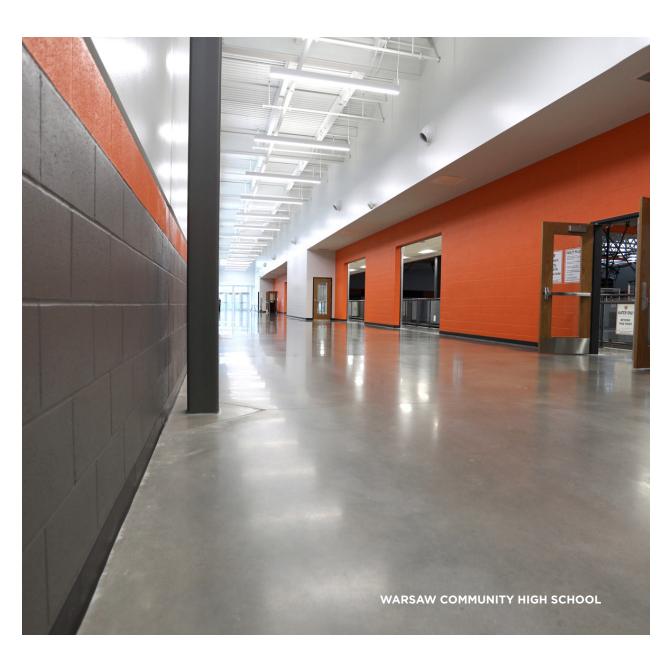


HIGHLY POLISHED
1500 GRIT, LEVEL 4

POLISH — MODERN

StrongTread Polish — Modern hones and polishes the cream – or cap – of the concrete floor to bring out natural character in the fresh concrete. There is minimal aggregate exposure in this finish, just a smooth surface with as much sheen as your space needs.

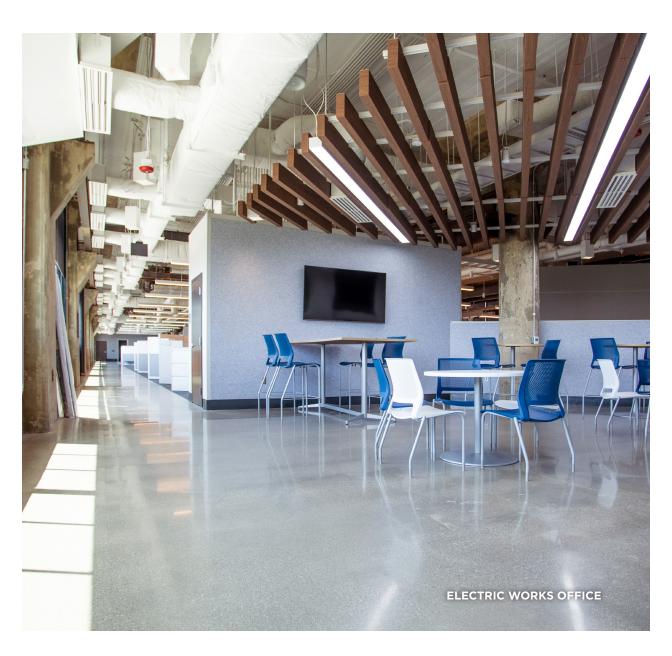
Aggregate: Class A



POLISH - CLASSIC

StrongTread Polish — Classic is the classic look when you think of polished concrete. The cap of the slab is removed to expose the small aggregates used when pouring the concrete. This creates visual texture on the surface. It is a great base for adding color or for keeping in its natural state.

Aggregate: Class B



POLISH - REMODEL

StrongTread Polish — Remodel offers a great look when embracing concrete's age and character in a remodel space. Various aggregate and color tones will accompany this floor.

Aggregate: Class B + C



POLISH - DEEP

StrongTread Polish — **Deep** digs deep into the concrete surface to reveal the large stones used as the building blocks of strength. When you want an even, consistent deep stone exposure, this system offers the look of large aggregate as the main finish.

Aggregate: Class C



POLISHED CONCRETE OPTIONS

STAIN GUARD+

Add on extra stain guard products to increase long-term durability and decrease permeability.



LINE STRIPING

Direct vehicle and pedestrian traffic flow for safe and clean working environments with durable wayfinding lines and patterns.



