

TRU GARAGE FLOORING

58 YEARS OF QUALITY
RESINOUS FLOORING

*In This Work Book You Can Follow Along
As We Discuss Your Project*



Keep In Touch
With Our Team

863-670-9270

www.TruGritGarageFlooring.com

4755 Drane Field Rd
Unit 105 Lakeland FL, 33811





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WELCOME TO TRU GRIT

James Franklin

Owner/ Senior Development Chemist



Coming from a three-generation background in coating chemistry, I have found my true passion in the realm of concrete chemistry. More importantly, my greatest joy lies in enhancing your experience and satisfaction.

At Tru Grit, we take great pride in our craftsmanship. Unlike others in the industry, we fully design, manufacture, and install all our resins from the ground up. This distinctive approach gives us complete control over the quality and performance of our products, ensuring that every floor we install adheres to the highest standards of durability and visual appeal.

My departure from corporate America has led me down a more rewarding path—delivering exceptional and meaningful services that truly make an impact. We aren't just about flooring; we focus on building connections and ensuring that your project embodies precision, professionalism, and integrity.

You can trust that the individual you meet today will be attentive, thoughtful, and committed to excellence. Our team is dedicated to the belief that there is only one way to do things—the right way.

We appreciate your interest and hope this booklet serves as a clear guide to understanding how we can elevate your space with our expert flooring solutions.

"Drive on our passion."



MEASURING YOUR FLOOR

Overview:

Measuring the square footage of a project accurately is crucial in the flooring industry for several reasons.

Here's an overview of its importance:

Accurate Material Ordering

Knowing the exact square footage of a space ensures that the correct amount of flooring materials, such as epoxy or polyaspartic coatings, is ordered. This prevents the wastage associated with over ordering and the delays and additional costs that can arise from under ordering

Budgeting and Quoting

Budgeting and Quoting

Accurate measurements allow for precise budgeting and quoting. Customers receive transparent, accurate pricing based on the actual size of their flooring project, which helps in maintaining trust and avoiding discrepancies between estimated and actual costs.

Efficient Resource Allocation

By understanding the exact area to be covered, contractors can better plan for the manpower and equipment needed. This helps in optimizing resource allocation and scheduling, leading to more efficient project execution.

Waste Reduction

Accurate square footage calculations help minimize waste by ensuring that materials are used more efficiently. This not only saves on costs but also aligns with sustainable practices by reducing the environmental impact of excess material disposal.

Planning and Layout

For designs that involve patterns, logos, or color blocking, knowing the exact dimensions of the space is essential for precise layout and execution. Accurate measurements ensure that designs align correctly and appear as intended once completed.

Overall, precise measurement of square footage is foundational to the success of flooring projects, impacting everything from cost and material efficiency to design accuracy and project timelines.





TRU MOISTURE TESTING

Overview:

In the initial phase, we assess the substrate's condition through moisture emission, pH levels, and hardness evaluations. This helps us select appropriate tools and materials for quality installation. A thorough evaluation is prioritized to tailor our process effectively. More insights on our steps will follow.

Moisture And PH Meter Reading

A moisture meter and pH reader are essential tools in the field of concrete preparation, particularly in the flooring industry. Here's an explanation of each device and why these tests are crucial for ensuring proper surface preparation:

Moisture Meter for Concrete

A moisture meter is used to measure the moisture content within the concrete. This is crucial because excessive moisture can lead to various problems such as delamination, blistering, or other failures of the flooring material. Before applying any coating, such as epoxy, it is essential to ensure that the moisture levels in the concrete are sufficiently low to prevent these issues. Different types of moisture meters, such as pin-type, pinless, or relative humidity meters, can be used depending on the specific requirements of the project.

PH Reader for Concrete

A pH reader, often used in the form of pH test strips or a digital pH meter, measures the alkalinity or acidity of the concrete surface. The pH level of concrete can affect the adhesion and longevity of floor coatings. Most concrete surfaces are alkaline, and if the pH is too high, it can interfere with the curing and performance of the coating. Ensuring that the pH is within the right range is essential for the coating to bond properly and achieve its expected lifespan.

Importance of Testing

Testing concrete for moisture content and pH is a vital part of the surface preparation process. By conducting these tests, flooring professionals can make informed decisions about the types of coatings and treatments that will be most effective. This ensures not only the durability and aesthetic quality of the flooring but also helps avoid costly repairs and maintenance due to failures related to moisture or improper pH levels.

Properly preparing the concrete by assessing these factors allows for a high-quality installation that lasts, maintaining both the structural integrity and the visual appeal of the flooring.



