

MasonryTM Cosmetics

Est. 1994

**YOUR VISION.
OUR EXPERTISE.**

Masonry Cosmetics is the developer and manufacturer of proprietary staining process that's proven to last. By absorbing into the pores structure, our stains chemically bond to porous masonry, and will never flake, peel or blister like a paint. Your brick will stay maintenance-free, and our stain will never need to be reapplied or removed.

MasonryCosmetics.com | 574.234.1812 | 3210 Sugar Maple Business Ct, South Bend, IN 46628

Before



After



Brickmans Hall of Fame

Celebrating the people, companies and history that makes our industry special. With our host Don Foster, we interview key figures in the masonry industry to capture a moment in time.

INDUCTEES

EXPERTS

EDUCATORS

BrickmansHall.com

*Do you have special expertise in the industry that would benefit others to learn?
This could be you!*

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A MESSAGE FROM PRESIDENT DON FOSTER



CEO Rick Conner and I care about the masonry industry and want it to thrive. We have spent our entire adult lives making, selling, matching brick, and coloring masonry of all kinds. Masonry is a terrific building material; beautiful, long-lasting, and ultimately, a great value. One of the challenges to the continued popularity of masonry is the ability to match brick and stone so that additions and repairs can seamlessly match the appearance of earlier structures. We want builders and their customers to choose masonry with the confidence that color will not be a problem in the future.

That is why we are personally troubled and concerned when companies that claim to offer long-lasting masonry staining actually use unproven products. Products that will seal masonry or fade in just a few years. We've seen 4-6 year old projects stained by well-known companies, where not only has the stain faded, but it has tarnished the masonry itself, leaving it looking visibly worse than it did before staining.

On behalf of all of us at Masonry Cosmetics, Inc. we thank you for taking the time to look at this booklet, and we hope you find it informative and insightful. If you have questions or comments, please feel free to reach out to me directly.

I hope we can work together soon,

Don Foster

Don Foster, *President, Masonry Cosmetics Inc.*

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ABOUT

Masonry Cosmetics is the developer and manufacturer of a proprietary masonry staining and renewal process that permanently bonds with any porous masonry product including brick, block, mortar, natural and manufactured stone. Masonry

Cosmetics provides staining services and also offers a full line of masonry staining kits sold throughout the United States and have now gone international.

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 or a sealed layer. We can mix our stain 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 offer the longest lasting staining system on the market. 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. Our product performs magnificently in the field—as illustrated by over 400 case studies of beautifully long-lasting staining jobs.

GoldStandardStaining.com

THE SCIENCE

By combining 80 to 100 mesh mineral oxide pigments (the same pigments brick is made with), a proprietary bonding agent and an environmentally-safe carrier, we create a slurry that absorbs into the structure of the brick and permanently bonds with any porous masonry.

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.

THE DETAIL

We create custom recipes for every job to achieve the look you want. By staining each masonry product one-by-one, we can create a unified look with one custom recipe, or can use multiple recipes on a specific percentage of the masonry for vibrancy or color matching.

Since our stain is completely absorbent, the life, texture and details in the brick will still be there. Why is this important? Because it means that the brick will still remain brick, and our stains will not require additional maintenance or upkeep to continually look just as good as the day we leave.

Our professional and friendly color specialists will come to you, and create a sample panel for you to approve. We want to make sure you'll be happy with the final product for years to come. We believe in our system so much that we offer a lifetime warranty. If the stain starts to fail for some reason (unless a sealer is applied or an act of God), we'll come out and redo the job ourselves.

WHAT IS A PROVEN MASONRY STAIN?

PROPERTIES

BREATHABLE

Doesn't seal or trap moisture, won't require maintenance

ECO-FRIENDLY

No harsh chemicals, no harsh fumes, VOC-free

VERSATILE

Works with all absorbent masonry such as brick, mortar, stone and block

SUCCESSFUL

Proprietary process has been used in the field since 1988

ABUNDANT

Color choices are unlimited. From multiple recipes on a percentage of each brick to one color for a unified look, each job has custom-created recipes for your ideal look

MAINTENANCE-FREE

Keeps brick maintenance-free, and will not blister, crack, peel or flake like a paint-like product

