



GEORGE | BROS.

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Increte of Albany

518-489-1489

14 RAILROAD AVE ALBANY NY 12205



EUCLID CHEMICAL



The Future of Concrete

Management

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Richard George Jr. – President/Owner



Diane George – VP/Treasurer

Providing you the “**Confidence**” in knowing you are doing business with “**Specialized Professionals**”

Your Decorative & Traditional Concrete Experts

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Richard has 40+ years of robust experience in the masonry and concrete industry. He started his career at an early age working and learning from the best, his father. Diane has a background of 40+ years in both finance & business management. She joined her husband's business in early 2011.

We have been specializing in the masonry industry since 1983. With our focus on top-quality work and exceptional customer service our presence in the Capital Region is both recognized and sought after. Not only does George Brother's provide noteworthy installations to both **residential and commercial** customers, we also are the only Increte System's certified distributor & installer in the Capital District.

We have the largest indoor (contracted) customer showroom in the area and a retail store (GEO CRETE Supplies) which is open to both contractors and the public.

Our service product line consists of

Regular Concrete: patios, driveways, pool decks, walkways, steps, basement floors, garage floors, etc.

Stamped Concrete: patios, driveways, pool decks, walkways, steps, etc.

Concrete Resurfacing: referred to as overlay products such as Recover, Spray-Deck and Thin-Crete which can transform your old unsightly plain concrete into an elegant surface.

Epoxy Flooring: very popular for transforming your garage or basement floor and many commercial floors.

Concrete staining, retaining walls and firepits are also offered.

Concrete

The Ultimate Material

Outlasting: Pavers-Blacktop-Slate-Wood

Our Projects are all Steel Reinforced



We've
Replaced Them
All



Regular Concrete





What is a “SYSTEM”

- ▶ Reputable manufacturers of decorative concrete materials
- ▶ (color, stain, overlays, sealers, etc) design their products to
- ▶ work in conjunction with one another. Materials for surface
- ▶ preparation, coloring, cleaning, sealing, maintenance
- ▶ and even stripping are sold under one label.
 - ▶ THIS IS KNOWN AS A SYSTEM
- ▶ “A SYSTEM” means the products have been tested by the manufacturer to assure compatibility

Stamped Concrete

COLORS DEPICTED IN THIS BROCHURE ARE REPRODUCTIONS AND DUE TO PRINT PROCESS AND LIGHTING MAY VARY FROM ACTUAL COLORS

Stamped Concrete System

A stamped concrete system duplicates nature's most distinctive texture with incredible realism. Unique custom looks that turn any property into a showplace.

Stamped Concrete is available in a wide array of patterns duplicating granite, slate, stone, brick and even wood. **Stamped Concrete** boasts a myriad of standard colors that challenge the eye to tell the difference between an **Stamped Concrete** slate, granite, or stone application and the real thing. What's more, **Stamped Concrete** can be installed at a fraction of the cost of conventional materials, all the while offering superior durability and requiring less maintenance. Create an aura of elegance in and around your home or property with the realistic natural beauty of **Stamped Concrete**.

Stamped Concrete Offers:

- Affluent look at an Affordable Price
- Freedom of Expression
- Increased Durability
- Low Maintenance
- Unlimited Color and Design

Applications:

- Patios
- Entryways
- Roadways
- Driveways
- Walkways
- Pool Decks



Before



After

Color Hardener vs Integral

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There is a difference

Color Hardener

is color that is troweled into the surface creating a protective shell over the concrete.

The advantage of color hardener is its durability. The surface is now stronger and more wear resistant than regular concrete, the surface is also less permeable, preventing the intrusion of water, salts and other stains. Color Hardener changes the hardness (strength) of the concrete surface over time from 4,000 PSI to 8,000 PSI. Because color hardeners improve the strength and density of the concrete surface, they often are a good choice for exterior slabs exposed to freeze/thaw cycles and deicing salts

Color Hardener also gives you a more vibrant color as it is troweled on the surface, not thrown in the concrete truck.

Using color hardeners takes a skilled team, with the knowledge to not only work the product but work it with the concrete. This is where our talents shine. We have the experience and the team to color, stamp, and seal a project to perfection. The detail and attention given is exceptional as are our products.

“True professionals use color hardeners” (Quote from Concrete Construction magazine)

Integral

is color that is thrown into the concrete truck, dispersing the color throughout the mix. Advantages of integral color are speed of placement and color mixed through the whole slab. Integral is an ideal solution for a difficult job site, such as when color hardeners can't be broadcast freely or there is limited access.

