

CONCRETE

What Color do you Want?sm

Available everywhere, concrete is so common and used for so many things, it's just taken for granted it only comes in one color. Davis Colors™ are concentrated color "admixtures" that mix right in to transform ordinary concrete into structures that stand out or pavement that blends in. They're strong, durable and last as long as the concrete. Installation is cleaner and easier than toppings, stains or coatings and requires less labor.

Davis Colors now offers an expanded range of hues to set a new standard for concrete colors. There are premium colors which are bold and intense, standard colors that add less than a dollar per square foot, and subtle shades for any budget. As the leading producer of colors for concrete since 1952, we offer the widest spectrum available. The hardest thing about colored concrete may be deciding what color you want.

USES:

Davis Colors are used in cast-in-place, precast, tilt-up, and ornamental concrete; shotcrete, mortar, concrete masonry units, pavers, segmental retaining wall units and roof tile. They can also be used to color concrete countertops, cast stone, plaster, stucco, terrazzo and other cement-based construction materials. Designed for mix-in use only, they should not be sprinkled or dusted onto the concrete surface.

INGREDIENTS:

The pure, concentrated pigments in Davis Colors are made of high-quality mineral oxides recycled from iron or refined from the earth and especially processed for mixing into concrete. Davis Colors comply with *ASTM C979 Pigments for Integrally Colored Concrete*. They are light fast, alkali and weather resistant, durable, and last as long as the concrete. Davis Colors are available in a wide spectrum of standard colors and can be custom formulated to match design requirements. Supra-Instant® Black #8084 is a specially treated carbon black.

PACKAGING

Davis Colors are packed in exclusive Mix-Ready® disintegrating bags. Concrete suppliers add Mix-Ready® bags without opening or pouring. The bags travel deep into the mixer and disintegrate under mixing action, releasing pigment to disperse uniformly. Adding color is clean and easy, and no bags to throw away means a cleaner environment.

INSTALLATION:

Integrally colored concrete is installed the same way as high quality uncolored concrete. Choose a color from this color card or create a custom

color by varying the amount of pigment added to the mix. White portland cement can be used for lighter or pastel colors. Confirm desired results with a fully-cured job-site test panel. Typical dose rates range from 1/2 to 5 lbs. per 94 lbs. sack of cement content and should never exceed 100% of cement content. Cement content includes portland cement and cementitious materials such as fly ash, silica fume, lime and others, but does not include aggregate or sand. Davis Colors have been used successfully since 1952 in a wide variety of mix designs in combination with all commercially available admixtures. The only known incompatibility is with Calcium Chloride set accelerator which causes blotching and discoloration. Supra-Instant® Black #8084 is incompatible with most air-entraining admixtures and can fade from periodic water or rain exposure; sealing concrete and designing against permeability can minimize this effect.

FINISHES

Paving can be finished with pattern-stamped, broomed, troweled, exposed aggregate, salt-finished, sand-blasted, or many other appealing textures. Cast-in-place or precast structures and tilt-up concrete should be textured to remove surface discoloration with forms or form liners, sandblasting, bush-hammering, grinding, polishing, or exposing the aggregate. The combinations and possibilities are endless.

CURING:

Colored concrete flatwork should be cured with Davis W-1000 Clear™ spray-on membrane cure and sealer. W-1000 Clear™ is formulated for colored concrete and exposed aggregate finishes and complies with ASTM C309 curing standards. Color Seal II™ is available as a tinted overcoat that gives the surface a semi-transparent coat of color. On vertical surfaces, apply W-1000 Clear™ soon after forms are removed. On all surfaces, standard curing methods, such as water curing or plastic membrane sheets can cause discoloration.

QUALITY TIPS:

For best results, materials, curing, weather conditions and workmanship should be uniform throughout a project. Don't forget, quality starts with the concrete: specify a low water-content, high performance mix design.



