



Masonry Chroma

**YOUR VISION.
OUR EXPERTISE.**

Masonry Chroma is the leading masonry staining company servicing the state of Michigan (excluding Traverse City and Detroit). By absorbing into the pore structure, our stains form a chemical bond to porous masonry, and will never flake, peel or blister like a paint. Your brick will stay maintenance-free, and our stain will never need to be reapplied or removed.

MasonryChroma.com | 616.214.1978 | TamiVP@MasonryChroma.com | Grand Rapids, Michigan

BEFORE



AFTER



TABLE OF CONTENTS

ABOUT	PG 3
STAINING SYSTEM	PG 4
GALLERY	PG 5
COMPETITORS	PG 13

A MESSAGE FROM THE MASONRY CHROMA TEAM

Masonry Chroma is the leading brick stain company servicing areas in Michigan with the utmost professionalism. Based in Grand Rapids, we're your local Masonry Cosmetics certified staining professionals.

When you choose Masonry Chroma and the Masonry Cosmetics Proven Masonry Staining System, trust that your masonry is in good hands. With proof that the brick stain lasts 10, 15, 20+ years in the field, you can rest assured that your brick stain will not require additional maintenance or upkeep. The pigment completely absorbs into the pore structure of the masonry, permanently changing the brick color, and with endless brick stain colors to choose from.

We strive to provide the highest quality services to our clients, from homeowners to manufacturers, distributors, and architects. Our team of experienced professionals are committed to using the latest industry trends and technology to ensure that our customer's needs are met, and that your masonry staining project is completed to the highest standards.

We look forward to working with you on your next project!

The Masonry Chroma Team

MasonryChroma.com

Jarred Baeder: jarredb@masonrychroma.com

Tami Van Prooyen: tamivp@masonrychroma.com

ABOUT THE STAIN

Masonry Chroma is the certified Masonry Cosmetics staining contractor servicing the state of Michigan. We chose to become certified in the Masonry Cosmetics system. Why? Because it's proven to be the best.

Because they are translucent and completely absorbed, the stains preserve the natural variation in tone as well as the natural texture of the pre-existing masonry. They never produce an unnatural shine or a sealed layer. We can mix our stain to match a single shade expertly, or match or create complex patterns by applying different shades to different parts of a single brick or stone, or to different sets of bricks or stones within a single wall.

The stain is the longest lasting staining system on the market. Because they are absorbed, our stains simply cannot peel or crack, nor can they trap water that can damage masonry by repeatedly freezing and thawing. Our product performs magnificently in the field—as illustrated by over 400 case studies of beautifully long-lasting staining jobs.

GoldStandardStaining.com

THE SCIENCE

By combining 80 to 100 mesh mineral oxide pigments (the same pigments brick is made with), a proprietary bonding agent and an environmentally-safe carrier, we create a slurry that absorbs into the structure of the brick and permanently bonds with any porous masonry.

Once applied, the pigment and the bonding agent chemically attach themselves to the masonry pores. Because the oxide's molecules are smaller than the pores, they do not impede evaporation of water from the unit.

These physical properties render the application permanent while not altering the pore structure, therefore the durability of the brick.

THE DETAIL

We create custom recipes for every job to achieve the look you want. By staining each masonry product one-by-one, we can create a unified look with one custom recipe, or can use multiple recipes on a specific percentage of the masonry for vibrancy or color matching.

Since our stain is completely absorbent, the life, texture and details in the brick will still be there. Why is this important? Because it means that the brick will still remain brick, and our stains will not require additional maintenance or upkeep to continually look just as good as the day we leave.

Our professional and friendly color specialists will come to you, and create a sample panel for you to approve. We want to make sure you'll be happy with the final product for years to come. We believe in our system so much that we offer a lifetime warranty. If the stain starts to fail for some reason (unless a sealer is applied or an act of God), we'll come out and redo the job ourselves.

WHAT IS A PROVEN MASONRY STAIN?