JOINT REBUILDING

Repair an unlevel joint to provide a smooth, level, and long-term solution to withstand the most rigorous environments.



SURFACE PREP

Level, smooth out, or rough up a surface with our hourly, daily, and weekly grinding package options.



GROUT COATING

The grout coat process fills in the small pores and hairline cracks in the concrete floor. This increases the density of the floor and makes it easier to clean. Grout is a cementitious product used to patch minor imperfections in concrete floors. We apply the grout in a thin layer to cover the entire floor. When we continue the polishing process, the grout haze on the surface is removed, leaving any imperfections filled.

When is a Grout Coat Used?

When there are minor surface imperfections and lots of hairline cracking or crazing.

- On heavy grinding projects, including old, pitted concrete floors
- Our StrongTread Polish Deep system
- Surface Polish systems

Benefits of a Grout Coat

- Increased surface density
- Increased shine

- Easier cleaning
- Higher quality floor



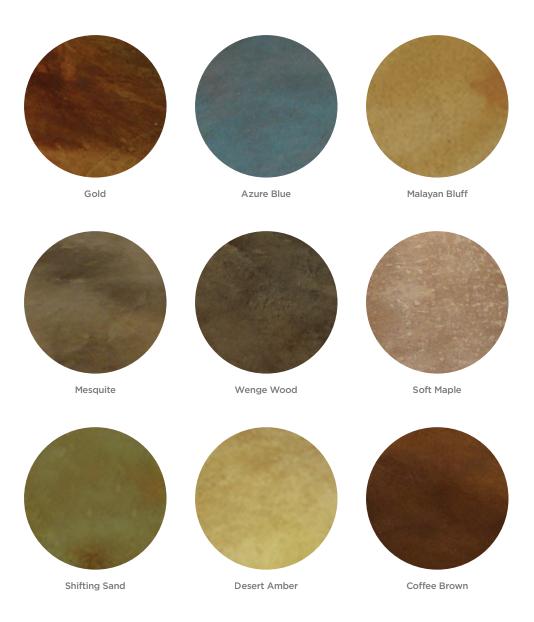
PENETRATING CONCRETE DYES

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 can have variations. Penetrating concrete dye is our most economic coloring solution.



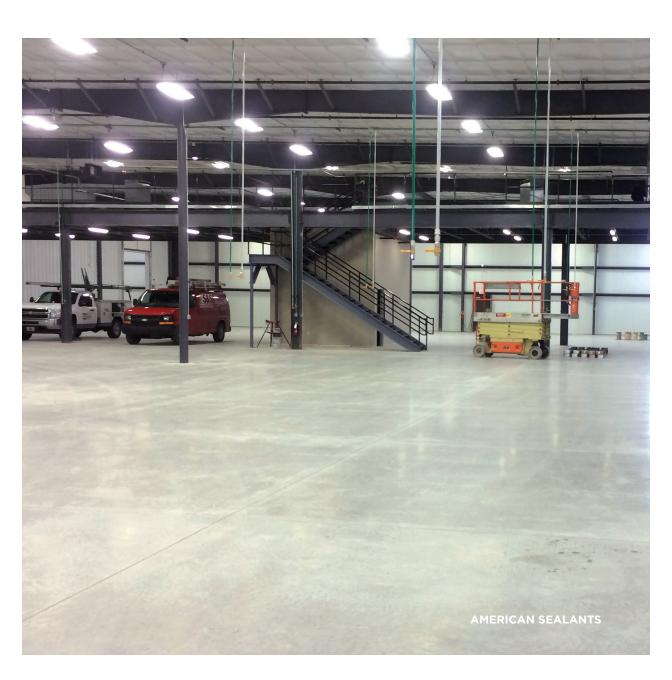
REACTIVE CONCRETE STAINS

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 marbleized appearance.