CONCRETE HARDNESS TEST

Overview:

The Mohs Hardness Scratch Test is a method used to determine the relative hardness of a mineral or material based on its ability to scratch another material or be scratched by another. It utilizes the Mohs scale of mineral hardness, which ranges from 1 (talc) to 10 (diamond), each level being a material that can scratch those below it on the scale.

Importance of the Mohs Hardness Scratch Test in Concrete Flooring:

Determining Tool Selection: The test helps in choosing the appropriate type and grade of grinding and polishing tools for the concrete. Knowing the substrate's hardness ensures that the tools used are neither too soft to be ineffective nor too hard to cause excessive wear or damage.

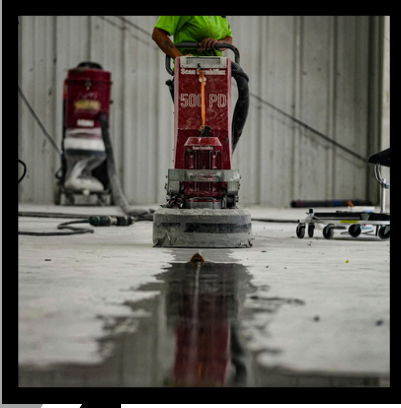
Efficiency in Surface Preparation: Accurately gauging the hardness of the concrete surface is crucial for efficient surface preparation. It ensures that the process is performed with the right balance of aggressiveness and care, minimizing time and resource wastage.

Predicting Performance and Durability: The hardness of the concrete can indicate how it will respond to stress and traffic. Harder surfaces generally offer more resistance to wear and abrasion, which is vital for flooring in high-traffic areas.

Quality Assurance: Performing a hardness test allows professionals to tailor their approach to meet the specific needs of each project, ultimately leading to a higher quality finish and longer-lasting results.

Overall, the Mohs Hardness Scratch Test is a practical tool in the flooring industry for ensuring that each project is approached with the optimal methods and materials for the concrete's specific characteristics.





OSHA “SURFACE PREPARATION”

Overview:

Surface preparation is vital for epoxy flooring installation, ensuring durability. This process involves using industrial-grade grinders and diamond tools.

Importance of Surface Preparation:

Proper surface preparation prevents numerous problems, such as poor adhesion, air bubbles, and uneven surfaces. It ensures that the epoxy adheres well to the concrete and provides a smooth, durable finish that can withstand heavy use and resist chemical spills.

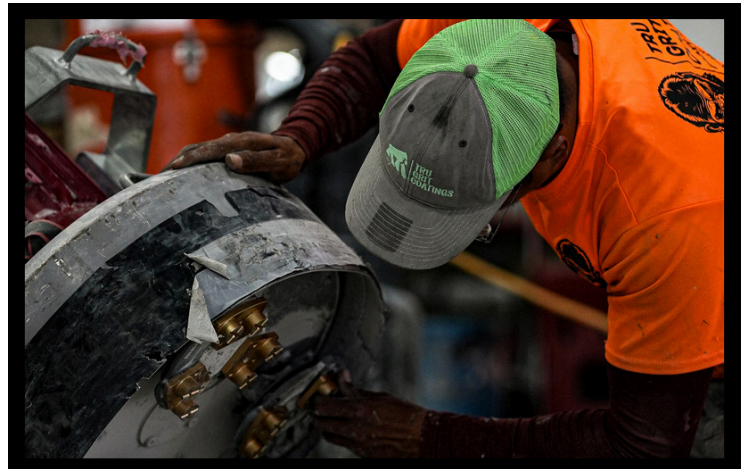
Grinding the Surface

Industrial-grade grinders are used to mechanically abrade the concrete surface. This grinding removes the top layer of concrete, opening up the pores of the concrete for better adhesion of the epoxy. Grinding also removes old coatings, dirt, oil, and other contaminants that can prevent the epoxy from bonding correctly.

Using Diamonds

Diamond tooling attached to the grinders is essential for effectively preparing the surface. Diamonds come in various grits, and choosing the right grit is crucial for the specific condition of the concrete:

- **Coarse Grit:** Used for removing heavy coatings and preparing rough surfaces.
- **Medium Grit:** Ideal for smoothing out scratches and preparing the surface for the epoxy.
- **Fine Grit:** Used for achieving a smooth finish and ensuring the epoxy lays down flat and adheres well.