PROPERTIES

BREATHABLE

Doesn't seal or trap moisture, won't require maintenance

ECO-FRIENDLY

No harsh chemicals, no harsh fumes, VOC-free

VERSATILE

Works with all absorbent masonry such as brick, mortar, stone and block

SUCCESSFUL

Proprietary process has been used in the field since 1988

ABUNDANT

Color choices are unlimited. From multiple recipes on a percentage of each brick to one color for a unified look, each job has custom-created recipes for your ideal look

MAINTENANCE-FREE

Keeps brick maintenance-free, and will not blister, crack, peel or flake like a paint-like product

TESTED

Over 400 Case Studies of jobs that have lasted 10, 15, 20+ years in the field -

www.GoldStandardStaining.com



SERVICES

PROBLEM RESOLUTION

Instead of tearing down off-colored brick runs, call us for the more affordable and time-sensitive solution

RESTORATIONS

When restoring a building to its original beauty, choose a proven masonry stain over the costly and lengthy solution of replacing the brick

MAKEOVERS

Does the color of your brick look outdated? Resist the urge to reach for that paint can. Call us instead

REPAIRS

Power wash damage, graffiti removal and insurance repairs don't need to be an eyesore forever. Our stain will naturally color correct repairs, and no one will know that any damage had been done

ADDITIONS

As long as the masonry is absorbent, we can stain new additions to match an existing structure, or color enhance the old brick to match the new addition

CASE STUDIES

COMPLAINTS

CASE #128: 1997 MICHIGAN RESIDENTIAL COMPLAINT

Dark and blotchy areas consumed the curb appeal of this house back in 1997. Brick in the dark areas were lightened for a seamless blend.



BEFORE | 1997



AFTER | 1997



AFTER | 2019

CASE #340: 2004 TENNESSEE APARTMENT COMPLAINT

There were discolored brick throughout the apartment complex. About a week later, and a lot of finesse, the building was blended by lightening some bricks and darkening others.



BEFORE | 2004



AFTER | 2004



AFTER | 2021

CASE STUDIES

ADDITIONS

CASE #059: 2008 INDIANA UNIVERSITY ADDITION

This university's Power Plant had five different runs of brick used on the original building. When a new three-story addition was built, the mortar and five runs of existing brick were stained to match the new.



CASE #014: 2002 INDIANA COMMERCIAL ADDITION

When the office building expanded, they weren't able to order the original brick due to minimum quantity requirements per the manufacturer. Eight custom recipes were created, and percentages of colors were mapped on each individual brick for the best possible matchwork.



CASE STUDIES

REPAIRS

CASE #256: 1999 OHIO POWER WASH DAMAGE

The brick were severely damaged by a power washer, and multiple bricks needed to be stained. 20 years later when revisited, it still looked fantastic!



CASE #018: 2010 INDIANA INSURANCE REPAIR

When an automobile struck this home, the original brick weren't available anymore. By choosing a brick that was a similar size and texture, both the brick and mortar were stained for a seamless look.



— CASE STUDIES —

MAKEOVERS

CASE #166: 2003 MICHIGAN RESIDENTIAL MAKEOVER

The homeowners wanted a new, updated look to their home without painting it. If they had painted it, they would've had to remove it, or reapply it multiple times by this point. Fortunately they chose the Masonry Cosmetics staining system, and it's still not requiring any upkeep or maintenance.



BEFORE | 2003



AFTER | 2003



AFTER | 2019

CASE #069: 2001 MICHIGAN CHURCH MAKEOVER

This church helped to create this custom recipe that meant something to them. The updated dark look still looked great 18 years later when revisited.



BEFORE | 2001



DURING | 2001



AFTER | 2019

CASE STUDIES

RESTORATIONS

CASE #105: 2011 OHIO COMMERCIAL RESTORATION

When restoring this space to a new community center, the restoration company was reluctantly ready to tear down the brick, knowing that there would be huge costs associated with it. Masonry staining was able to save them money and time, and no one knows what the brick once looked like.