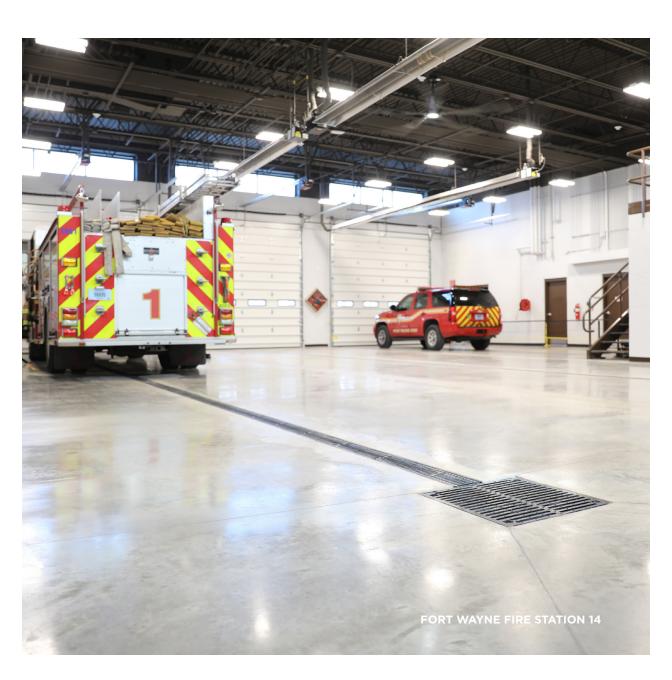
CURE

StrongTread Cure is a sealed concrete system that incorporates premium densifiers used during the concrete placement process. This is the most affordable system, offering better long-term durability than traditional acrylic curing compounds or concrete sealers.



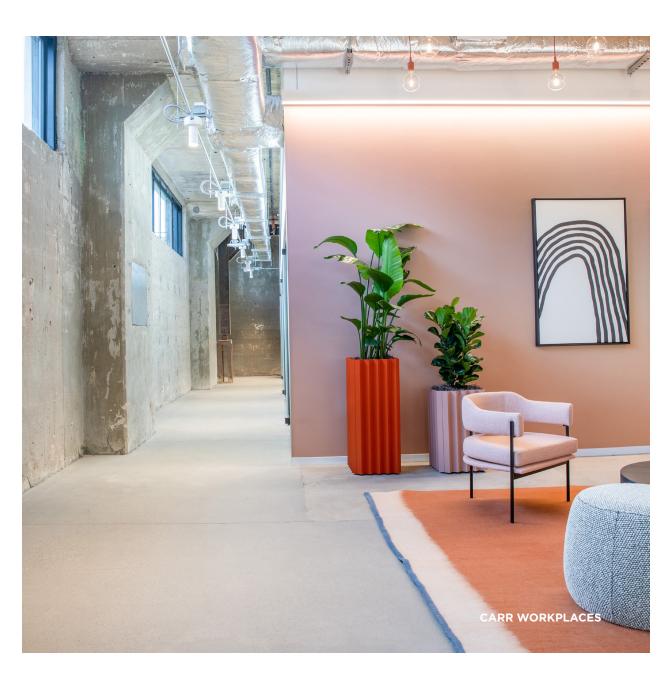
HARDWEAR

StrongTread Hardwear is a sealed concrete system for new construction concrete floors, using penetrating concrete densification and stain guard products. This system is abrasion resistant, easy to clean, and hardens the concrete over time.



STRONGTREAD SAVER

StrongTread Saver is a sealed concrete system for remodel projects. This system is a grind and seal process and uses the same products as our polished concrete floor with fewer mechanical passes, resulting in a softer sheen — a great fit for a clean floor with a budget.







We are thrilled with the way our concrete floors turned out. We really wanted to honor the space as it was and leave the flaws and imperfections on the floor. Dancer Concrete Design was not only professional, but understood my vision and helped turn it into a reality and create our dream space.

Grace Kelly May Owner of GK Baked Goods





SELECTING THE RIGHT SYSTEM

UNDERSTANDING THE DIFFERENCE BETWEEN EPOXY OPTIONS









	TREADWELL	Cost	Maintenance	Thermal Shock	Impact Resistance
Solid	Clear+	•	•		•
	Color+	•	•		•
	Industrial+	• •	•		• •
	*ESD+	• • •	•		• • •
	*Traffic+	• • •	•		• • •
	Urethane Mortar	• • •	•	•	• • • •
Decorative	Decorative Chip	• •	•		• •
	Flex+	• • •	•		• • •
	Decorative Quartz	• • •	•		• • • •
	Metallic+	• • •	•		• • •

• Мор Broom/Squeegee

*Find these systems on our website at dancerconcrete.com $\frac{1}{2}$



EPOXY OPTIONS

INTEGRAL COVE

Creates a seamless transition base between the floor and wall to prevent mold and mildew.



