

**THEY  
ARE NOT  
US**

### Why this Booklet?

Some of our competitors claim their products bond with masonry and last for decades like ours does. Yet, throughout the industry, people have seen masonry coloring products that have peeled or faded in just a few short years. We've seen the evidence and included some in this booklet.

Some of these products may be excellent for some types of jobs. However, some do not stand the test of time like ours.





## Proven Masonry Staining

What we call Proven Masonry Staining is a coloring product that:

- ◆ Is absorbed into the structure of the masonry but does not seal it;
- ◆ Mixes with the existing colors to create new shades and tones; and
- ◆ Retains its color for the lifetime of the surface it has penetrated. (It can wear away only if the surface itself wears away.)

As Table 1 shows, a Proven Masonry Stain does have many excellent characteristics that make it the best choice for many jobs.

Table 1: Characteristics of  
Masonry Coloring Products



Other  
Masonry  
Staining  
companies

	Masonry Cosmetics, Inc.	Other Masonry Staining companies
Bonds to Unsealed, Absorbent Masonry	yes	?
Not an Acrylic Paint	yes	?
Will Not Peel	yes	?
Will Not Crack	yes	?
Will Not Fade	yes	?
Laboratory Tested to Weather 40+ Years	yes	?
Natural Color Variations Show Thru (Transparent)	yes	?
Laboratory Tested Not to Seal Masonry (breathable)	yes	?
Laboratory Tested Not to Fail from Freeze/Thaw Cycles	yes	?
Does Not Leaves a Sheen When Wet	yes	?
Sprayed on like a paint	no	?
Can show 5 or more jobs 20 years old	yes	?
Can show 10 or more jobs 15 years old	yes	?
Can show 10 or more jobs 10 years old	yes	?
Monochromatic in color like a paint	no	?
Applied artistically with a brush	yes	?

Not every masonry surface is a good candidate for our Proven Masonry Staining process. Our stains require a porous surface that will absorb water. Therefore, although most brick, stone and mortar are perfect for our application, some have hard, dense surfaces that are not. Our product must be skillfully applied with 100% polyester brushes for maximum absorption and bonding. This technique is particularly difficult to use with large precast panels, such as those often used in parking garages. Therefore, for such applications you might choose a product that is less long-lasting which can be sprayed on. Our translucent stains normally allow the natural color variations of the original material to show through. Therefore, a job requiring a change from natural looking, multi-hued masonry to something with a flat, monochromatic finish—like a layer of paint—will require repeated applications of our product. For the same reason—translucency of our stains—changing masonry from dark Black to White required multiple applications to build the color. Fortunately, our product does not seal the masonry and can easily be reapplied.

**Clock Tower, Iowa  
—by Competitor**



We were asked to consult regarding this clock tower in Iowa. A university representative told us one of our competitors had colored it, and that in the first few years the color began to fade and the range widened. In our opinion, the product that was previously applied and still partially remains will have to be removed and the tower re-stained to create the appearance desired.

*We would welcome the opportunity to color correct this project.*

**Hospital,  
Chicago, IL—  
by Competitor**

Originally the hospital had a yellow/buff look before a competitor colored it a dark red in 2007.



This job was featured in a magazine article, a time-lapse YouTube video and on our competitor's on-line photo gallery. When we photographed it in 2014, however, it was our opinion that the color was just not holding up. We do not think it looks like it did seven years ago. It did not stand the test of time.



**High School,  
Wisconsin—  
by Competitor**

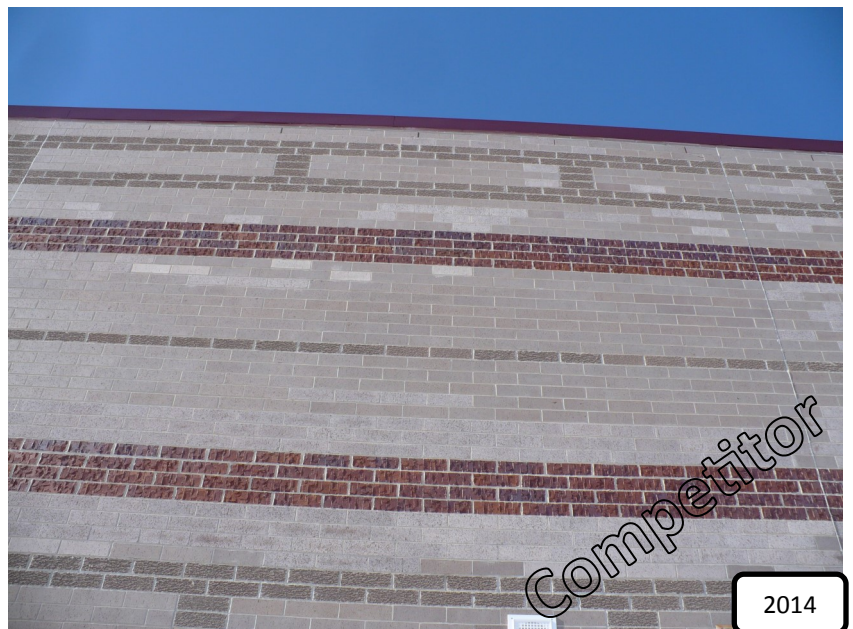


One of our customers described in detail how our competitor colored this high school. We think the evidence is clear: they did not use proven masonry staining. In our opinion, this product did not stand the test of time.