CASE #039: 2000 ST. LOUIS UNIVERSITY RESTORATION

This St. Louis school underwent a massive restoration in 2000. After completion, areas were color corrected window and door fill-ins, and reblended other areas as needed.
Masonry Magazine Article | *Keeping Masonry Strong: A Brick Matching Case Study*



CASE STUDIES

BLOCK

CASE #357: 2011 OHIO SCHOOL SPLITFACE BLOCK

There were several newly laid splitface block that were too dark. The dark block was lightened to match the rest of the building.



BEFORE | 2011



DURING | 2011



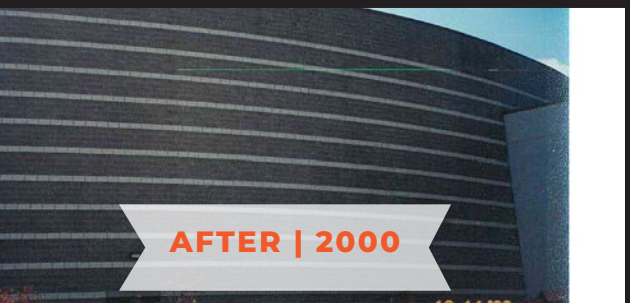
AFTER | 2021

CASE #264: 2000 MICHIGAN TEMPLE BLOCK AND MORTAR

There was an area in the middle of this wall that was off-colored - both the block and the mortar were stained.



BEFORE | 2000



AFTER | 2000



AFTER | 2019

CASE STUDIES

MORTAR

CASE #202: 2012 INDIANA UNIVERSITY BRICK AND MORTAR

A new area was constructed on this University of Notre Dame building. The existing brick and mortar were stained to match the new fine-grain, wire-cut, coarse-textured brick in a blend of orange, brown, gray and cream colors.



BEFORE | 2012



AFTER | 2023



DURING | 2012

CASE #081: 2000 MICHIGAN COMMERCIAL MORTAR

The mortar was too light on the back side of this commercial building. By darkening the mortar, it now blends better with the brick.



DURING | 2000



AFTER | 2000



AFTER | 2019

— CASE STUDIES —

STONE

CASE #351: 2006 CHICAGO STONE ADDITION

The dark stone wasn't available when these homeowners built an addition. They found something close in size and texture, and a match was created that still looks the same as the original dark stone, 15 years later.



CASE #393: 2007 MICHIGAN MFG STONE MATCHWORK

The homeowners wanted newly laid manufactured stone to match their interior fireplace. By creating multiple custom recipes, the vibrant appearance was recreated that still looks just as good today.



WHO ARE THE OTHER STAINING COMPANIES?

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. Look at their older jobs. Most of them are not like us.

Some use watered-down paint. Some use products that crack and fade in as little as 4-5 years. Some create an unnatural shine. Some create a barrier that traps unwanted moisture.

Before you hire a staining company, do your research. Ask them to show you some of their longest-lasting projects. If they won't - think about how this could negatively affect your business. Ask yourself - are potential lawsuits and lost clients worth it?

Using the wrong product can be a costly and destructive error.

WARRANTIES

THEIRS

1. 15-25 year warranty
2. Three options offered at a percentage of project cost based on time left in warranty (pro rata rate) :
 - Refund product cost
 - Refund product replacement
 - Offer credit for next project
3. No claim that they will restain a failed project

OURS

1. Lifetime warranty
2. Will restain and color correct any warranty claims
3. Can be voided if a sealer is applied, or if a natural disaster hits

PROTECTING THE INDUSTRY

A few years back, Masonry Cosmetics decided to help customers classify masonry staining companies based on the long-term performance of their products. A consultant studied the Masonry Cosmetics staining system, and three other major stain companies that seemingly have the same architectural specs as us. He asked each company to identify jobs 10, 15 and 20 years old. None of the competitors would identify a single long-lasting job. 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.

