



**FLOOR**

Don't just seal it.



**SHIELD**®

Floor Shield it.

# BUYER'S GUIDE

A Comprehensive Guide to Floor Shield

## COST AND INSTALLATION PROCESS



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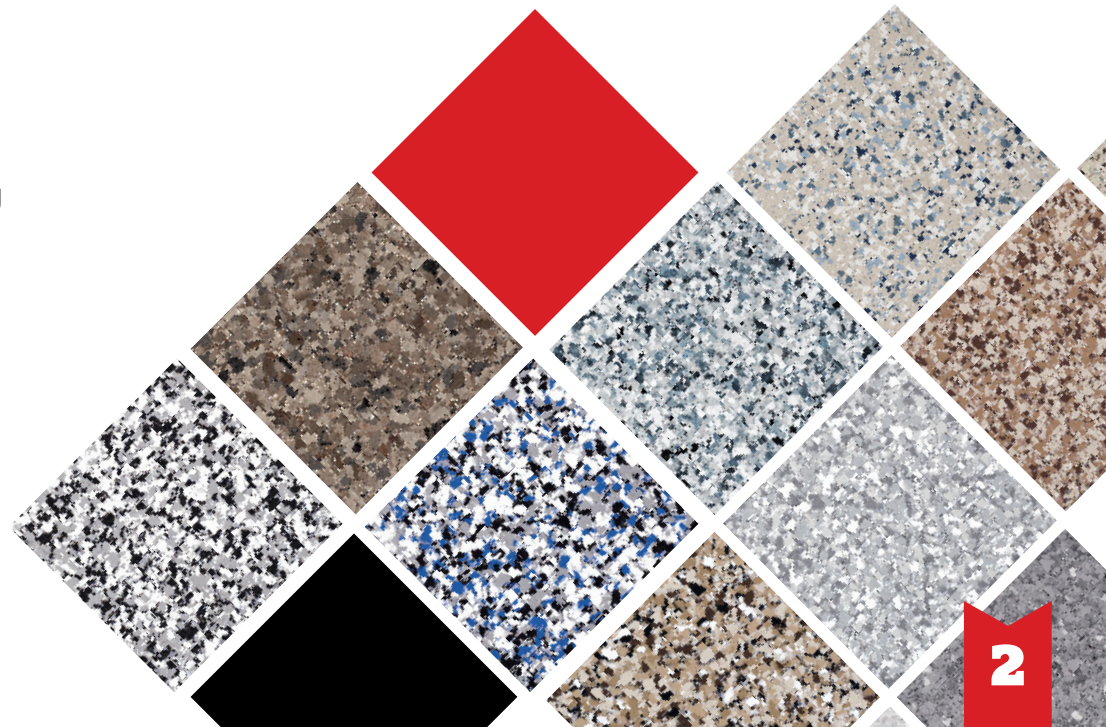
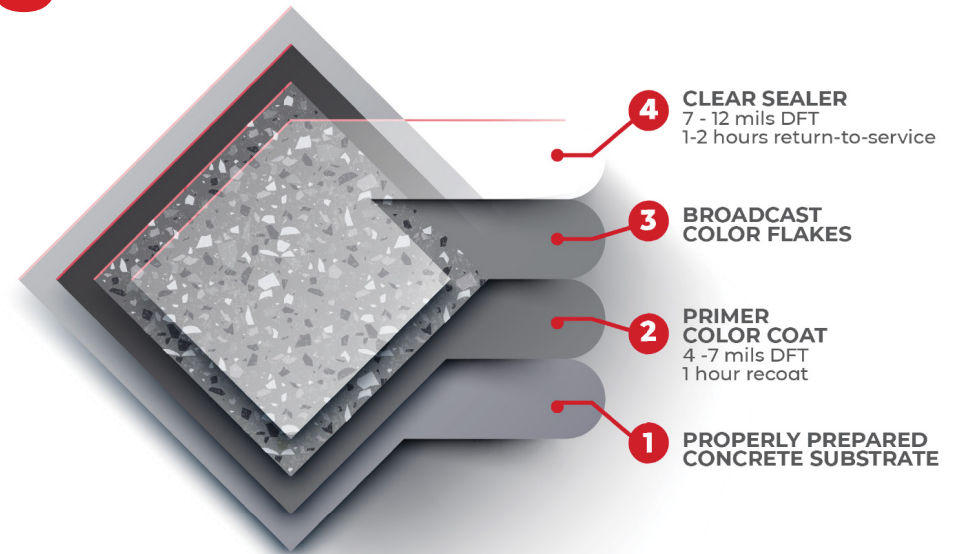
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**WARRANTY**

# INTRODUCTION TO FLOOR SHIELD

**Your home is one of your most valuable assets; safeguarding it with fresh paint or a new coating system is crucial.**

However, homeowners frequently ask, "How much does it cost to coat my floor?" and "What exactly am I paying for?" At Floor Shield, we're here to provide the answers you need to be confident in your potential investment. We want to be transparent in the evaluation of our prices compared to the competition, though. At the end of the day, it's better for both us and you to know everything that separates Floor Shield from other brands, even if we must tackle our downsides.