MORTAR BASE

Provides additional impact resistance and serves as a moisture mitigation system. Includes a 5 year warranty by DCD.



URETHANE TOPCOAT

Increases abrasion, chemical, and UV resistance of your resinous flooring system.



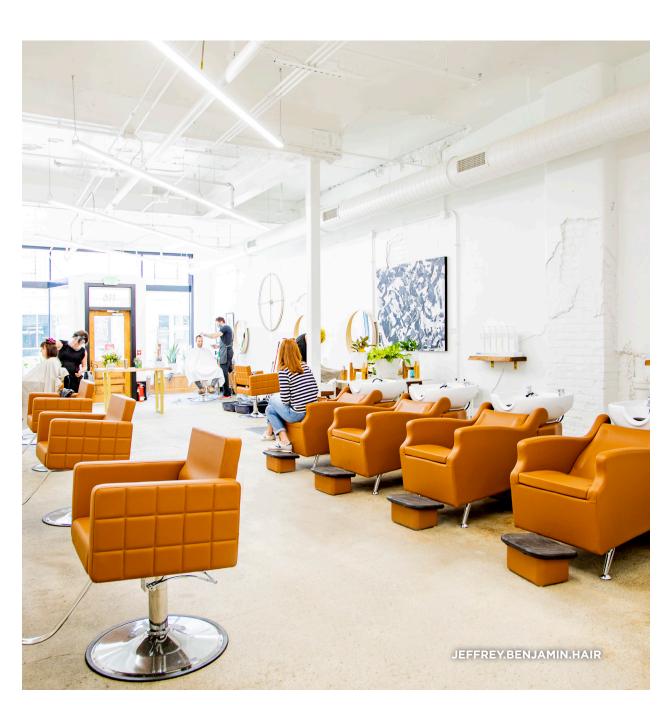
LINE STRIPING

Directs vehicle and pedestrian traffic flow for safe and clean working environments with durable wayfinding lines and patterns.



TREADWELL CLEAR+

TreadWell Clear+ is a light duty, hybrid sealing system that provides the look of polished concrete with the topical advantages of epoxies and urethanes.



TREADWELL COLOR+

TreadWell Color+ is a light duty flooring system, designed for foot and rubber-wheeled traffic. It is an affordable, 3 layer, water-based, solid color epoxy and urethane system.

Color options on page 29.



SOLID COLORS

OPTIONS FOR TREADWELL COLOR+, INDUSTRIAL+, AND COURT+ SYSTEMS.

Coordinate your branding with your interior space by selecting one of our solid epoxy colors. Colors may be affected by age, heat, and exposure to sunlight.



Other color combinations available online at dancerconcrete.com $\frac{1}{2}$

INDUSTRIAL+

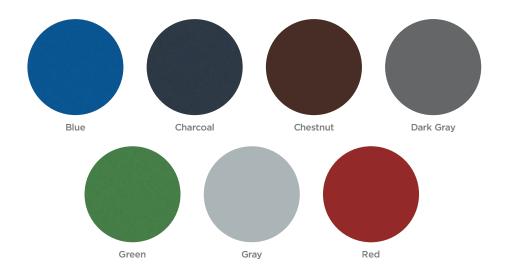
TreadWell Industrial+ is a medium duty solid color epoxy flooring system that provides a durable and seamless floor.

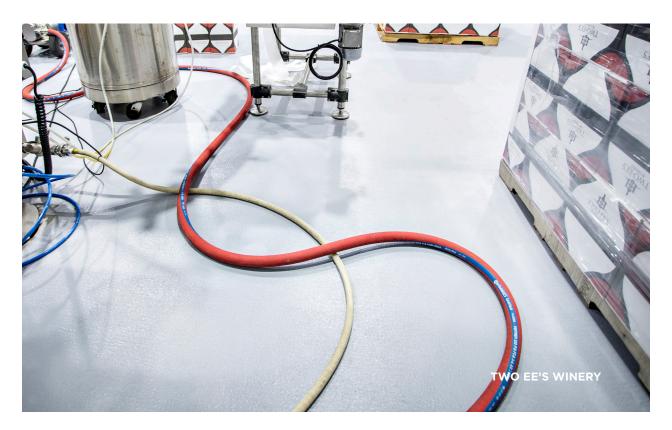
Color options on page 29.