TESTED

Over 400 Case Studies of jobs that have lasted 10, 15, 20+ years in the field -
www.GoldStandardStaining.com



SERVICES

PROBLEM RESOLUTION

Instead of tearing down off-colored brick runs, call us for the more affordable and time-sensitive solution

RESTORATIONS

When restoring a building to its original beauty, choose a proven masonry stain over the costly and lengthy solution of replacing the brick

MAKEOVERS

Does the color of your brick look outdated? Resist the urge to reach for that paint can. Call us instead

REPAIRS

Power wash damage, graffiti removal and insurance repairs don't need to be an eyesore forever. Our stain will naturally color correct repairs, and no one will know that any damage had been done

ADDITIONS

As long as the masonry is absorbent, we can stain new additions to match an existing structure, or color enhance the old brick to match the new addition

BRICK MATCHING 101

WITH 3 SIMPLE STEPS

STEP # 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 sometimes change which plant they make brick at, which can cause change in color, even though they still call it the same name. In addition, there are many variables brick plants have to deal with that can affect color from run to run. It's important to get a current sample first. 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!



BEFORE



DURING



AFTER

STEP # 2 - BLENDING

Take a 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 and in the right percentages.

Two mistakes that often happen - the size of the brick vary and the overall percentage and color placement don't match 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, it's a 4-way color blend, and three colors are close but the fourth is off - you'll have a bad match. The right percentage mix of colors and their wall spacings is key to matching. As always, we can add color to any blend for a great match!



BEFORE



DURING



AFTER

STEP # 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 18-20% of the total wall which has a major effect on the brick color that it borders, and the overall color of the wall.

FIND A CERTIFIED STAINING INSTALLER NEAR YOU



ABOUT OUR CERTIFIED STAINING CONTRACTORS

We have certified staining companies around North America who we've personally trained extensively to use our product and our staining system. When you choose a Certified Contractor, you can trust that your project is taken care of with the same expertise you expect from Masonry Cosmetics.

IS THERE NO AVAILABLE CERTIFIED CONTRACTOR NEAR YOU?

No problem! Reach out to us at Masonry Cosmetics, and we'll take care of the rest.



WOULD YOU RATHER DO-IT-YOURSELF?

Whether a small repair or the desire to check items off your dreaded Punch List - our Stainman DIY Kit might be the better option for you!

Our all-in-one custom Stainman Kit covers 150-200 sqft depending on the recipes, and includes six colors, a mixing jar, measuring spoons, brushes and elixir solution. Order by emailing Info@MasonryCosmetics.com or calling 574.234.1812



— RULES OF STAINING —

Nothing ruins the natural beauty of masonry than poor matches or unsightly repairs. Staining is a good tool to use when you need it.



APPLY THE RIGHT WAY

- One brick at a time, with one smooth stroke to avoid overlapping
- Stir well each time brush is dipped
- Drain brush well each time you dip - brush shouldn't be dripping or have excess solution



WITH THE RIGHT PRODUCT

- Use the only Proven Masonry System that continues to last in the field for 15, 20, 25+ years - www.GoldStandardStaining.com



UNDER THE RIGHT CONDITIONS

- Properly cleaned, washed down and PH neutral
- No precipitation 24 hours before or after staining
- Minimum wall temperature of 40°F to prevent freezing



BEFORE



DURING



AFTER

— HOW TO STAIN —

STEP # 1 - IDENTIFY AREA TO STAIN

You probably already have an idea of what work needs to be done, but be sure to thoroughly evaluate the area that needs to be stained, and how large that area is. This will determine the kit you'll need.



STEP # 2 - CHECK FOR ABSORPTION

To check if your masonry is absorbent and a good staining candidate, throw some water on the wall. If the masonry darkens, it's a good candidate. But if the water beads and rolls off, or if it doesn't darken, it probably can't be effectively stained. The brick may be too hard/dense, or maybe it's sealed.

