

THE "COMPETITION"



REJECTED

[Example] Competitor Warranty

25 Year
Warranty

VALUE DECREASES WITH TIME

Warranty value is based on percentage of the time left on the warranty at the time of failure (pro rata rate)

REMEDIES FOR WHEN STAIN FAILS

1.

Refund product replacement

2.

Refund product cost

3.

Offer credit for next project

Wait? They will NOT fix or correct failed projects?

WARRANTY LIMITATIONS

1.

Excludes "faulty or improper application" ...from their team?

2.

If any "coating was added on top of the stain" We have proof of warranties voided due to their sealers that they recommended and installed

IMPACT ON THE INDUSTRY

1.

Causes eyesores that won't be color corrected

2.

Puts a negative mark on the industry



Masonry Cosmetics offers a Lifetime Warranty and will restain any warranted project unless sealed or destruction from an Act of God

MASONRY COSMETICS LIFETIME WARRANTY



PROTECTION FOR A LIFETIME

We truly believe in our product, and our main priority is servicing the industry that we love.

We'll restain/color correct warranty claims, and the warranty is transferable to heirs or subsequent purchasers, for a lifetime.



Before staining | 2002



17 years after staining | 2019

REMEDIES AS NEEDED

We will come to you and fix any project if there are any signs of failure

WARRANTY LIMITATIONS

1.

Natural disaster or structural deterioration

2.

A sealer is applied after our staining process

IMPACT ON THE INDUSTRY

1.

Protects all involved in the project

2.

Protects the integrity of our industry



Our [Example] Competitor offer partial warranties under specific circumstances, for up to 25 years

STUDY: THE "COMPETITION"

WHO THEY PROMOTE + SUPPORT

Website states that REDACTED proudly associated with:



Canadian Precast/Prestressed Concrete Institute



Precast/Prestressed Concrete Institute



Tilt-Up Concrete Association



National Precast Concrete Association

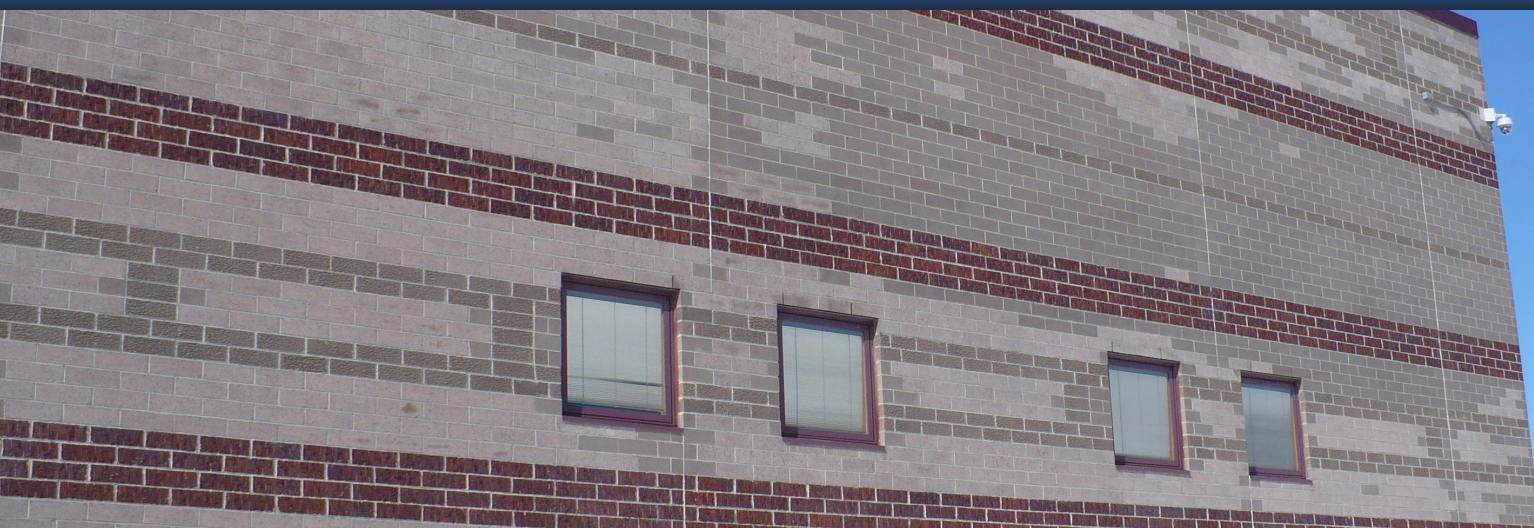


American Institute of Architects

FACTS

1. They support your competition that cost you wall share. In one case, this support goes as far as the owner of a staining business is also an executive for a concrete formliner company.

2. They do not support the brick industry



STUDY: THE "COMPETITION"

WHO WE PROMOTE + SUPPORT

Our website states that we're proudly associated with:



Masonry Advisory Council



Mason Contractors Association of America