URETHANE MORTAR

TreadWell Urethane Mortar is a heavy duty flooring system for the most abusive environments. It provides the highest level of impact and chemical resistance and extreme temperature performance.





DECORATIVE CHIP

TreadWell Decorative Chip is a medium duty flooring system with a vinyl chip broadcast to create a durable and seamless floor with an orange-peel textured finish.



Other color combinations available online at dancerconcrete.com $\frac{1}{2}$



DECORATIVE QUARTZ

TreadWell Decorative Quartz is a medium duty flooring system with a quartz broadcast that provides slip and stain resistance, durability, and seamless floor.



Other color combinations available online at dancerconcrete.com $\frac{1}{2}$



TREADWELL METALLIC+

TreadWell Metallic+ is a light duty flooring system that incorporates metallic pigment to create a sense of depth and movement across the surface.

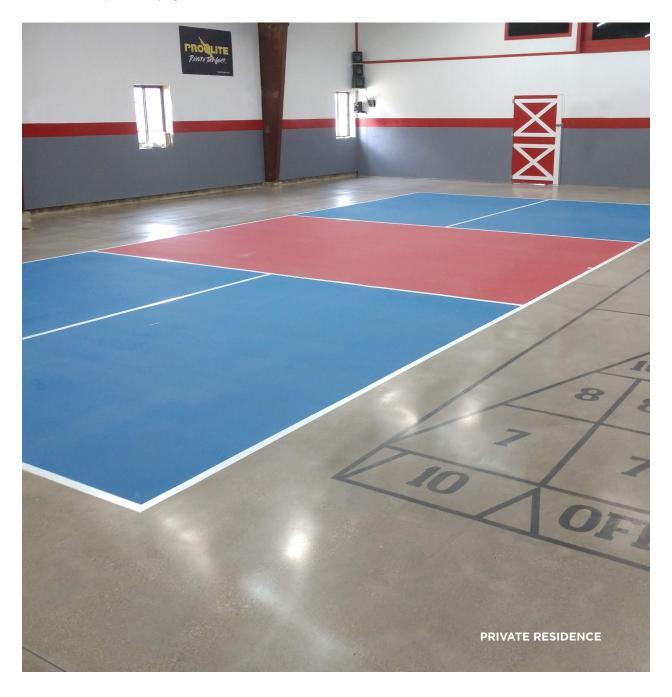




TREADWELL COURT+

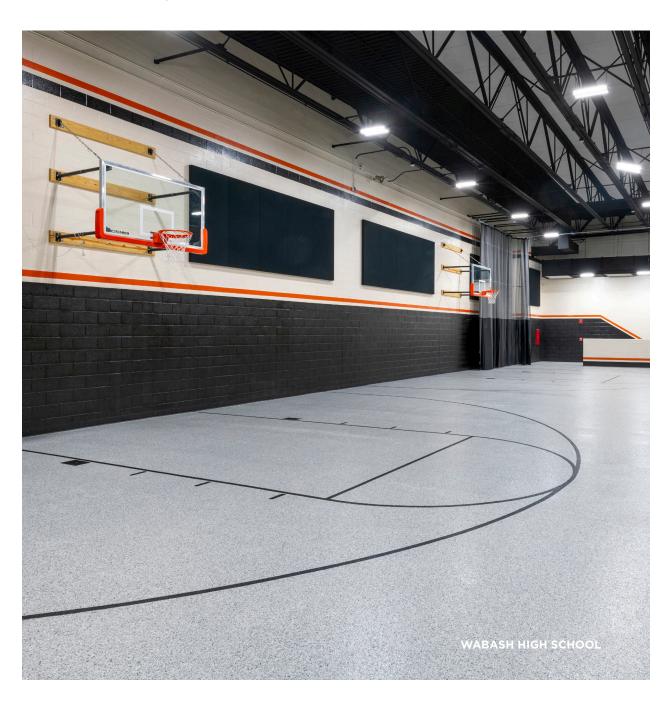
TreadWell Court+ is a medium duty solid color flooring system with grip additives for indoor game areas like pickleball courts.