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GRIT
COATINGS**
EPOXY FLOORING
PASSION | PERSEVERANCE | QUALITY

TRU GRIT GARAGE OPTIONS

GARAGE SYSTEM INTRODUCTION

SOLID COLOR FLOOR

- SURFACE PREP AND CRACK REPAIR
- 100% SOLIDS EPOXY PRIMER AND BASE COAT
- PIGMENTED HIGH WEAR ALUMx EPOXY TOP COAT
- ANTI SLIP ADDITIVE
- 2 DAY INSTALLATION
- FOOT TRAFFIC IN 24 HOURS
- FULL SERVICE IN 72 HOURS

7 YEAR WARRANTY

SOME FLAKE

- SURFACE PREP AND CRACK REPAIR
- 85% SOLIDS NANOx POLYASPARTIC BASE COAT
- 80% COVERAGE OF POLYMER COLOR CHIPS
- 85% SOLIDS NANOx POLY GLOSS TOPCOAT
- COVE BASE INCLUDED
- 1-DAY INSTALLATION
- FOOT TRAFFIC IN 6 HOURS
- FULL SERVICE IN 24 HOURS

10 YEAR WARRANTY

FULL FLAKE

- SURFACE PREP AND CRACK REPAIR
- 85% SOLIDS NANOx POLYASPARTIC BASE COAT
- 100% COVERAGE OF POLYMER COLOR CHIPS
- 85% SOLIDS NANOx POLY GLOSS TOPCOAT
- COVE BASE INCLUDED
- APRON INCLUDED
- 1-DAY INSTALLATION
- FOOT TRAFFIC IN 6 HOURS
- FULL SERVICE IN 24 HOURS

LIFETIME WARRANTY



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PLATINUM GARAGE FLOOR EXAMPLE



SHORELINE COLOR BLEND

**SCAN THE QR CODE TO
LEARN MORE ABOUT THIS
SYSTEM**



BEACHWAVE COLOR BLEND

**SCAN THE QR CODE TO
SEE MORE PHOTOS LIKE
THIS**





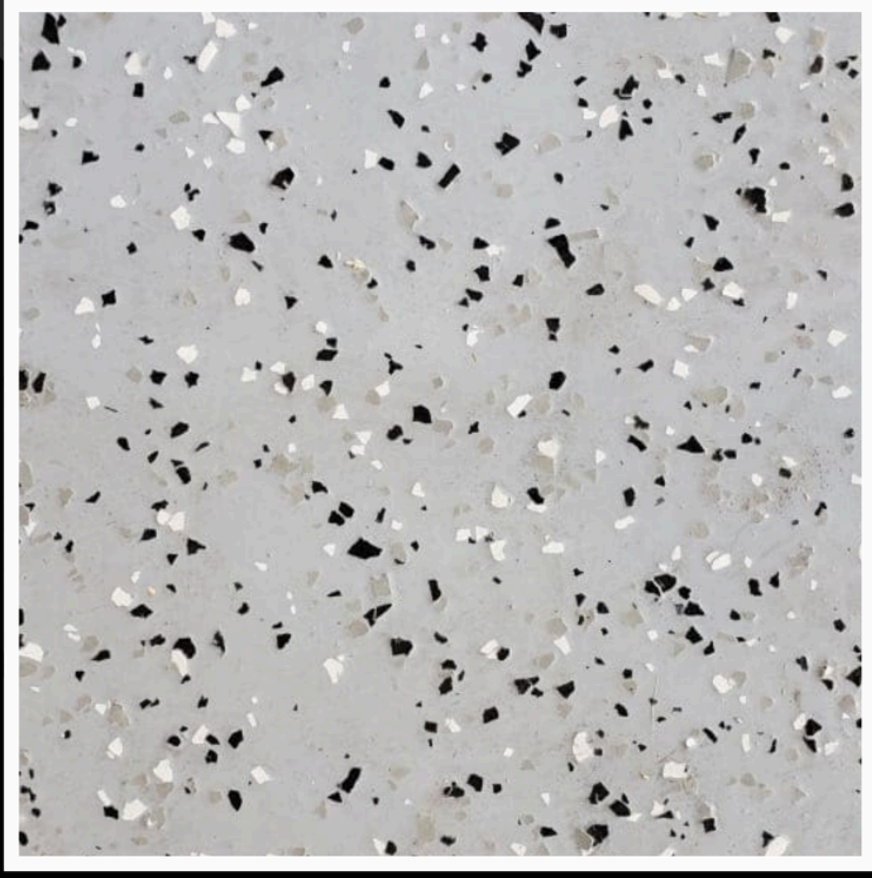
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GOLD GARAGE FLOOR EXAMPLE