The Masonry Society



National Brick Research Center



American Institute of Architects



Brick Industry Association



Masonry Contractors of Australia



INDIANA LANDMARKS

Indiana Landmarks



Wisconsin Masonry Alliance



North Carolina Masonry Contractors Association



Dallas Fort Worth Brick Council



Michiana Builders Association

FACTS

1. Masonry Cosmetics was created to serve the brick industry. We do not own shares or stock with your competitors.

2. We support the brick industry



Before staining | 1997

24 years after staining | 2021

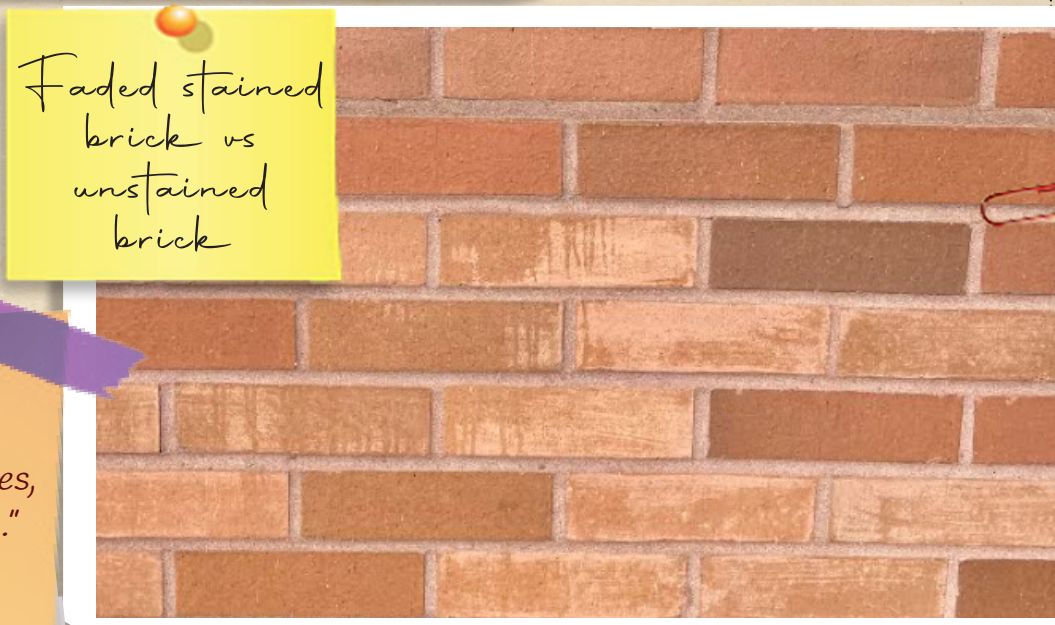
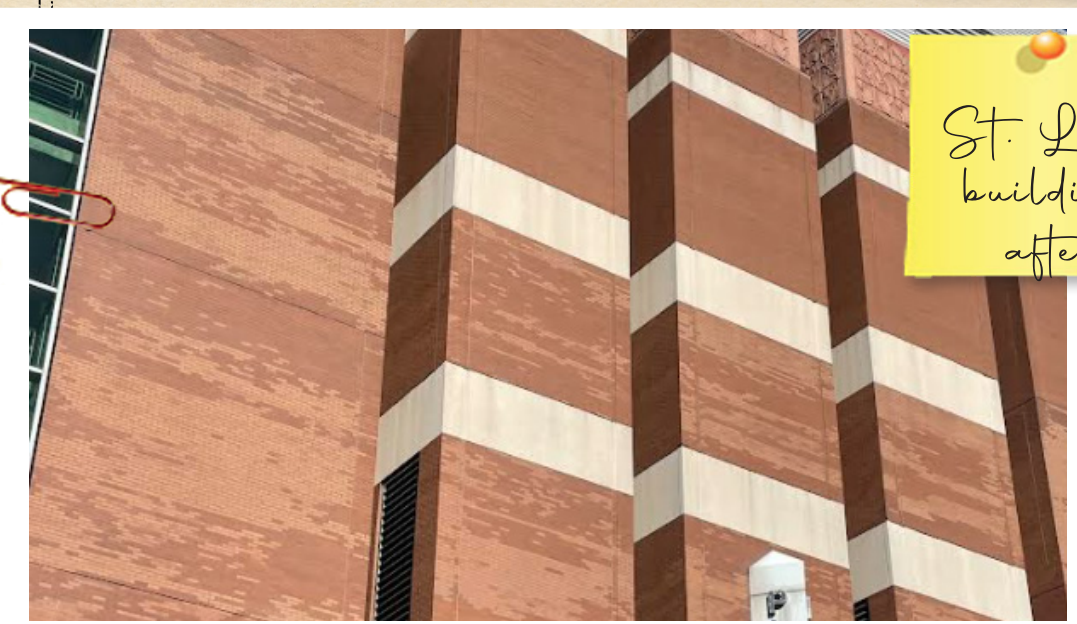
CASE STUDY