The challenges with integral color are the colors that can be attained. Since white cement is not readily available, all the color formulations are based on gray. With gray cement as the base, lighter and brighter colors are much harder to achieve. Some colors cannot be achieved at all.

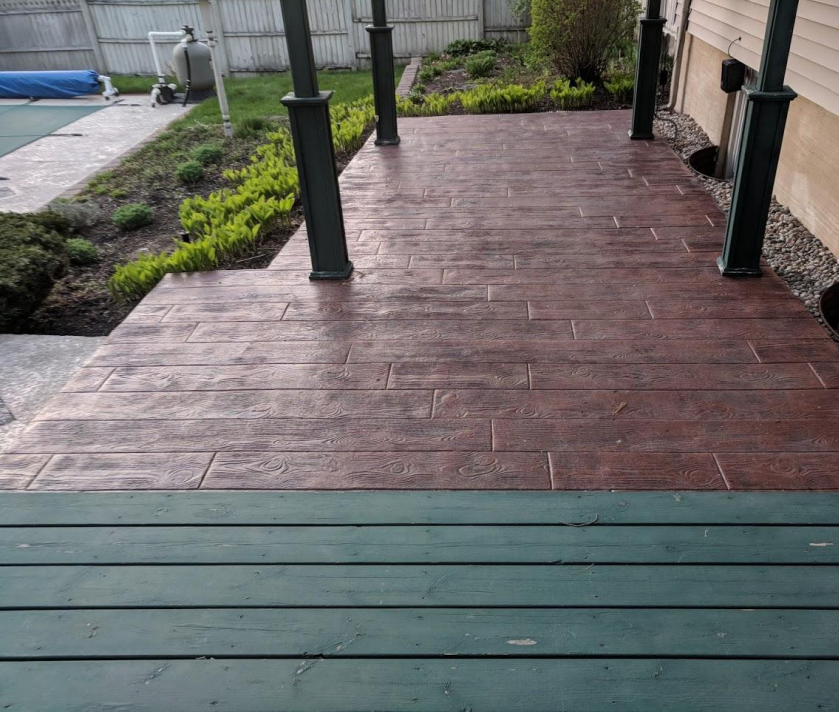
With Integral your surface strength is the same as the concrete.

MYTH: Integral is better if you get a chip because the color is mixed all the way through. While that is true that the color is all the way through, it is actually better if you use color hardener. You can match the color if you ever need to touch up a chip with color hardener. With Integral you can try to get close.

We may use Integral if the job site requires it, or if requested by the customer

So Many Patterns & Colors

The Possibilities are Endless









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Winding Driveway

Pattern: Old English Slate

Colors: Sun Gray / Gray Antique

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Concrete driveways are becoming
more & more popular
There is nothing stronger
than
Steel Reinforced Concrete





Driveway & Sidewalk

Pattern: Running Bond Brick

Colors: Sun Gray / Charcoal Antique





Driveway

Pattern: Slate Skin with Notched Ashlar Border

Colors: Maplewood / Gray Antique



Driveway

Pattern: Notched Ashlar

Colors: Pewter / Gray Antique

Patio

Pattern: Wood Plank

Colors: Dark Gray / Charcoal Antique



Unsealed



Sealed



Patio

Pattern: Large Random Flagstone

Colors: Sun Buff / Autumn Brown / Antique



Pattern: Old English Slate
Colors: Sungray / Gray Antique



Pattern: Herringbone Brick

Colors: Terra Cotta / Charcoal Antique



Project Before & After

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Notched Ashlar
SunBuff/Sand Buff