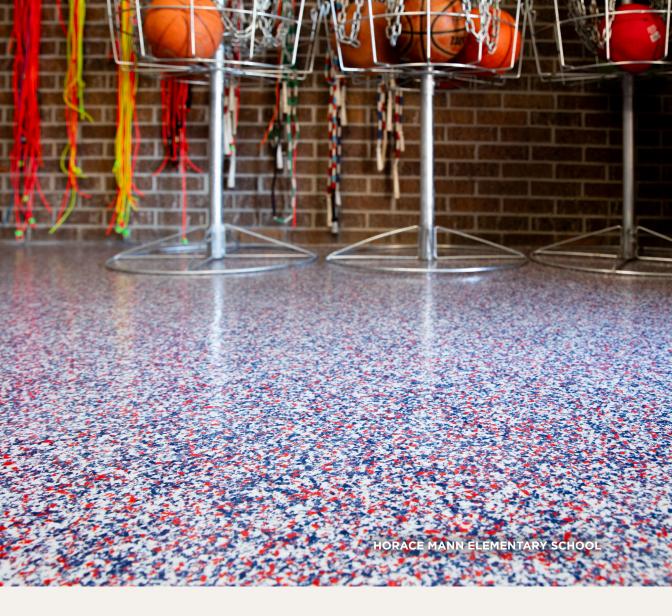
Color options on page 29.



TREADWELL FLEX+

TreadWell Flex+ is a medium duty, rubberized epoxy flooring system designed for multi-story installations. This system has more elasticity than a traditional epoxy system to prevent cracking and create a waterproof membrane.







We wanted our students to have spaces that are extremely well done, multi-purpose, multi-functional, and also be an inviting culture for students. We wanted the investment in our floors to last. All of those factors lead to choosing Dancer Concrete Design, and we are thrilled with the end product.

Chuck Brimbury

Director of Secondary Education at Huntington County Community School Corporation

SURFACE Surface by Dancer Concrete Design is our brand of overlays for sound and solid concrete surfaces. These systems bring a new look to a space without the hassle of a complete rip out and replacement. ELIZABETH ANN SETON CATHOLIC CHURCH

SURFACE POLISH

Surface Polish is a concrete overlay that resembles classic salt-and-pepper polished concrete. This overlay is finished and polished like a traditional concrete floor.



SURFACE SMOOTH

Surface Smooth is a cream finished overlay for vertical surfaces with a soft, rich texture and finish similar to a brand new concrete pour. This overlay is finished with our TreadWell Clear+ system.



SURFACE TERRAZZO

Surface Terrazzo is one of the most decorative and durable flooring options available. This overlay system is a 3/8" mixture of stone, glass, and other aggregates with an epoxy binder matrix to create an endless array of patterns, colors, and finishes.



CAST CAST is our line of architectural precast terrazzo and concrete pieces. Our work includes steps and bases that can be crafted to fit a variety of environments and styles with our available customization options.



CAST TERRAZZO PRODUCTS

GRIP STRIPS

Functionality Meets Safety.



SAMPLES

Unlimited Options to Choose From.



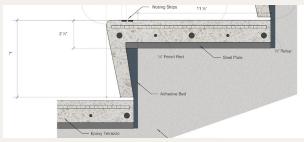
EDUCATION

Nationwide AIA-Accredited Classes for All Products.



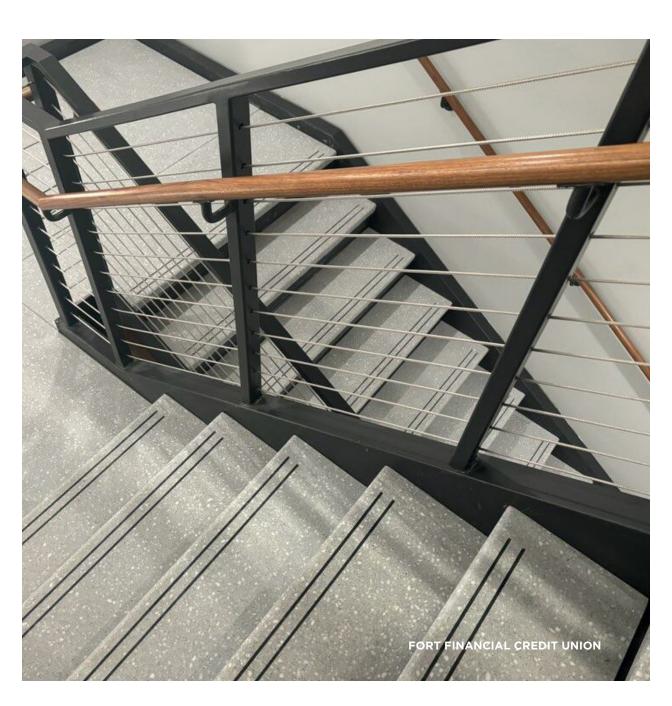
DETAILS

Full Construction Drawings, Details, and Specifications Available.