THE "COMPETITION"

FADED STADIUM
ST. LOUIS

THIS OLD FOOTBALL STADIUM IS LOCATED IN THE HEART OF DOWNTOWN ST LOUIS. THE FAILED STAIN IS SEEN BY MANY, AND IS EMBARRASSING TO ALL INVOLVED WITH THE PROJECT.

St. Louis building after



Faded stained brick vs unstained brick

THEY CLAIM:

"..penetrates masonry and colors without sealing off pores, allowing surfaces to breathe."

THE BRICK THAT WERE STAINED ARE FADING QUICKLY AND DRASTICALLY

MASONRY COSMETICS, INC.

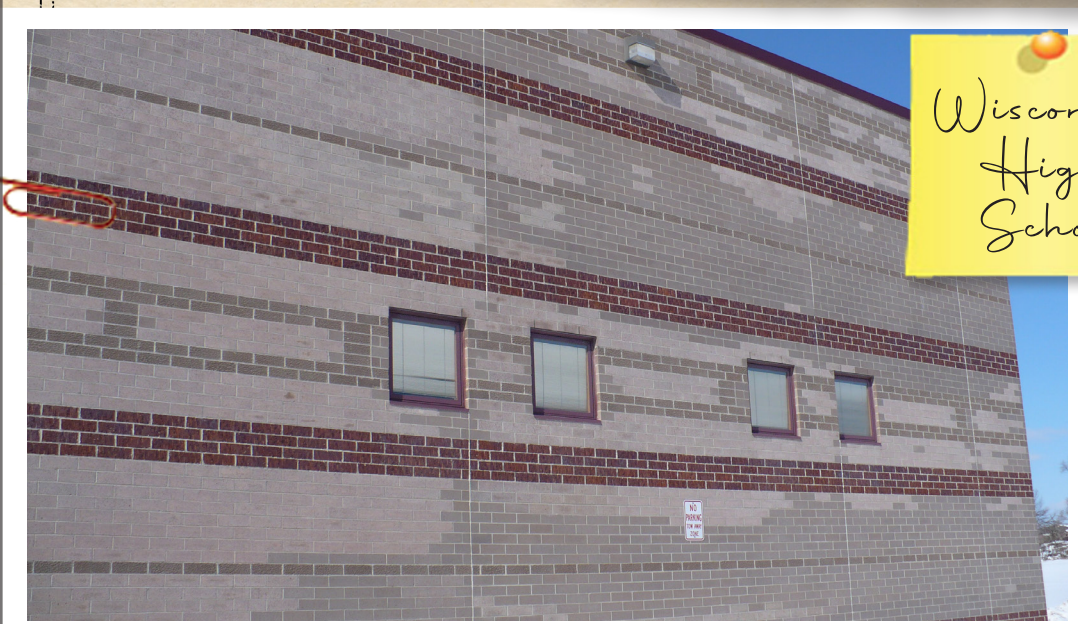
CASE STUDY

THE "COMPETITION"

FADED SCHOOL
WISCONSIN

THIS HIGH SCHOOL WAS "STAINED" BY REDACTED AND THE COLOR HAS COMPLETELY FADED. THE PICTURE AT THE BOTTOM SHOWS A CLOSE VIEW OF THE LITTLE BIT OF STAIN THAT REMAINS IN THE MIDDLE OF THAT BRICK.

Wisconsin High School



Close up of high school

THEY CLAIM:

"...choose (us) for beautiful color that won't chip, peel, or fade."

DOES "FADE" MEAN SOMETHING DIFFERENT TO THEM THAN IT DOES FOR THE REST OF US?

MASONRY COSMETICS, INC.

CASE STUDY

THE "COMPETITION"

FADED SCHOOL
ADDITION
OHIO

THIS COMPANY STAINED A COUPLE OF GYMS ON THIS SCHOOL TO MATCH THE NEW ADRIAN BRICK THAT WAS INSTALLED. AS YOU CAN SEE, THE STAIN HAS COMPLETELY FADED AND DOES NOT MATCH THE ADRIAN BRICK AT ALL NOW.



Addition
match
failure

CASE STUDY

THE "COMPETITION"

FADED MOTEL
CHICAGO

THIS CHICAGO MOTEL WAS STAINED AROUND 2011, AND NOW HAS FADED BRICK ALL THROUGHOUT THE EXTERIOR



Chicago
Motel -
Corner



Addition
match
failure

THEY CLAIM:
"Your home or building is a major investment that deserves the highest quality materials and services...that's why we are willing to stand behind our work."
THIS WAS A MAJOR INVESTMENT, AND ON THE TAXPAYERS DIME.



Chicago
Motel -
Front

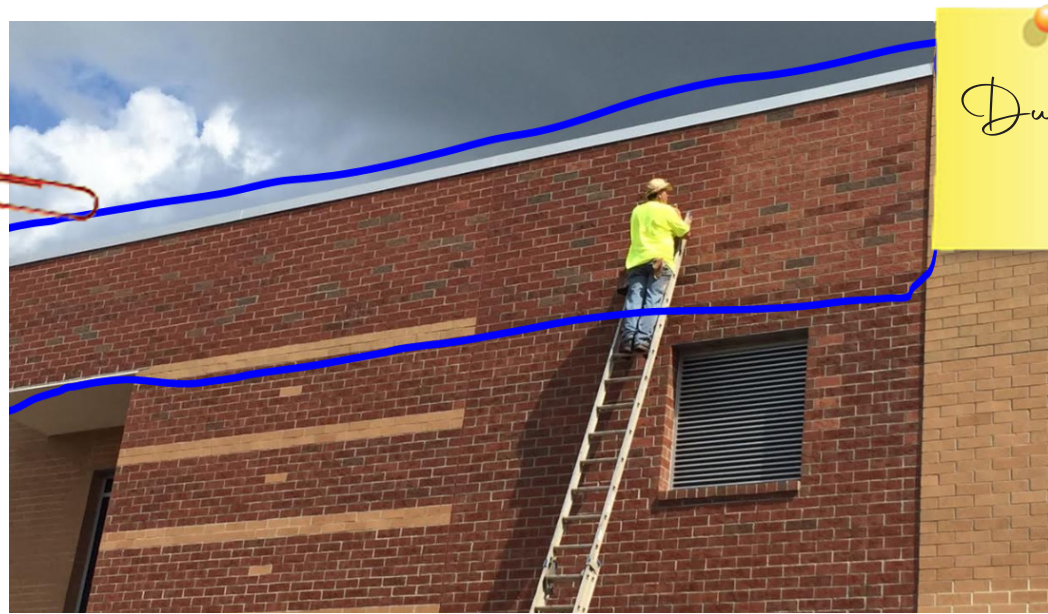
THEY CLAIM:
"Expertly applied the world's finest stains and color solutions for concrete and masonry."
DO YOU THINK THIS IS THE WORLD'S FINEST STAIN?