Project Before & After's



Select Your Pattern

Patterns



Running Bond Brick



Small Notched Ashlar



Philly Blue Stone

Flagstone



Patterns



Wood Plank



Flower Rock



Patterns



32

Sidewalk Slate

Herringbone Brick

Patterns

OE Slate



Fain



Large Notched



Blue Ridge Skin



PROLINE Patterns

Mountain Granite Skin



Large Flagstone



Italian Slate Skin

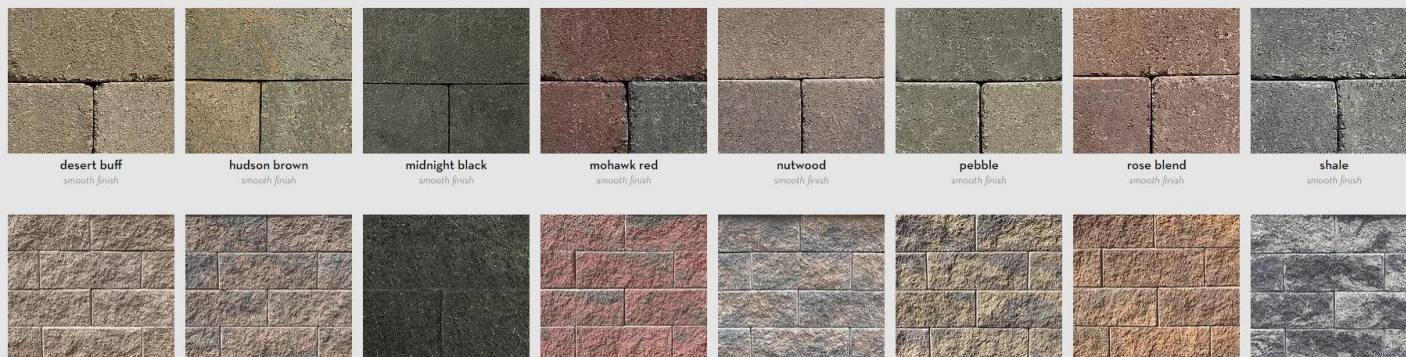


Firepits and Sitting Walls

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COLORS & COMPONENTS



Steps, Steps and More Steps

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Spray-Deck

CONCRETE OVERLAY

Spray-Deck

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TEXTURED OVERLAY SYSTEM

The Ultimate Cover Up for plain, old or unsightly concrete, **Spray-Deck** is a decorative concrete overlay system designed to transform ordinary concrete with a rich textured surface.

Available in a wide array of colors, **Spray-Deck** is ideal for a host of residential and commercial applications from sidewalks, and walkways, to patios, entryways and pool decks, or wherever a beautiful and highly durable surface is desired.

The unique chemistry of **Spray-Deck** creates an incredibly durable system with a surface strength twice that of regular concrete. It is low maintenance, and resistant to staining and mildew.

Spray-Deck is Ideal for:

- Patios & Lanais
- Pool Decks/Spa Areas
- Sidewalks
- Theme Parks
- Apartment Complexes
- Shopping Venues

Extend the life and enhance the beauty of your home or property with the low-maintenance and durability of **Spray-Deck**.

Advantages:

- Durable
- Waterproof
- Low Maintenance
- Economical
- Resists Mildew
- Cool To the Touch