STEP # 3 - PURCHASE A STAINMAN KIT

This all-in-one kit covers approximately 150-200 sqft depending on the mix, and includes six colors, a mixing jar, measuring spoons, brushes, and elixir solution. Order by emailing Info@MasonryCosmetics.com or calling 574.234.1812



MORE



HOW TO STAIN

CONTINUED

STEP # 4 - CREATE A CUSTOM RECIPE

Our expert staining specialists will help develop a starter recipe upon request - email pictures of the masonry and the color you'd like. If developing your own recipe, keep in mind:

1. Our stain is translucent, so the masonry color affects the final result. Think of the color wheel when creating a recipe. Example: To change red brick to burgundy, you'd add blue.
2. Take notes on your recipe so you can accurately recreate.
3. Start small with 1/2-1 level teaspoon of pigment. You can always add more, but can't take it out after it's been added.



STEP # 5 - CREATE TEST PANEL

Coming up with the right color for your project can be a process of trial and error. Because of that, we highly advise that you create a test area in an innocuous spot to test out the recipe.

STEP # 6 - MASONRY STAINING

Here are some staining tips to help you accomplish your project:

Make sure to drain your brush well! Think of it like the brick is drinking the stain - it needs to absorb into the pores to be effective. Very little stain is required to make a significant color change: don't slap it on like paint!

Stain the whole brick in one smooth stroke to avoid creating lines from overlapping brush strokes. The side of the brush can be used to touch up parts that you miss with the single stroke.

For a tighter range of color, you'll most likely stir, dip and drain the brush every 1-3 brick. For wider ranges of color, you'll only stir, dip and drain every 4-7 brick. Re-dipping too often and not stirring and draining well enough are the leading causes of the product being applied too heavily.

Keep a wet cloth nearby to quickly remove excess product if you applied it too heavily, or in case you accidentally stain something you don't want to.



STEP # 7 - CLEANING

1. Pigments and solution are environmentally friendly.
2. Dispose of unused solution in grassy or wooded area away from concrete or asphalt.
3. Wash cups and brushes out repeatedly with water until the water runs clear, disposing in grassy/wooded area.
4. Save solution in a tight sealable container at room temperature for up to 7 days. Stir thoroughly before reusing.
5. Store your kit at room temperature with lids firmly attached.

— CASE STUDIES —

COMPLAINTS

CASE #128: 1997 MICHIGAN RESIDENTIAL COMPLAINT

Dark and blotchy areas consumed the curb appeal of this house back in 1997. We lightened brick in the dark areas for a seamless blend.



BEFORE | 1997



AFTER | 1997



AFTER | 2019

CASE #340: 2004 TENNESSEE APARTMENT COMPLAINT

There were discolored brick throughout the apartment complex. About a week later, and a lot of finesse, we were able to blend the building by lightening some bricks and darkening others.



BEFORE | 2004



AFTER | 2004



AFTER | 2021

— CASE STUDIES —

ADDITIONS

CASE #059: 2008 INDIANA UNIVERSITY ADDITION

This university's Power Plant had five different runs of brick used on the original building. When a new three-story addition was built, we were tasked with staining the mortar and five runs of existing brick to match the new.



BEFORE | 2008



DURING | 2008



AFTER | 2023

CASE #014: 2002 INDIANA COMMERCIAL ADDITION

When the office building expanded, they weren't able to order the original brick due to minimum quantity requirements per the manufacturer. We created eight custom recipes and mapped out percentage of colors on each individual brick for the best possible matchwork.



BEFORE | 2002



DURING | 2002



AFTER | 2023

CASE STUDIES

REPAIRS

CASE #256: 1999 OHIO POWER WASH DAMAGE

The brick were severely damaged by a power washer, and we had to stain multiple brick. 20 years later when we went back, it still looked fantastic!



CASE #014: 2010 INDIANA INSURANCE REPAIR

When an automobile struck this home, the original brick weren't available anymore. By choosing a brick that was a similar size and texture, we stained both the brick and mortar for a seamless look.



— CASE STUDIES —

MAKEOVERS

CASE #166: 2003 MICHIGAN RESIDENTIAL MAKEOVER

The homeowners wanted a new, updated look to their home without painting it. If they had painted it, they would've had to remove it, or reapply it multiple times by this point. Fortunately they chose us, and it's still not requiring any upkeep or maintenance.



BEFORE | 2003



AFTER | 2003



AFTER | 2019

CASE #069: 2001 MICHIGAN CHURCH MAKEOVER

This church helped to create this custom recipe that meant something to them. The updated dark look still looked great 18 years later when we went back.