CASE STUDY

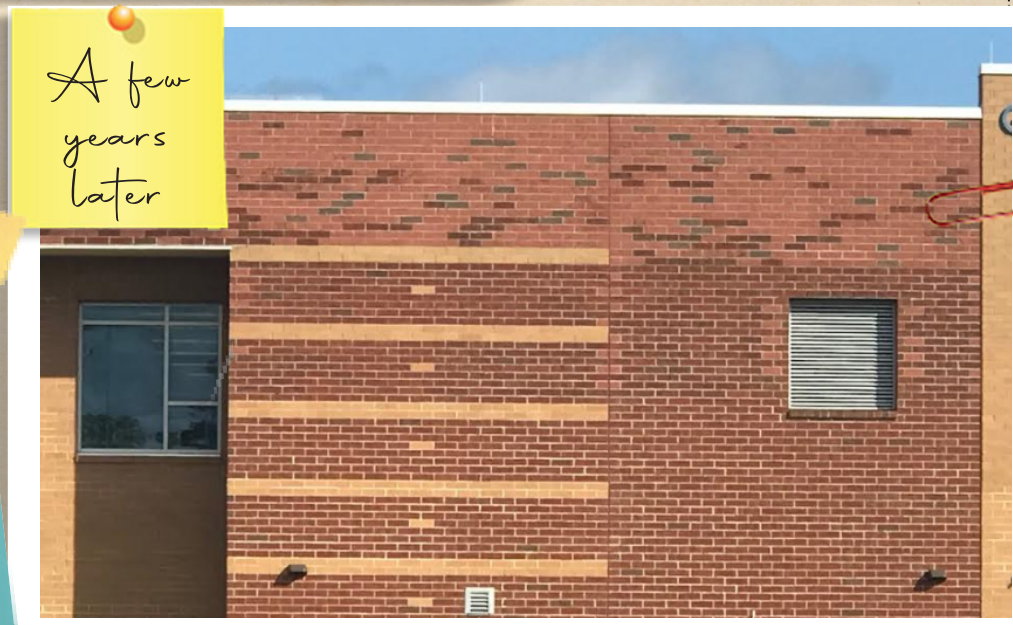
THE "COMPETITION"

FADED SCHOOL
ADDITION
FLORIDA

ONLY A FEW YEARS AFTER REDACTED STAINED THE TOP AREA OF THIS FLORIDA ELEMENTARY SCHOOL, THE COLOR HAD COMPLETELY FADED.



During



A few years later

THEY CLAIM:
"Decide With Confidence - you can be assured that your project will have the outcome you expect."
DO YOU THINK THIS IS THE OUTCOME THAT THE CLIENT EXPECTED?