Before



After



Spray-Deck Overlay

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Before



After



White & Pewter

Spray-Deck Overlay

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Before



After



Adobe Buff

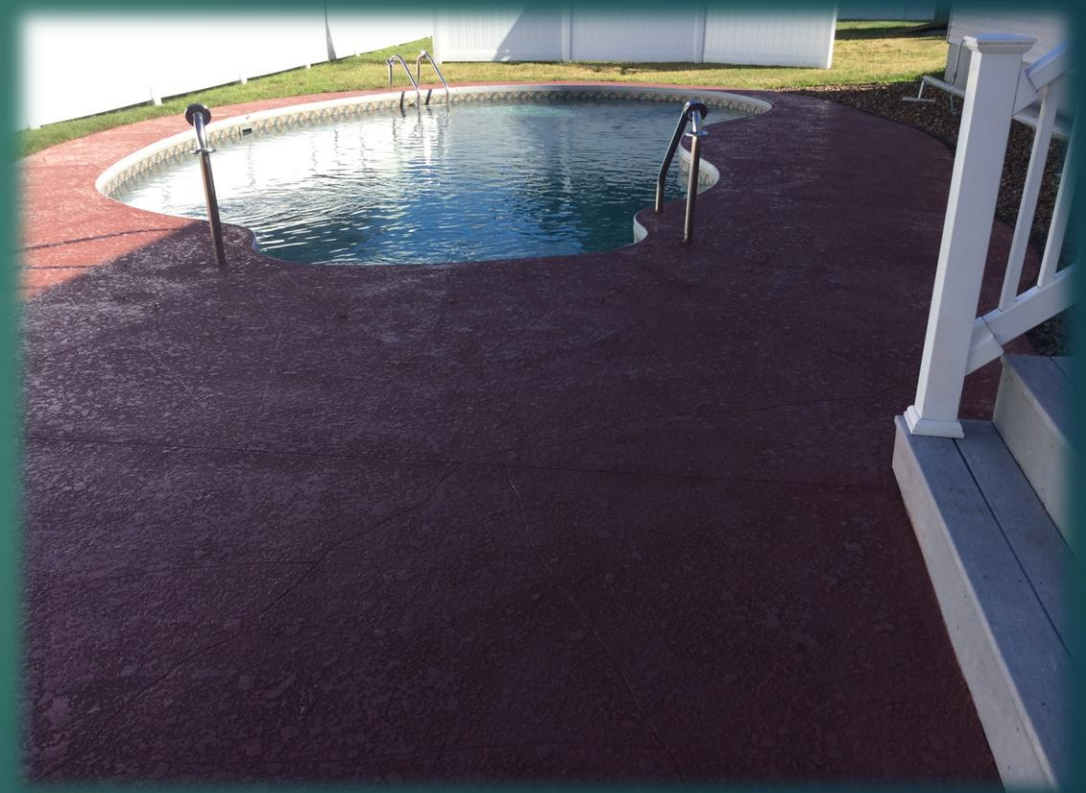
Spray-Deck Overlay

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Before



After



Brick Red

Spray-Deck Overlay

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Before



After



SunBuff – SandBuff - Autumn Brown

Thin-Crete

CONCRETE STAMPED OVERLAY

Thin-Crete

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STAMPED OVERLAY SYSTEM

Thin-Crete is a stamped concrete overlay system designed as a cover-up for existing concrete surfaces.

Thin-Crete duplicates the look of natural stone, slate and granite in deep relief patterns over existing concrete surfaces eliminating the hassle and expense of concrete replacement.

Applied at 1/4" to 3/8" of an inch over existing slabs, **Thin-Crete** is actually stronger and more durable than concrete making it perfect for residential and commercial use in applications ranging from pool decks, patios and driveways to hotel lobbies, shopping centers and retail stores.

Whatever your application, the **Thin-Crete** stamped concrete overlay system can be colored and textured to match any design theme or specification giving you an incredibly versatile flooring system that's as durable as it is beautiful.

Applications:

- Shopping Centers
- Restaurants
- Retail Stores
- Plazas
- Hotel Entryways
- Lobbies
- Sidewalks
- Patios
- Foyers

Before



After

Thin-Crete Porch

45



Before



After

Thin-Crete Patio Area

46



Before



After

Thin-Crete Pool Deck

47



Before



After

Thin-Crete Patio

48

Before



After



Thin-Crete Pool

49

Before



After



Epoxy Granite Coat

Granite Coat Epoxy Floors

GRANITE COAT is a vinyl chip epoxy system that covers and protects concrete flooring surfaces with a colorful new look and finish. Available in several colors. Vinyl chip blends. This durable system provides easy to maintain, stain-resistant surfaces ideal for a wide range of applications, such as garages, basements, entryways, foyers, offices, commercial and retail venues, service areas, labs, and clean rooms.

Before



After



Basement Floor

52



Before



After

Concession Stand

53



Before



After



Garage Floor

CHARCOAL FLAKE

Dog Kennel

CHARCOAL FLAKE



Restaurant Remodel

56



CHARCOAL FLAKE

Metal FX

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Metal FX is an indoor, epoxy-flooring system that can be customized to produce unique, metallic-look, light reflective floors. Pigment is mixed with High Performance Epoxy.

Before



After



Projects Over 15 Years

HERE'S JUST A FEW OF OUR MANY PROJECTS THAT HAVE STOOD THE TEST OF TIME
WITH PROPER INSTALLATION & MAINTENANCE
DECORATIVE CONCRETE
WILL GIVE YOU MANY YEARS OF ENJOYMENT