BEFORE | 2001



DURING | 2001



AFTER | 2019

CASE STUDIES

RESTORATIONS

CASE #105: 2011 OHIO COMMERCIAL RESTORATION

When restoring this space to a new community center, the restoration company was reluctantly ready to tear down the brick, knowing that there would be huge costs associated with it. We were able to save them money and time, and no one knows what the brick once looked like.



BEFORE | 2011



AFTER | 2011



AFTER | 2021

CASE #039: 2000 ST. LOUIS UNIVERSITY RESTORATION

This St. Louis school underwent a massive restoration in 2000. After completion, we color corrected window and door fill-ins, and reblended other areas as needed.
Masonry Magazine Article | Keeping Masonry Strong: A Brick Matching Case Study



BEFORE | 2000



AFTER | 2000



AFTER | 2019

CASE STUDIES

BLOCK

CASE #357: 2011 OHIO SCHOOL SPLITFACE BLOCK

There were several newly laid splitface block that were too dark. We lightened these dark block to match the rest of the building.



BEFORE | 2011



DURING | 2011



AFTER | 2021

CASE #264: 2000 MICHIGAN TEMPLE BLOCK AND MORTAR

There was an area in the middle of this wall that was off-colored. We stained both the block and the mortar.



BEFORE | 2000



AFTER | 2000



AFTER | 2019

CASE STUDIES

MORTAR

CASE #202: 2012 INDIANA UNIVERSITY BRICK AND MORTAR

A new area was constructed on this University of Notre Dame building. We stained the existing brick and mortar to match the new fine-grain, wire-cut, coarse-textured brick in a blend of orange, brown, gray and cream colors.



BEFORE | 2012



AFTER | 2023



DURING | 2012

CASE #081: 2000 MICHIGAN COMMERCIAL MORTAR

The mortar was too light on the back side of this commercial building. By darkening the mortar, we were able to make it blend better with the brick.



DURING | 2000



AFTER | 2019



AFTER | 2000

CASE STUDIES

STONE

CASE #351: 2006 CHICAGO STONE ADDITION

The dark stone wasn't available when these homeowners built an addition. They found something close in size and texture, and we were able to create a match that still looks the same as the original dark stone, 15 years later.



CASE #393: 2007 MICHIGAN MFG STONE MATCHWORK

The homeowners wanted newly laid manufactured stone to match their interior fireplace. By creating multiple custom recipes, we were able to recreate the vibrant appearance that still looks just as good.



WHO ARE THE OTHER STAINING COMPANIES?

They claim to be us. They say their stains penetrate into the masonry. They say they don't crack, peel or fade. They say their color is permanent for 20, 30 or more years. They even offer warranties. Look at their older jobs. Most of them are not like us.

Some use watered-down paint. Some use products that crack and fade in as little as 4-5 years. Some create an unnatural shine. Some create a barrier that traps unwanted moisture.

Before you hire a staining company, do your research. Ask them to show you some of their longest-lasting projects. If they won't - think about how this could negatively affect your business. Ask yourself - are potential lawsuits and lost clients worth it?

Using the wrong product can be a costly and destructive error.

WARRANTIES

THEIRS

1. 15-25 year warranty
2. Three options offered at a percentage of project cost based on time left in warranty (pro rata rate) :
 - Refund product cost
 - Refund product replacement
 - Offer credit for next project
3. No claim that they will restain a failed project

OURS

1. Lifetime warranty
2. Will restain and color correct any warranty claims
3. Can be voided if a sealer is applied, or if a natural disaster hits

PROTECTING THE INDUSTRY

A few years back, we decided to help our customers classify masonry staining companies based on the long-term performance of their products. We hired a consultant, and asked him to study Masonry Cosmetics and three other major stain companies that seemingly have the same architectural specs as us. He asked each company to identify jobs 10, 15 and 20 years old. None would identify a single long-lasting job for us. One firm cited concerns about our methodology, another claimed to fear antitrust litigation, and the third simply ignored us. We did not, however, give up.

We developed a list of our competitors' jobs from their websites, from magazine articles, and from YouTube. We reasoned that the jobs a competitor chooses to use in advertisements and to otherwise publicize would constitute a resume of its best work. Bottom line: we could not find a single staining job that stood the test of time for even ten years. If these jobs really are examples of our competitors' best work, then they are certainly not using proven masonry staining.