CASE STUDY

THE "COMPETITION"

STAINED +
SEALED TOWER
IOWA

REDACTED STAINED AND SEALED THIS UNIVERSITY IN IOWA'S CLOCK TOWER. WHEN THE CLIENT COMPLAINED ABOUT THE STAIN FAILING, REDACTED CLAIMED THAT THEIR 25 YEAR WARRANTY WAS VOID SINCE REDACTED HAD SEALED IT WITH A COATING.



Clock Tower
Stain
Failure



Clock Tower
Close-Up
Failure

THEY CLAIM:
"Stains will keep your exteriors looking brand-new for years to come."
THIS CLOCK TOWER DEFINITELY DOES NOT LOOK BRAND NEW, AND TO MAKE MATTERS WORSE, THE WARRANTY WAS VOIDED!

CASE STUDY

FADED HEALTH CENTER ADDITION GEORGIA

THE "COMPETITION"

THIS GEORGIA HEALTH CENTER EXPANDED, AND WAS HIRED TO STAIN THE NEW BRICK TO MATCH THE OLD. A WELL KNOWN MASONRY PUBLICATION FEATURED THIS PROJECT. WHERE'S THE FOLLOW UP ON HOW THIS PROJECT LOOKS NOW?

Faded color throughout the expansion



CASE STUDY

FADED HOSPITAL ADDITION CHICAGO

THE "COMPETITION"

THIS PROJECT WAS SHOWCASED IN A POPULAR MASONRY MAGAZINE FROM AUGUST 2009. WE'D LOVE TO SEE A FOLLOW UP STUDY ON HOW THE STAIN HAS LASTED!

Their marketing picture of Chicago hospital



CASE STUDY SNIPPING



Staining ??? Case Study

5 minutes of reading

Saint Francis Hospital, in Evanston, Ill., was founded in 1901 in a two-story red brick building with limestone trim. Additions since then have created a 375-bed, full-level I Trauma Center specializing in cardiac care.

What they don't show...



(Before staining) "A market study initiated in 2007 revealed a negative public perception of the facility, based on its architectural character and color." WE WONDER WHAT THE PUBLIC PERCEPTION WOULD BE NOW?

More fading...

"The new construction greatly enhanced the appearance of the facility." TOO BAD THE SAME THING CAN'T BE SAID ABOUT THE STAINING...

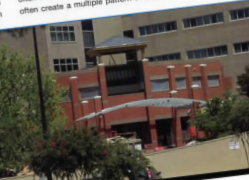
CASE STUDY SNIPPING

Facility Expansion



HENRY MEDICAL CENTER OPENED IT DOORS TO HENRY COUNTY, GA., IN 1979. IN A RURAL COUNTY OF ONLY 35,000 RESIDENTS the medical center was capable of serving the needs of the surrounding communities for several years. With the close proximity of Atlanta, growth was exponential for Henry County, expanding to more than 100,000 residents by the new millennium. Keeping up with the needs of the community meant expanding with a five-story tower expansion project to add an additional 200,000 square feet of enhanced medical space. The brick was matched as closely as possible to the available brick selections offered by today's brick manufacturers. Different colors and textures are common in multiple batches of brick, especially when an addition is constructed years later

using brick from a different manufacturer. It is nearly impossible to match brick from different years, runs and even from geographical regions of production. Masonry staining can help match the intricate color ranges often found in the surface of brick. The manufacturing processes often create a multiple pattern of color that can be re-created



MASONRY COSMETICS, INC.

CASE STUDY

THE "COMPETITION"

WATER TEST FAILURE -
SEALED BLOCK

OHIO CAR DEALERSHIP

WHEN IT STARTED RAINING, WE KNEW THAT WE WERE LOOKING AT A REDACTED "STAIN". THE COLOR IS SITTING ON THE SURFACE OF THE MASONRY LIKE A PAINT, RATHER THAN ABSORBING INTO THE PORES LIKE OUR PROVEN MASONRY STAIN.



Dry Block

CASE STUDY

THE "COMPETITION"

ELEMENTARY SCHOOL

TEXAS

THIS ELEMENTARY SCHOOL IN TEXAS HAS EXPERIENCED A MAJOR COLOR CHANGE JUST WITHIN ONE YEAR OF BEING STAINED. 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.