A list was developed for competitors' jobs from their websites, from magazine articles, and from YouTube. The jobs a competitor chooses to use in advertisements and to otherwise publicize would constitute a resume of its best work. Bottom line: we could not find a single staining job that stood the test of time for even ten years. If these jobs really are examples of our competitors' best work, then they are certainly not using proven masonry staining.

COMPETITOR JOBS

HIGH SCHOOL WISCONSIN

This Wisconsin high school was “stained” by a competitor, and the color has failed miserably. When looking closely, you can see the little bit of stain that remains in the middle of that brick.



ELEMENTARY SCHOOL TEXAS

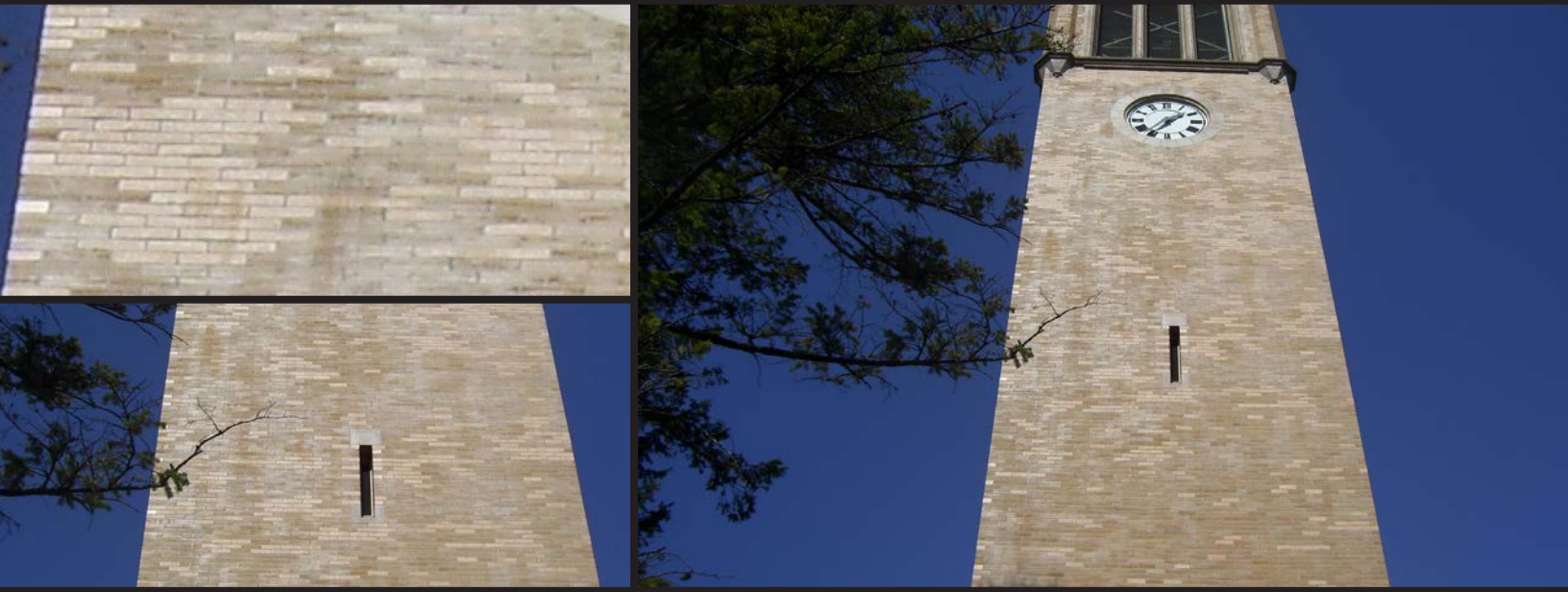
This elementary school in Texas has experienced a major color change just within one year. The “brick stain”(or in this case, we would call it a brick paint) has muted and looks horrible for all to see. The staining has now compromised the brick on this building.