# FLOOR COATING OPTIONS:

**Epoxies,  
Polyurea,  
& Polyaspartics**

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A Comprehensive Guide to Floor Shield:  
Cost And Installation Process

**GOOD:**

## EPOXIES

### Pros:

- Great adhesion
- Lower cost
- Many applications

### Cons

- Multi-day installation
- Not UV stable
- Strong odor

**BETTER:**

## POLYUREA

### Pros:

- One-day application
- Mid-range price
- Low odor

### Cons

- Not UV Stable
- 40% less adhesion than Polyaspartics

**BEST:**

## FLOOR SHIELD POLYASPARTICS

### Pros:

- High Solids
- Installed in hours
- UV stable
- Zero volatile organic compounds

# HOW MUCH DOES IT COST?

- Floor Shield average cost is between **\$6 - \$9** per square foot.  
Polyurea averages **\$6-\$8** per square foot.  
Traditional epoxy averages **\$3-\$10** per square foot.

**Floor Shield offers a free quote for every project to get you an exact price.**

FLOOR SHIELD AVERAGE COST IS BETWEEN

**\$6 - \$9**

PER SQUARE FOOT.

# FACTORS THAT CAN IMPACT COST

There are many variables that go into the total cost of coating your concrete floor. The variations in cost depend on factors such as:

1

Condition of the floor

2

Labor costs

3

Square footage of project

4

If extensive surface leveling is needed

# IS FLOOR SHIELD WORTH IT?

Floor Shield's resilience and convenience is what makes it stand out above the competition. Its durability saves you money down the road by retaining its color and gloss.

## THE FLOOR SHIELD DIFFERENCE

- ◆ **UV stability**
- ◆ **Anti-slip**
- ◆ **Unmatched abrasion resistance**
- ◆ **Superior adhesion**
- ◆ **Same-day floors**
- ◆ **Easy installation**
- ◆ **Low volatile organic compounds**
- ◆ **Excellent stain resistance (including hot tire pickup)**
- ◆ **Variety of color and flake options**

# INSTALLATION PROCESS

## Floor Testing:

- Conduct thorough testing of the floor, including **hardness and moisture level assessment**.
- Perform a **Mohs test** to measure concrete hardness through scratching. This provides pad recommendations for optimal grinding.
- Utilize a **moisture meter** to determine the moisture content of the concrete pad.

## Surface Protection:

- Safeguard surrounding areas, such as driveways and side walls, to prevent product spillage.
- Use materials like **Ram Board** or equivalent to protect non-targeted surfaces.

## Crack Patching:

- Identify and patch all cracks in the concrete to ensure a smooth surface.

## Concrete Grinding:

- Grind the concrete surface to achieve an even level.
- **Grinding gives a better edge for the product to adhere to.**
- **Note:** Some companies may opt for acid etching to save time and cost, but it may result in uneven surfaces.

## Dust Removal:

- Ensure the removal of any silica or dust particles from the floor to prepare it for the next steps. **This is vital to create proper adhesion.**

## Moisture and Softness Mitigation:

- Address issues with soft concrete by taking necessary steps to harden it.
- Apply a moisture-vapor barrier coating if excessive moisture is present to prevent coating failure.
- Level the concrete, if necessary, **which may extend the project duration.**

## Color Coat Application:

- Apply the color coat to the prepared concrete surface.

## Flake Application:

- Broadcast flakes over the color coat for an aesthetic look and extra protection.

## Clear Coat Finish:

- Apply a clear coat to protect the flakes and enhance the floor's appearance with a **glossy finish**.

## Clean-up:

- Thoroughly clean the work area to leave it in **better condition than when the project started.**



# IS FLOOR SHIELD AVAILABLE IN MY AREA?

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## Request a Quote

Floor Shield is available across the nation from our independently-owned and operated Floor Shield dealer network.

To find a qualified a Floor Shield Dealer, request a **Free Quote** today to see if we can service your area.



# WARRANTY

Floor Shield offers a **15-year non-prorated, product warranty.**

If product fails, we'll provide replacement product for free. Many other floor coatings services will have coverage that dwindles with the product's age.

## Some rapid-fire answers to other potential questions you may have:

- Our dealers typically require a downpayment of **30%**.
- Some Floor Shield dealers offer financing with a financing partner.
- Discounts may be available on a case-by-case basis.
- Floor Shield is manufactured 100% in the United States.



[FLOORSHIELD.COM](http://FLOORSHIELD.COM)