COMPETITOR JOBS

HIGH SCHOOL WISCONSIN

This Wisconsin high school was "stained" by a competitor, and the color has failed miserably. When looking closely, you can see the little bit of stain that remains in the middle of that brick.



ELEMENTARY SCHOOL TEXAS

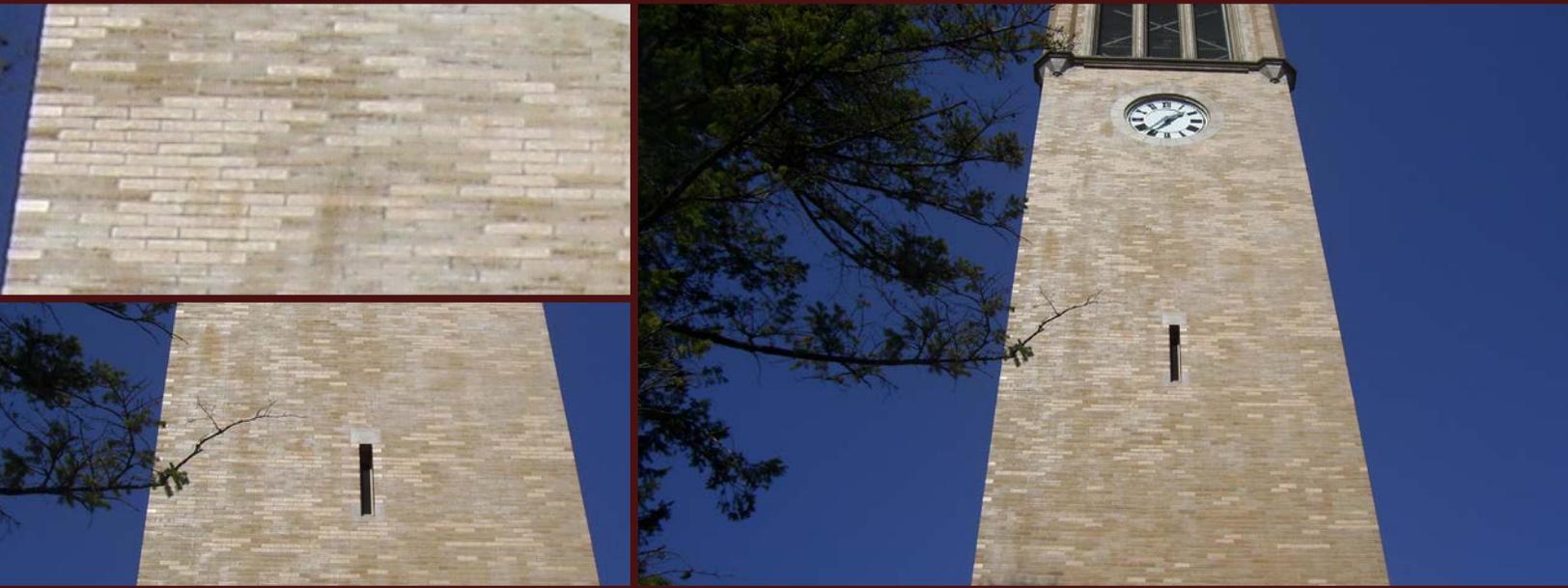
This elementary school in Texas has experienced a major color change just within one year. The "brick stain"(or in this case, we would call it a brick paint) has muted and looks horrible for all to see. The staining has now compromised the brick on this building.