COMPETITOR JOBS

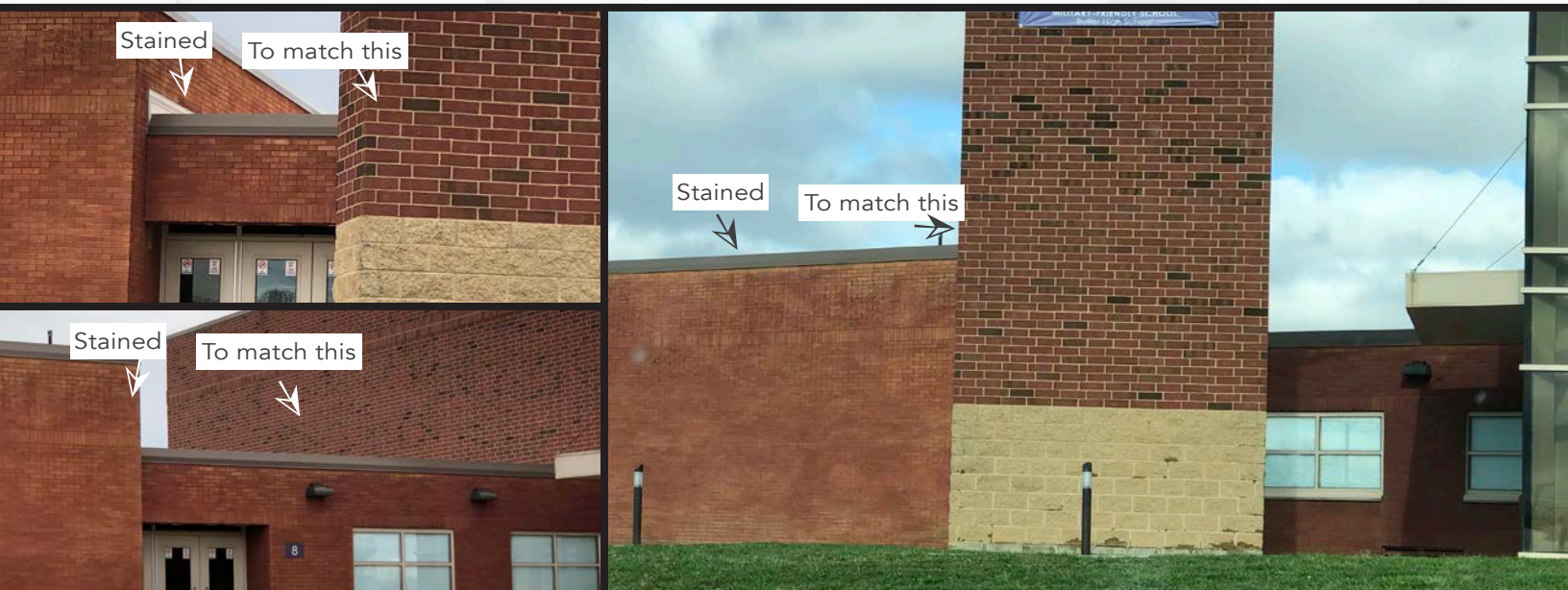
CLOCK TOWER IOWA

This competitor stained and sealed this university in Iowa's clock tower. When the client complained about the stain failing, the staining company claimed that their 25 year warranty was void since it was sealed with a coating even though it was the same company that sealed it.