Texas Elementary School



Wet Block

THEY CLAIM:

"..Form(s) a powerful chemical bond with masonry, leaving no difference between the masonry and the stain itself!"

SURELY EVERYONE CAN TELL THE DIFFERENCE BETWEEN THE UNSTAINED & STAINED MASONRY HERE.



Water Test

The brick that did not get wet like the other bricks, is a sealed paint. Stains absorb into the pore structure, and will get wet just like the unstained brick next to it.

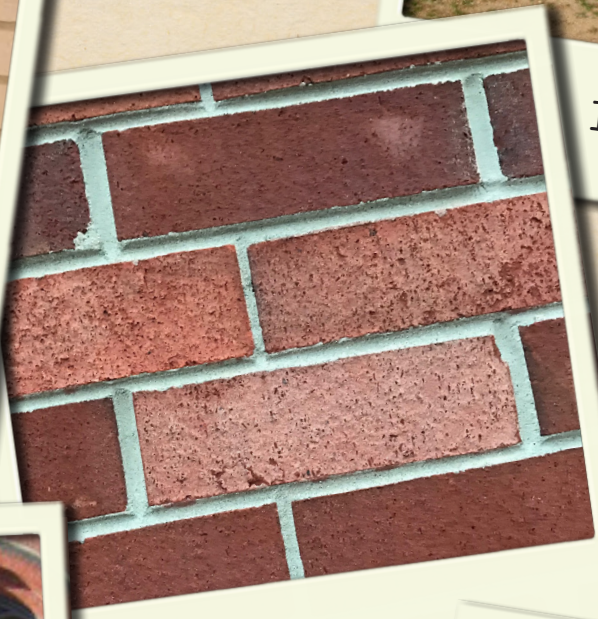
CASE STUDY

THE "COMPETITION"

DO YOU WANT YOUR
NAME ASSOCIATED WITH
THESE EYESORES?



FLORIDA RESTAURANT



CHICAGO HOTEL



CINCINNATI
ENTERTAINMENT HALL



IOWA BUILDING



CHICAGO PLAZA

MASONRY COSMETICS, INC.

MASONRY COSMETICS, INC. CASE STUDY

STUDY: THE "COMPETITION"

Before you hire the Competition, think about the pictures that you just saw. The potential is lost clients and lawsuits when they see the failed project a few years down the road.

Protect your business. Protect your integrity.

THEIR CLAIMS VS THE TRUTH

THEY SAY

"(Our) stains simply don't place color on top of brick - but penetrate masonry surfaces to add color without sealing in moisture...a long-lasting look that won't require several coats."

REBUTTAL

Their claim to longevity is proven time and time again to be false. Projects fade within 4-6 years for the most part, and if only some of the brick were stained, there will be a visible difference between what was stained and what was not.

THEY SAY

"Innovate(d) color technology that is time-tested, scientifically advanced, adaptable to every climate, and environmentally friendly."

REBUTTAL

We have shown you many of their projects that have indisputably NOT lasted the test of time. Do they have plenty of other jobs that have lasted? We don't know, because they don't show anyone. Notice on their website and marketing that there are no After pictures shown that aren't taken immediately after completing.

THEY SAY

"Transforms brick, block, stone, concrete, or other masonry surfaces with amazing color that won't chip, peel, or fade."

REBUTTAL

We have seen some projects that have faded within as little as a year, with most fading within 4-6 years. They claim to be a friend to the industry, but when you hire them, their failure is your failure.

OUR PROVEN MASONRY STAINING

Choose the staining system that's proven to last. See over 400 case studies of our long-lasting projects - 220 of which have lasted over 20 years.

goldstandardstaining.com

**Masonry
Cosmetics**

Est. 1994

Donald A. Foster

Authorizer's Printed Name
Address: Release permission required

Don Foster

Authorizer's Signature

2022

Date