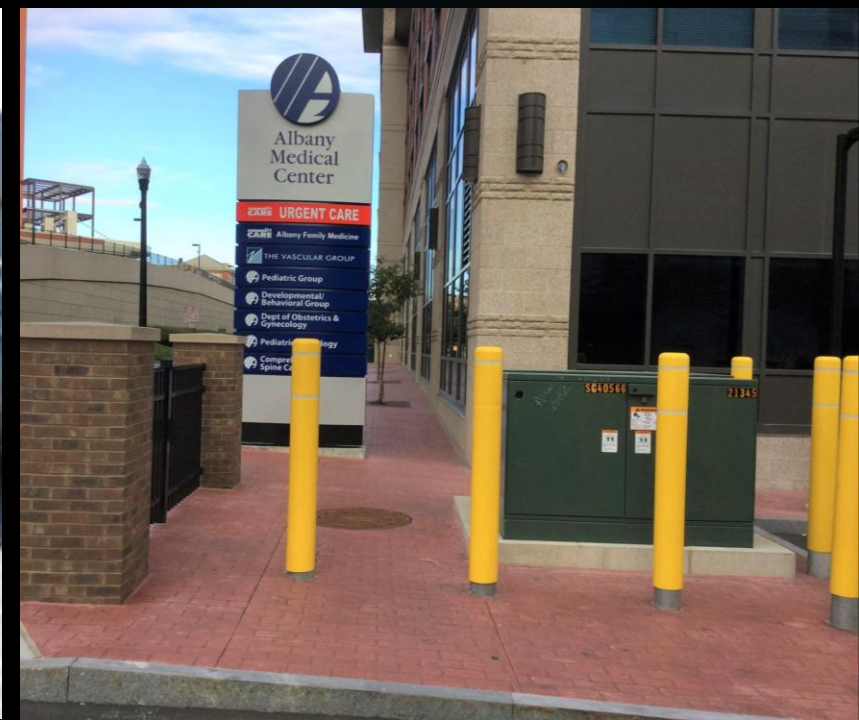




Commercial Projects









Solvent Based & Water Base Sealers Available in our Retail Store

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Dull to Vibrant

Use the BEST sealer



When you properly maintain your concrete
You will get many years of enjoyment

EUCO RE-COVER

MICRO-FIBER ENHANCED CONCRETE RESURFACER



RENOVATE

Sprayable/Rollable Micro-Topping



INCRETE SYSTEMS COLORS

Standard Colors for the Concrete Industry



KOOL WHITE - 400	ADOBE BUFF - 010	SANDSTONE - 730	HARVEST SAND - 370	PEACH - 540
FIESTA - 320	BUCKSKIN - 107	SUN BUFF - 840	AUSTIN BUFF - 047	SAND BUFF - 725
DESERT TAN - 275	AUTUMN BROWN - 050	RUST BROWN - 675 (DARK BROWN)	WALNUT - 940	CORAL - 190
BRICK RED - 100	TERRA COTTA - 875	TILE RED - 895	REDWOOD - 630	MAPLEWOOD - 460
SALTILLO - 705 (LIGHT BROWN)	SABAL - 685	PEWTER - 560	SILVER GRAY - 770 (LIGHT GRAY)	SUN GRAY - 845
GRAY - 355 (DARK GRAY)	CHARCOAL - 150	PHILLY BLUE - 570	SLATE - 785	SEAFOAM GREEN - 740
WHITE - 970	ANTIQUE WHITE - 030	SKY BLUE - 780	TEAL - 865	SAFETY YELLOW - 695

NOTE: Colors shown are represented as close as possible. Upon installation, variations can be expected due to differences in cement, aggregates and method of application.
(): Denotes dual-named Color Release and Antique Release colors.

Color-Crete™ Powder & Liquid Integral Color for Concrete



Sandstone CC730/3★	Pecos Beige CC550/3	Fiesta CC320/3★	San Jose Buff CC715/1.5★	Austin Buff CC047/1★
Phoenix Tan CC575/1★	Sand Buff CC725/2★	Desert Tan CC275/4★	Autumn Brown CC050/5★	Cocoa CC177/6
Yuma Gold CC990/2★	Sombra CC805/3	Maplewood CC460/3★	Saltillo CC705/2	Terra Cotta CC875/4★
Tile Red CC895/3	Brick Red CC100/4★	Tahoe Red CC850/5	Cherokee Red CC153/5	Redwood CC630/6★
Navajo CC510/2	Cordova CC200/4	Sedona CC750/2	Tierra CC885/2	Pueblo CC595/4
Soft Gray CC802/5	Silver Gray CC770/1★	Euro Gray CC285/3	Dark Gray CC230/4★	Charcoal CC150/6★

Color shown approximate laboratory samples made with type-1 portland, tan sand, Color-Crete™ pigment and 4" slump.

Due to variations of job site conditions, actual colors on the chart can and will vary slightly. Conditions that will cause variation are inconsistent slump (water content), finishing and curing methods, weather conditions, and concrete raw materials. A job-site or test slab sample should be made using specified materials, and the finishing and curing techniques to be used. For color consistency, batch to batch uniformity must be maintained.

www.increte.com

Troweled on Hardeners

In Concrete Dye

George Brothers Inc
Increte of albany

(Never uses stock photos)

Any photos used by us on any of our
sites or in our literature are our
projects

Website www.georgebrothersofalbany.com
Email info@georgebrothersofalbany.com

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Facebook Page

By: Diane George

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