HIGH SCHOOL OHIO

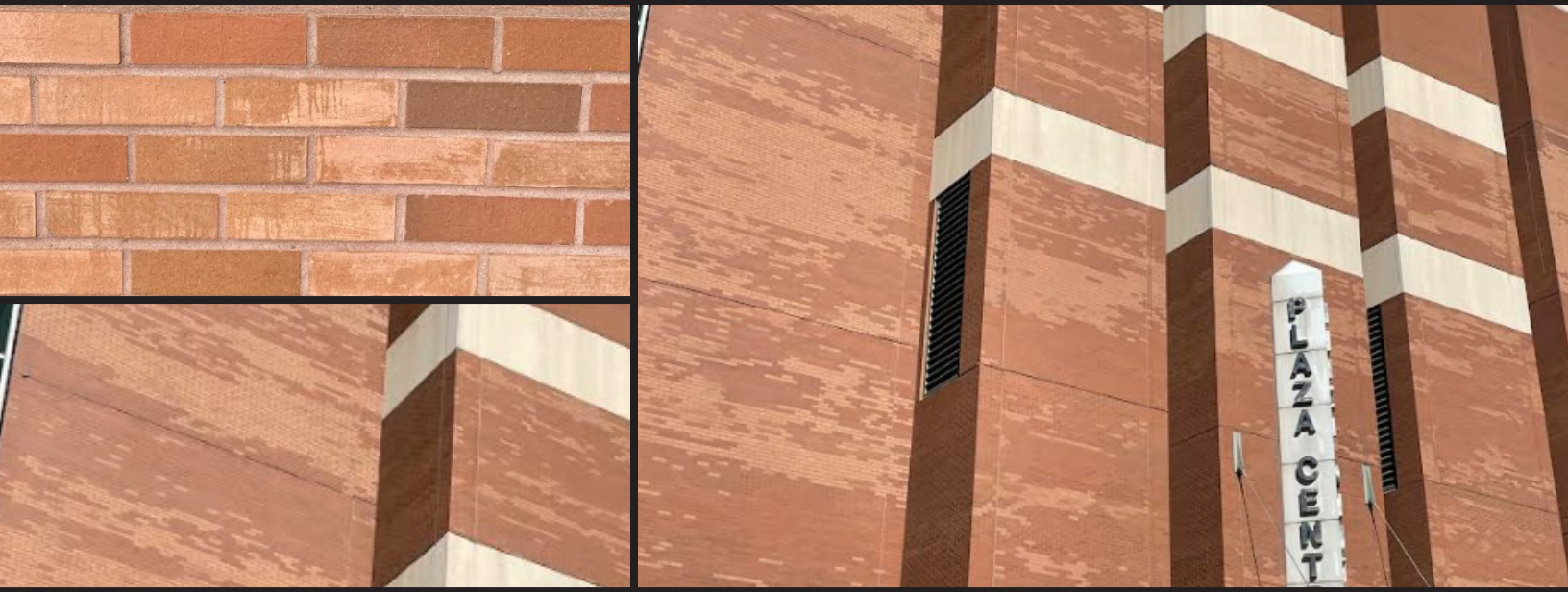
This company stained a couple of gyms on this school to match the new Glen-Gery Adrian brick that was installed. As you can see, the stain has completely faded and does not match the Adrian brick at all now.



COMPETITOR JOBS

VENUE CENTER ST. LOUIS

This football stadium turned venue center is located in the heart of downtown St Louis. The failed stain is seen by many tourists and residents, and is embarrassing to all involved with the project.



CAR WASH OHIO

When it started raining, we knew that we were looking at a competitor's "stain". The color is sitting on the surface of the block, sealing it like a paint and trapping moisture, rather than absorbing into the pores like our proven masonry stain.



PROTECT YOUR INVESTMENT

Still considering using a different masonry staining company? Do yourself a favor, and ask them to show you some of their longest-lasting projects, and what the project looks like today. If they won't, consider what this might mean.

Choose a masonry staining company with proven results, rather than blindly trusting that your masonry is in good hands.

The Masonry Cosmetics proof of permanence: www.GoldStandardStaining.com



LET'S GET TO WORK

We greatly appreciate you taking the time to learn more about what we do, and how we might be able to help you with your next project. We hope to work with you soon!

Jarred Baeder

Jarredb@MasonryChroma.com
616.214.1978

Tami Van Prooyen

Tamivp@MasonryChroma.com
616.902.0122



MasonryChroma.com



Grand Rapids, Michigan



[/MasonryChroma](https://www.facebook.com/MasonryChroma)



[/Masonry_Chroma](https://www.instagram.com/Masonry_Chroma)



MasonryChroma

BREATHABLE. ECO-FRIENDLY. INNOVATIVE. PERMANENT.