CAST FLAT TREAD

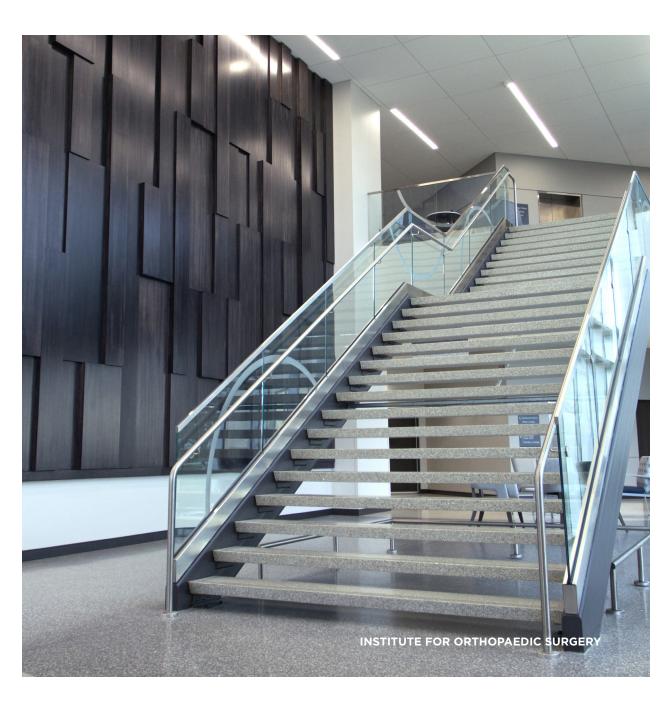
CAST Flat Tread is the horizontal platform of your stairs, which sit over a structural riser base. Tread edges can be finished for an open or closed carriage.



CAST

STRUCTURAL OPEN RISER

CAST Structural Open Riser is a self-supporting, floating design. Internal steel supports allow the treads to span between stringers up to 8 feet across. Tread edges can be finished for an open or closed carriage.



CAST

RISE-RUN TREAD

CAST Rise-Run Tread is an "L"-shaped design that gives a seamless look to your stairs. These treads are installed over a fully supported base and can be finished for an open or closed carriage.





Dancer Concrete Design installed terrazzo flooring and 30 precast terrazzo stairs made by CAST Terrazzo Products in these main spaces at STAR.

"Terrazzo flooring was selected because of its durability and timeless, classic look," Marcuccilli shares. Terrazzo takes you from the atrium, through the lobby, and up to the master staircase with CAST Rise-Run Treads, which are seamless "L"-shaped stairs that sit on a structural support.

A customized blend of glass, white marble, and mother-of-pearl aggregates for the terrazzo called "Shoot For The Stars" was chosen for the project. This terrazzo blend was used for both the flooring and stairs.

cohesively tying together the main floors in STAR's headquarters.

"Dancer went the extra mile and made the lobby unique and special to the STAR brand and story – the terrazzo is in the shape of a star, and embedded within the star are polished coins." 32 coins, including pennies, nickels, dimes, quarters, half dollars, and silver dollars, were inlaid within the terrazzo after final finishing. "This detail creates another 'wow' impression, and kids love to count the coins they find across the floor. As you stand at the base of the master staircase and look up, the simplicity and beauty of the terrazzo is awesome."









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.

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.

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.

YEARLY THEMES

Every year, we host a theme. It's a fun way to bring 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.



2024 THEME

FOR THE CRAFT

Anyone can learn a skill, but developing The Craft requires dedication, consistency, and a love of BEST WORK.

For The Craft.