Notice just above the fingers, a small, narrow patch is the all that remains of the darker color originally applied. Their product looks as if it is fading away.

All of the wire cut/velour textured brick were colored. The Red brick and the six bands of Darker Grey bark textured brick were not colored. As you can see most of the color is gone from the treated wire cut brick. We were told that they were originally supposed to match the bark textured brick and to be a tight monochromatic range color.





## The Midwest Stain Study: Un-Answered Question

In the Winter of 2013-14, we decided to help our customers classify masonry staining companies based on the long-term performance of their products. We wanted to distinguish between companies that could or could not identify jobs that had stood the test of time. We knew architectural firms in particular would appreciate this information, which would help them find contractors from whom to solicit bids on masonry staining jobs.

We hired a gentleman who has done several projects for us over the years, and asked him to study Masonry Cosmetics and three other major stain companies that we had seen architects put in the same specs with us. He asked each company to identify:

- 2 or more jobs 20 years or older;
- 5 or more jobs 15 years or older; and
- 5 or more jobs 10 years or older.

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. Recent pictures of some of these jobs are included in this booklet. We have many more on file.

Here is the bottom line: we could not find a single job that was applied to brick that stood the test of time for even ten years. Even jobs that were four to six years old often showed evidence of significant deterioration. If these jobs really are examples of our competitors' best work, then they are certainly not using proven masonry staining.

Some masonry coloring companies use latex or other paint products that can peel or crack. Others use products that fade in the sun. Are there stain companies unrelated to Masonry Cosmetics Inc. whose work demonstrably holds up beautifully for 10, 15 or 20 years? We don't know.

## Architectural Specifications

We have come to believe that some firms that appear in architectural specifications with Masonry Cosmetics Inc. do not belong there because they do not offer proven masonry staining. In the past, we have found ourselves bidding against firms that use paint, or that spray on their product, or whose jobs fade, peel or crack in a few short years.

Architects and General Contractors cannot avoid this problem simply by reading advertising claims. It sometimes seems that every masonry color contractor copies from the same list of claims. Many, if not all, say that their product is absorbed into the masonry, never fades, peels or cracks, and last as long as the surface to which it is applied. In the cases we have researched, we have found no evidence that any competitor's product will last ten or more years in outdoor applications.



**Hospital,  
Henry County, GA  
—by Competitor**

This entrance was built with dark red brick and the owners sought a masonry coloring firm to color the taller surrounding buildings to match.



From what we see looking at the magazine article on their website, this project looked like a very good match when originally colored in 2008. But will it match as well 6 years later?

When we took these pictures in 2014, we could visibly see that the colored buildings no longer matched the entrance and that there were irregularities everywhere which are evident in these close up shots.





# Protect Your Job

## Ask Your Coloring Company:

Using the wrong product can be a costly error with lasting consequences. Removing peeling, fading or cracking product without damaging the masonry can be expensive and time consuming. Trying to remove a failed product that has bonded to the masonry can be difficult and then do you really get it all off? Sometimes Masonry Cosmetics can help, but some times other coloring products can interfere with the masonry's ability to absorb our product.

Masonry is a green, sustainable and long lasting type of building material. Protect your investment. Before hiring a masonry coloring company, ask for a list of longest-lasting jobs. For each one, find out the name, address and year of completion. Check and see... does it look like it did when originally

## About Them

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. Just because they have been around for a long time does not mean they have a proven masonry stain. Look at their older jobs.

Most of them are not like us. Some use watered-down latex paint rather than stain. Some use other products that do crack, peel and fade in as little as 4-5 years. Some create an unnatural shine. Some create a barrier that traps unwanted moisture. The bottom line is: They Are Not Us.

They should not be in the same architectural specs as Masonry Cosmetics Inc. Our products are not

## About US

**Because our stains are completely absorbed by the masonry, they simply cannot peel, fade or crack, nor can they trap water that can damage masonry by repeatedly freezing and thawing. Nationally recognized laboratory testing proves that our color will not fade even after decades of simulated weathering. Even more important our products perform wonderfully in the field. By providing you with details of 50 long-lasting jobs described in the first section of this publication, we have proven that Masonry Cosmetics' process should be the standard for masonry staining.**

### *A Personal Note*

*Rick 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 an unproven product that will quickly deteriorate and that may even create an obstacle for the use of proven masonry staining in the future.*

*On behalf of all of us at Masonry Cosmetics, Inc. we thank you for taking the time to look at this booklet. If you have questions or comments, please feel free reach me at [brickmen@gmail.com](mailto:brickmen@gmail.com).*

*Don Foster, Vice President, Masonry Cosmetics Inc.*





This is a different Competitor out of Pennsylvania who offers a 50 Year Warranty. They water down paint to make it act more like a stain. This is what we are *not* about. These pictures are of that competitor who was working on the same school as us but in a different area last year in the Pittsburgh area. They were really nice guys and shared a lot about their product and how they apply it. We are not saying they are bad or have a bad product, they are just not like us.



If it looks like paint and goes on like paint, then it probably is paint.



They carry Heavy Duty Floor Stripper with them?



Note the two pictures below. Their product leaves a paint-like look, monochromatic, leaving the brick and mortar the same color.

