

Healthy Work and Living Environments

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By Lindy Ausburne

For over 30 years Lindy has built a solid reputation in the world of concrete by combining industry knowledge with hands-on field experience. In

her opinion, these are the key components in assuring those who have a vested interest receive true and lasting value in regards to classic beauty, attention to detail, and premium performance.

It is her personal belief that an honest and reliable reputation is the recipe for success, and throughout her career she has worked hard at increasing the demand and overall image of the hardscapes industry.

Lindy now runs High Definition Concrete consulting and is actively involved in a number of forums aimed at the improvement of the decorative concrete industry.

Today's consumers are actively seeking alternative types of flooring that promote a healthier home environment. It is of critical importance that those suffering from allergies, immune deficiencies, and certain types of diseases eliminate the common sources and habitats of germs, bacteria, mold, dust, and dust mites, along with other microorganisms that lie in silent wait.

SUSTAINABLE FLOORING

Seamlessly applied, non-porous, **sustainable flooring and coatings** represent a valuable means to effectively control contamination due to their ease in cleaning and disinfecting. Non-sustainable traditional flooring...carpets, seamed vinyl, grouted tile, along with other flooring having joints ...can lead to serious health related complications, perhaps even being of a "life and death" nature.

SICK BUILDING SYNDROME

While modern day building construction materials, design, and methods strive to achieve greater energy efficiency by the airtight sealing of homes, public buildings, and business structures; they are sacrificing fresh air exchange required to **guard against sick building syndrome**. Certain types of dangerous indoor trapped elements are prone to growing and thriving on porous surfaces and have been linked to the dramatic rise in childhood respiratory diseases and chemical sensitivity in adults.

According to the EPA air pollution levels inside the average home in the United States is 2 to 5 times worse than the levels outside! Therefore, the question shouldn't be "why should I select a non-porous, seamlessly applied sustainable flooring system? ...instead it should be "why not?" A healthier home will increase the re-sell value of a home at a rate that is greater than the investment made in them.

COMMERCIAL PROPERTIES

Cost of cleaning, removal and replacement of carpets and traditional vinyl flooring in apartments, retail stores, office buildings, rental properties, hotels, and common areas of public buildings really adds up over a 10 year period of time. These types of floor coverings are **non-sustainable** (ie: require costly cleaning methods, specialty cleaning equipment, spot removal chemicals, and have a limited degree of longevity)... as compared to non-porous, seamlessly applied, **sustainable flooring alternatives**.

The average turn-around time between tenants is two years. During this time period carpets and vinyl flooring become soiled, stained, worn, indented, and cut due to moving of appliances or furniture, burned by cigarettes, etc. If the tenant had pets, urine and facial matter penetrate down through the carpet and pad, sometimes even leaching into the concrete or wood substrate beneath them, as well as into tile grouts. Damp carpets, grouts, wood substrates, etc. promote mold growth.

Generally speaking, over a 10 year time span, the typical commercial property owner may have to remove and replace the carpet and vinyl twice. Doing so represents a loss of revenue until replacement has been completed. Furthermore, this does not include cost related to routine professional cleaning required every time a tenant vacates the premises; with routine repairs being difficult to remedy in a satisfactory manner as well.

Other drawbacks associated with typical carpets, flooring materials, and composites is that they are quite susceptible to wear patterns, sanitation and odor issues (especially if the tenant had pets), and they provide an ideal habitat for mold if surfaces had been wet and remained damp for extended time due to plumbing related problems. Of course it is a well know fact that carpet provides an ideal habitat for dust mites and other allergens ... obviously not healthy environment.

MODERN TECHNOLOGY provides
HEALTHY LIVING with special attention to
true FREEDOM of DESIGN CONCEPTS

As the owner of **High Definition Concrete Consulting**, I strive to provide residential and commercial/industrial property owners and professional concrete resurfacing contractors with green safe, V.O.C. free, alternatives to conventional types of flooring Our focus is providing residential, apartment dwellers, retail/business tenants, and commercial property owners with healthy living and working environments.

I will take the time to professionally analyze individual needs, sanitation concerns, and safety requirement ...whether you are remodeling or building, it “saves dollars and makes sense” to incorporate the latest in modern technology. By taking a holistic approach, as related to *sustainable, architecturally pleasing flooring*, everyone’s quality of life can be substantially improved.

DETAILED INFORMATION

I extend my hand, inviting you to visit my **High Definition Concrete Consulting** website www.highdefinitionconcreteconsulting.com at your convenience in order to gain detailed information and insight into my areas of expertise and expansive professional services. Over the past 30+ years, I have formed strong alliances and bonds with the Nation’s leading manufacturers of high performance resurfacing systems, architectural/decorative concrete, industrial flooring, safety surfacing, and protective coatings/sealers ...offering a wide realm of sustainable interior and exterior surfacing solutions that are custom designed to resolve a great number of challenging problems and issues.

Detailed information, including brochures, technical data/specification, case performance history, and brochures, etc. on any of the above, along with professional/experienced contractor referrals capable of providing high quality workmanship will be provided upon request, utilizing the materials/systems/coatings that I have made reference to.

In the event you have a current project in mind, in which you are considering the specification of any of these surfaces or protective coatings, please feel free to either give me a call or drop me an email message for my prompt response and immediate follow up in order to gain answers to your questions or concerns.

My focus is providing of detailed information in reference to time-tested, high performance *sustainable flooring systems* that are capable of increasing property values, while enhancing their beauty, in an environmentally conscious way, meeting safety engineering, risk management, and sanitary surfacing concerns and/or governmental mandates

It is vitally important that you protect your most important asset; being your commercial and residential properties. Remember ... “the **true value of surfacing solutions** are that they will **save you dollars and makes sense.**”

Thank you for your time, interest, and consideration. I stand ready, willing, and professionally able to assist you in making the best surfacing system or protective coating selection based on your end use needs and/or requirements that will provide you with the longevity and performance you deserve for investments you make in your properties interior or exterior surfaces.