2023



2022



2021



2020

MEET THE TEAM



Nick Dancer President



Alexis Dancer Design



Jacob Janssens Operations Leader



Joel JanssensField Operations Leader



Mark Bulmahn Shop Leader



Nathan Heintzeman Project Leader



Noah Bollenbacher Project Leader



Brandon Coe Project Leader



Chelsea Phillips Business Manager



Megan Sheetz Creative Lead



Ben Doege Team Leader



Ben Reuille Team Leader



Anthony Barnes Team Leader



Matt Dunno Team Leader



Ashton Barnes Team Leader



Tony Garza Team Leader



Isiah Bollenbacher Team Leader



Ian Campbell Team Leader



Robert Karn Craftsman



Sam Albert Craftsman



Adam McDowell Craftsman



Daniel Rohrbach Craftsman



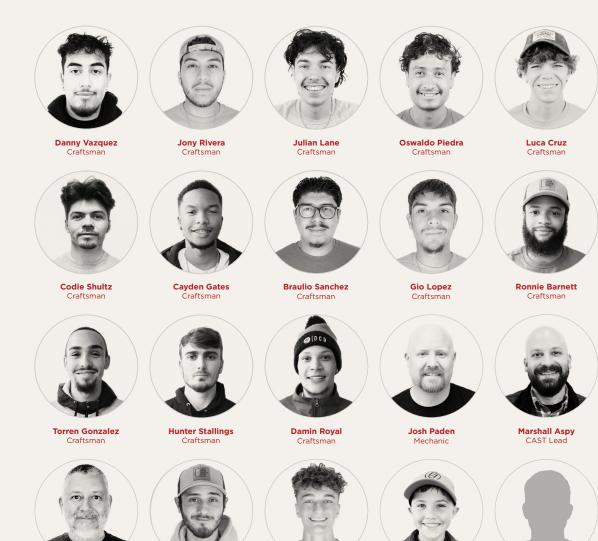
José Ramirez Craftsman



Nico Lopez Craftsman



Benji Lopez Craftsman



Will Graves

CAST Craftsman

Clark Dancer

Apprentice

Braden King

CAST Craftsman

Jim Garza

CAST Craftsman

Work Here



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

Our local-based model allows us to be home most nights with our family. We currently operate in Fort Wayne and South Bend. We have grown because we hire and retain people who value hard work, problem-solving skills, and a positive attitude.

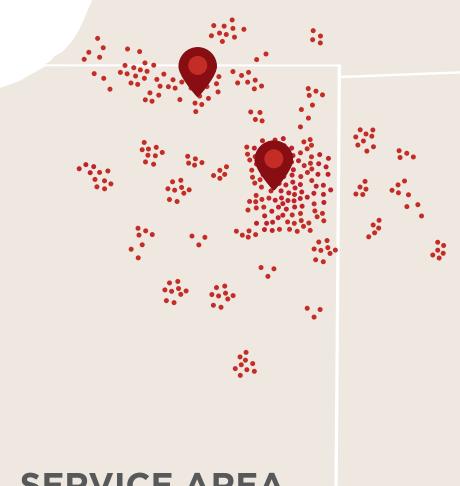
We believe we have been called by a Creator to build the best small business that grows young leaders to deliver the BEST WORK. This is the Driving Force behind everything we do. This is how we make a difference.

As we grow our team, we are seeking 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 4% 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, so we operate in a drug-free and smoke-free environment. If you like getting dirty and sweaty, have a valid driver's license, the availability for a small amount of travel, (only 12-15 nights per year), you have the drive, and think THIS is the right place for you, let's chat at 260-415-1951.



SERVICE AREA

Working with forward-thinking clients who seek the best in design, durability, and value. We work with clients within about an hour's drive from Fort Wayne and South Bend.

> FORT WAYNE + SOUTH BEND, INDIANA





NATHAN HEINTZEMAN
PROJECT LEADER
(260) 452-0736
nathanheintzeman@dancerconcrete.com



NOAH BOLLENBACHER

PROJECT LEADER (260) 442-7534 noahbollenbacher@dancerconcrete.com



BRANDON COE
PROJECT LEADER
(260) 328-4364
brandoncoe@dancerconcrete.com



DANCER CONCRETE DESIGN

4411 Engle Ridge Dr. Fort Wayne, IN 46804 (260) 748-2252 | create@dancerconcrete.com dancerconcrete.com