

DESIGNCRETE OF AMERICA, LLC.

221 EAST MANLIUS ST. EAST SYRACUSE, NY 13057

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www.designcreteofamerica.com FAX: 315-423-4177

“THERE IS NO JOB SO IMPORTANT, WE CAN’T REMEMBER SAFETY FIRST!”

Feb. 1, 2012

Dear DesignCrete Dealers and Decorative Concrete Installers,
Happy New Year!! Thank you for a successful 2011, we finished up about 18%, a great fall and steady summer offset a slow spring. Winter has kept us busy. Dan attended the World of Concrete and completed the decorative concrete certification program. Be careful talking with him, smoke might be coming through the phone. He did gain a lot of knowledge and took part in some hands on training. We will be adding additional products this season, more to follow with our annual mailing in late March. Our growth allowed us to negotiate some great freight rates. We will be using R&L to Virginia, Teals’s and New Penn in the Northeast.

Marketing: Make a plan for the upcoming season and execute it.

- A.) Get a booth in your homeshow. This shows professionalism on your part. Qualify all leads at the show and your objective is to schedule estimates. Offer a promotion (.50/sf. discount?) to generate sense of urgency. Pls. send in receipt for the booth and receive a \$100.00 credit on purchases.
- B.) Call all open estimates from last year. These are qualified leads and it is a good idea to start now as people may be getting tax refunds. We are scheduling for the spring with a 10% deposit.
- C.) Free advertising- Speak with your ready mix company about referrals, contact the home builders association and distribute literature on your company. Home builders can either refer you or partner on new construction.
- D.) There is talk of gas prices increasing. Try to prequalify before going to the estimate. Don’t talk about dollars per square foot. Discuss the project and give a broad based idea of cost. If the project is 20 x 20 and you want \$13.00/sf, “It shouldn’t be more than \$5500.” When you bid \$5200. It looks better.

Last season saw a sharp increase of liquid release use and antiquing after. This helps with clean up and saves a trip. Be careful to wash the slab thoroughly before antiquing. The liquid release contains a residue. This needs to be removed so the sealer adheres properly.

Sealer issues dropped dramatically last season. The new formulation and proper application techniques were responsible. Remember spray the sealer, never roll. Rolling sealer allows air to mix with the product and lead to bubbling. Apply 2 “fog” coats and one thin coat. This can be done in 1 trip over about 3 hours, thus resulting in less time and travel expenses.

Mini delay set use continues to increase. Remember 1 bag/yard/hour. Guys are pouring 8 yards.

As we prepare for spring take an inventory, if you didn't last fall. Make sure all equipment is working, stamps are stored flat on the floor, release and sealer buckets are properly sealed and kept from freezing (liquid release, sealer).

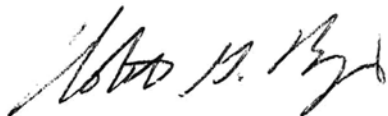
Receivables: Our terms are Strict Net 30. We do not offer pay when paid. Our pricing is designed to save money and we can't afford to not collect and pay suppliers. This season we will continue w/Net 30. Additionally, we will require a valid credit card with sufficient balance to cover the purchase if it becomes overdue. If we run the credit card after 30 days and it doesn't have necessary funds available, all future sales will be credit card + 3%, or you can mail a check before shipment. Last season we were fortunate to experience significant growth. Cash flow was a serious issue as accounts became delinquent. Please fax the credit card authorization to 315-423-4177 or mail to the above address.

Distributors: We have added distributors in New Jersey, Maryland, Massachusetts and Pennsylvania, many are former Stampcrete distributors. If you are interested in distribution please contact us.

Our loyal customers have been contacting us about the Buy American Wholesale Stampcrete scam. The you tube video advertises ½ sets of stamps, compares integral color to release and promotes \$99.00 non VOC Compliant sealer. The capper is advertising one bucket per yard color and then saying it takes 3 buckets for 4 yards. Obviously, it is diluting the color. When comparing pricing, we are now only 20% cheaper. What happened to cloning the great invention?

In late March we will be mailing our complete information package, discount schedule and new products. Please contact us by March 1 to discuss discounts.

Thanks,

A handwritten signature in black ink, appearing to read "Rob Byrnes". The signature is fluid and cursive, written over a white background.

Rob Byrnes

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CREDIT CARD AUTHORIZATION

Name: _____

Mailing Address: Street _____

City: _____, State: _____, Zip Code: _____

Phone: _____

Card#: _____

Card Expiration: _____

Security Code (on back): _____

Name on Card: _____

Card Type: _____

I authorize DesignCrete of America to process credit card with 4.5 %
courtesy fee 30 days after invoice date, if invoice is not paid in full. I agree
to pay all collection fees associated with bringing my account current.

Signature (must match back of card) _____

Print Name: _____

Date: _____