COMPETITOR JOBS

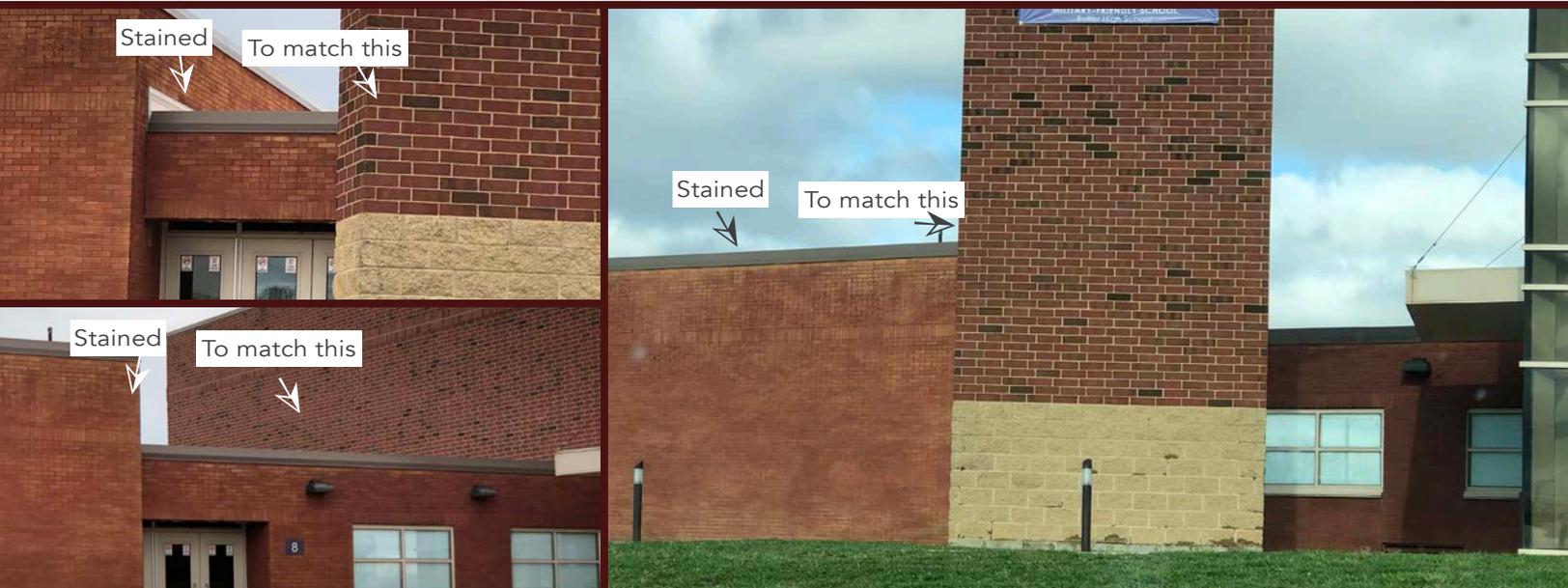
CLOCK TOWER IOWA

This competitor stained and sealed this university in Iowa's clock tower. When the client complained about the stain failing, the staining company claimed that their 25 year warranty was void since it was sealed with a coating even though it was the same company that sealed it.