Contractors are independently owned and operated without affiliation to Davis Colors; Choose, a qualified contractor who specializes in colored concrete. Budget for craftsmanship.

SPECIFY DAVIS:

Choose a color and specify it by name, color number and dose rate. Add color call-out to plan documents or specifications. Suggested specifications and product information can be found in: *Sweet's/SweetSource®*, *CSI/Spec-Data®* and *ARCAT/Spec-Disk™*. For complete architectural information, visit our web site, refer to our architectural binder, call or fax:



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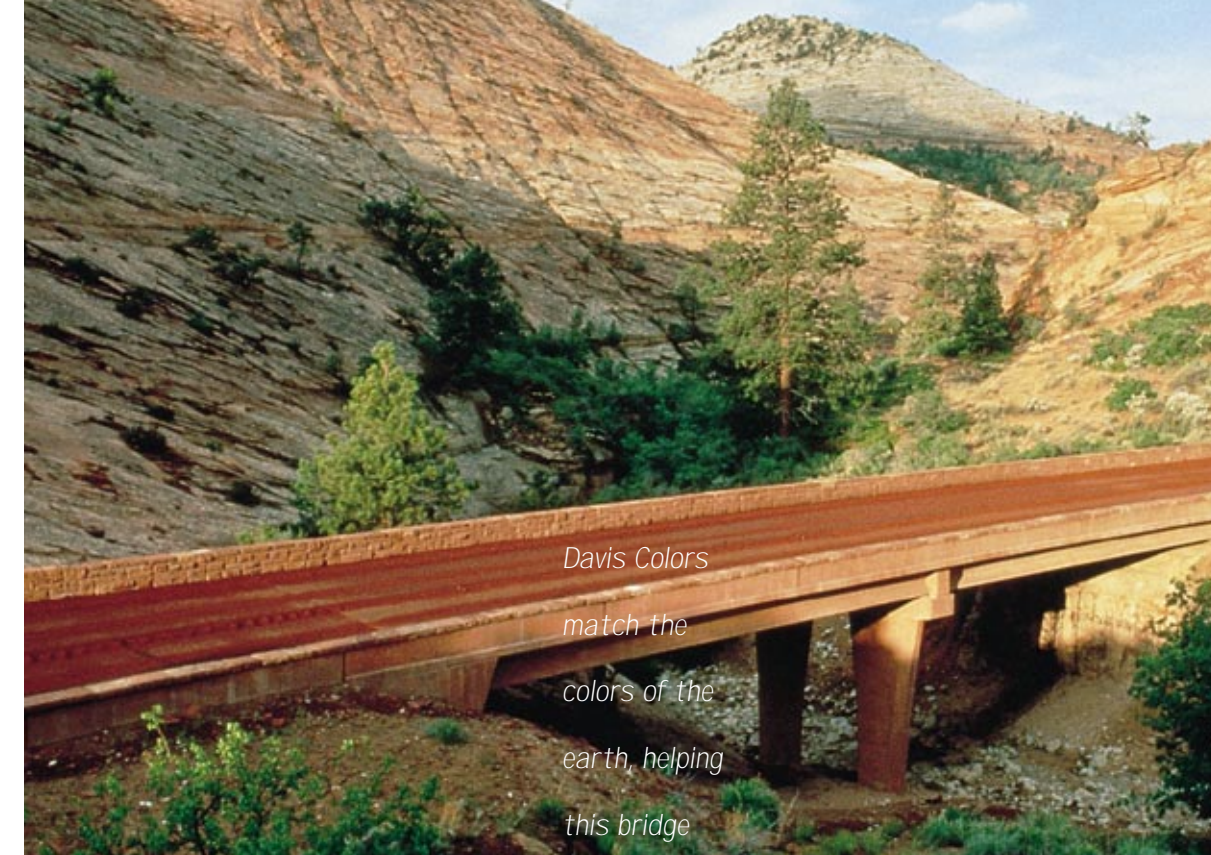
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Great
color for
CONCRETE COLORS
great
projects





