



## OUR SERVICES

### PROBLEM RESOLUTION

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

### 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

### 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Does the color of your brick look outdated?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

### RESTORATIONS

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

## WHO WE ARE

Masonry Color Enhancement is your local Masonry Cosmetics certified masonry staining installation company. We've trained extensively to perfect the Masonry Cosmetics proprietary masonry staining system that permanently bonds with any porous masonry product including brick, block, mortar, natural and manufactured stone.

We know how important every project is to you, so it's important to us too. Which is why we create custom recipes for each job, and stain each masonry product one-by-one for your ideal results.

See over 400 case studies of projects that have lasted 10, 15 and 20 years in the field at [www.GoldStandardStaining.com](http://www.GoldStandardStaining.com)



**MASONRY**  
COLOR ENHANCEMENT

*The* **CREATIVITY** *of*  
**BRICK MATCHING**



Certified masonry staining contractor using proven materials and techniques for long-lasting, natural transformations.

**Rex Schroeder**

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## THE PERFORMANCE

Completely absorbed into the surface of any porous masonry, this stain simply cannot peel or crack, nor can it trap water that can damage masonry by repeatedly freezing and thawing.

How do you know if your masonry is absorbent and porous? Pour some water onto your masonry, and if the masonry darkens when wet, it's absorbent and a good candidate for staining.



## WHY CHOOSE PROVEN MASONRY STAINING?

### 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

### ABUNDANT

Color choices are unlimited

### MAINTENANCE-FREE

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

### TESTED

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### SUCCESSFUL

Proprietary process has been used in the field since 1988



## 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 the clay substrate.

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.