HIGH SCHOOL OHIO

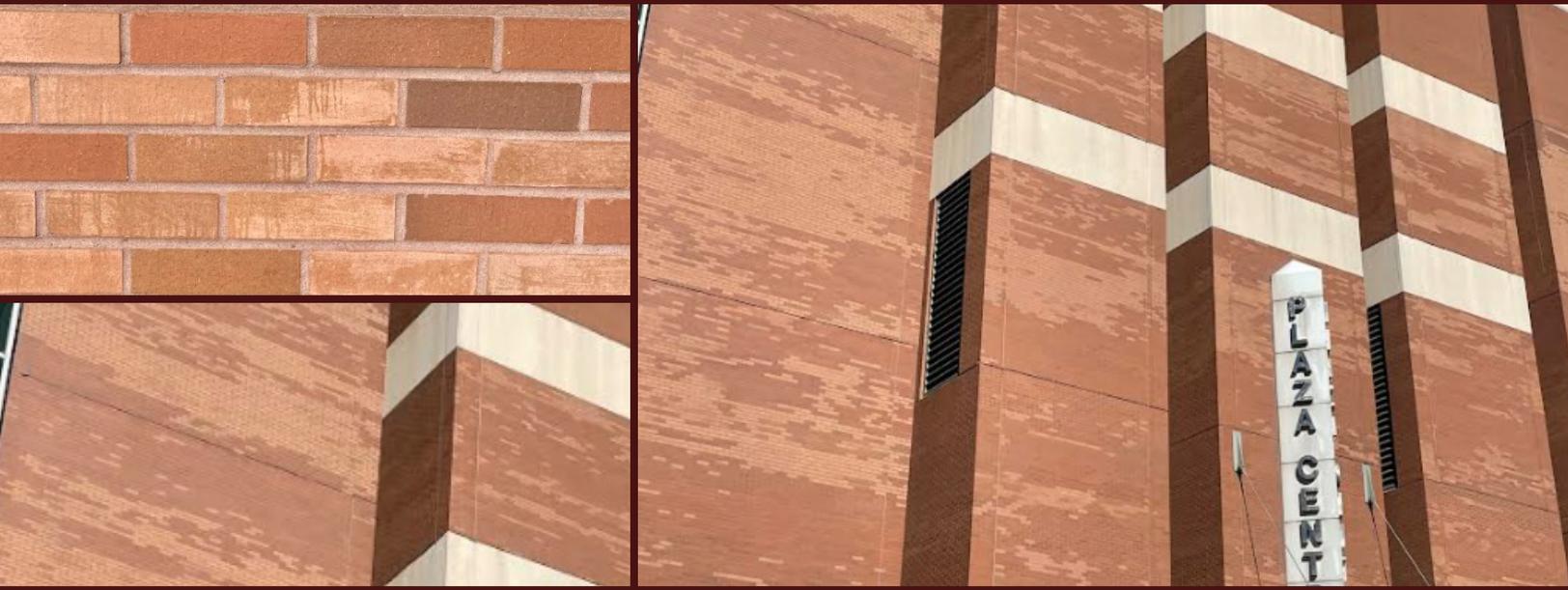
This company stained a couple of gyms on this school to match the new Glen-Gery Adrian brick that was installed. As you can see, the stain has completely faded and does not match the Adrian brick at all now.



COMPETITOR JOBS

VENUE CENTER ST. LOUIS

This football stadium turned venue center is located in the heart of downtown St Louis. The failed stain is seen by many tourists and residents, and is embarrassing to all involved with the project.



CAR WASH OHIO

When it started raining, we knew that we were looking at a competitor's "stain". The color is sitting on the surface of the block, sealing it like a paint and trapping moisture, rather than absorbing into the pores like our proven masonry stain.





Benefits of Brick

Like most in the brick industry, our passion is brick. From the strength and longevity, to the beauty and timelessness, we could go on and on about our love for brick.

We scoured the internet to gather up published industry content all in one place. Consider us the librarians to a one-stop content-shop about the benefits of the best building material on the planet - brick.

*Durable • Sustainable • Noise Insulating • Eco-Friendly
Stylish • Recyclable • Fire Resistant • Maintenance-Free
Thermal Insulating • Efficient • Natural • Investment*

BrickmansHall.com/choose-brick

PROTECT YOUR INVESTMENT

Still considering using a different masonry staining company? Do yourself a favor, and ask them to show you some of their longest-lasting projects, and what the project looks like today. If they won't, consider what this might mean.

Choose a masonry staining company with proven results, rather than blindly trusting that your masonry is in good hands.

The Masonry Cosmetics proof of permanence: www.GoldStandardStaining.com



LET'S GET TO WORK

We greatly appreciate you taking the time to learn more about what we do, and how we might be able to help you with your next project. We hope to work with you soon!



MasonryCosmetics.com



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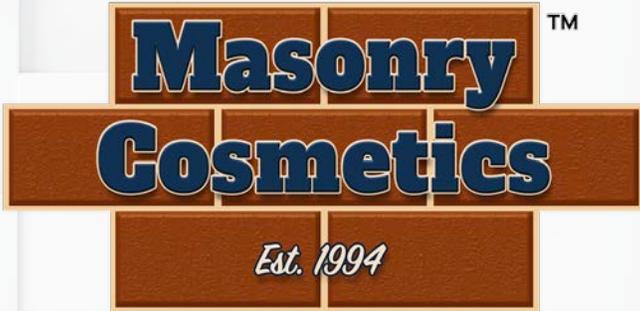
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Learn More About
Brick Matching



Learn More About
Home Makeovers

BREATHABLE. ECO-FRIENDLY. INNOVATIVE. PERMANENT.

**TOGETHER, WE CAN
PROTECT THE INTEGRITY
OF THE INDUSTRY**