Davis Colors match the colors of the earth, helping this bridge

blend into the landscape

at **Zion National Park**

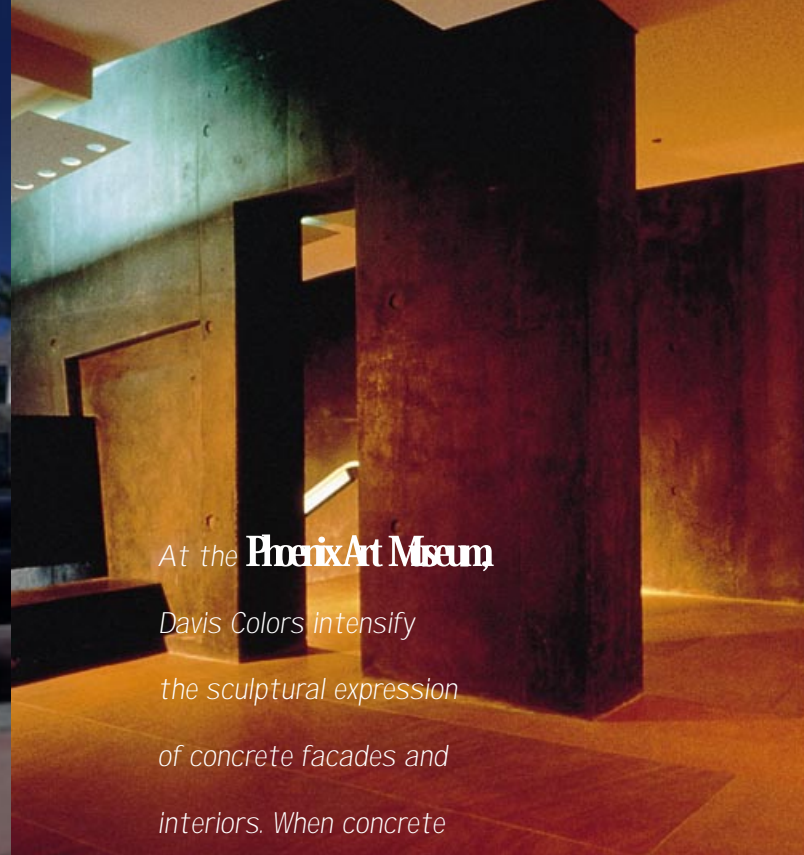


Not Faux Stone, but **real concrete** pavers enhance any design.



Softening a hardscape and splashing color across a plaza, Davis Colors played a starring role

at the **Academy of Television Arts and Sciences**.



At the **Phoenix Art Museum**, Davis Colors intensify the sculptural expression of concrete facades and interiors. When concrete can look this good, why hide it behind other finishes?



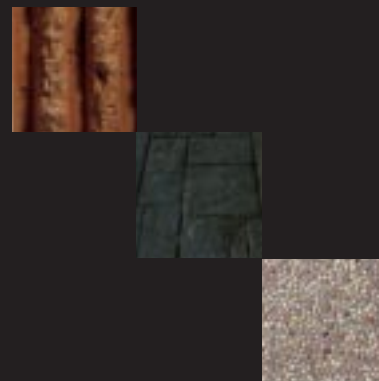
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Phoenix City Hall

Colored driveways and walks add **curb appeal** to homes and businesses. Colored driveways and walks add color and excitement! Davis Colors add pizzazz to cast-in-place, pre-cast and tilt-up concrete.



Think big and use colored concrete on even the smallest projects.



Davis Colors are the color of Concrete.

Davis Colors **beautify** concrete masonry, pavers and other concrete products. A little color in the mortar makes a big impact in the wall.



Imagine concrete with color and **creativity**



“Color is Light. Light is Life. Color is Life”
Frank D Davis, 1932

Concrete is cement, water and aggregate. It is also Color, Texture, and Imagination