**MOTOR GRAY BASE COAT
WITH DOMINO COLOR BLEND**

UV STABLE



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SYSTEM**





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SILVER GARAGE FLOOR EXAMPLE



DIAMOND WHITE EPOXY FINISH

CLEAN AND NEAT



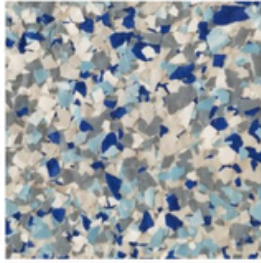
PLATINUM GRAY EPOXY FINISH

**SCAN THE QR CODE TO
LEARN MORE ABOUT THIS
SYSTEM**

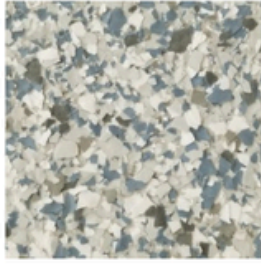


THESE 20 COLORS ARE INCLUDED AT NO ADDITIONAL COST

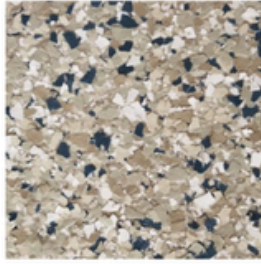
For your information: Numerous companies obtain discounted flakes from manufacturers that do not use a "poly vinyl UV stabilizer" in their color chip production. In contrast, our carefully chosen color chips are made with the utmost quality and are uv tested prior to receiving our color flakes. Taking Your Quality To The Next Level



BLUE THUNDER



SMOKEY BLUE



BARNACLE



TIGER SHARK



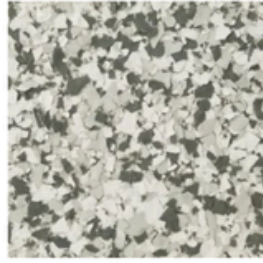
BEACH WAVE



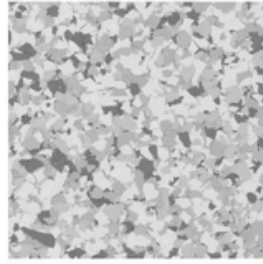
WHITE SWANN



STONEHENGE



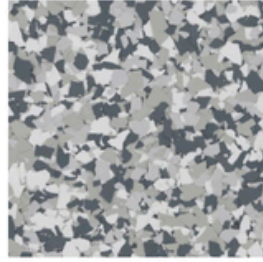
LONDON FOG



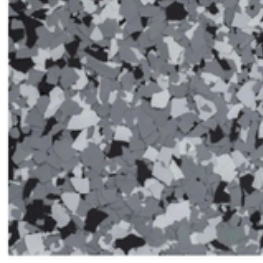
SILVER BELLS



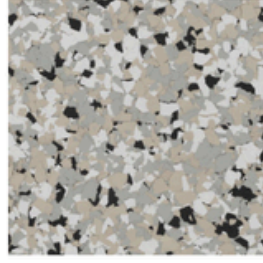
SEA GLASS



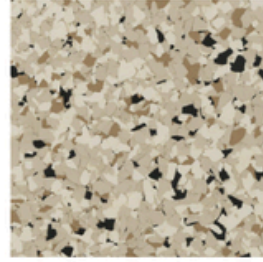
GRAVEL



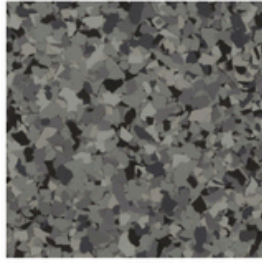
WOMBAT



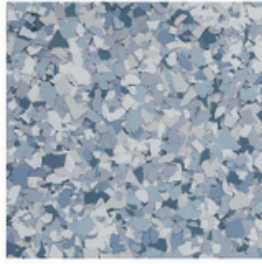
CABIN FEVER



SHORELINE



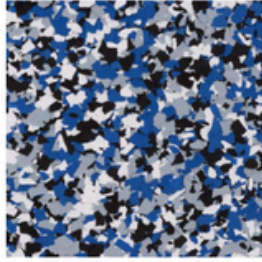
NIGHT FALL



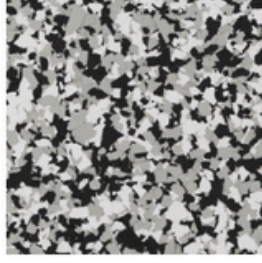
TIDAL WAVE



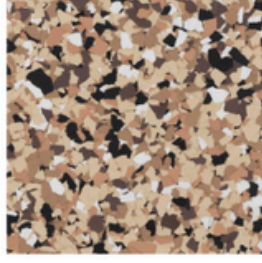
CREEK BED



ORBIT



DOMINO



OUTBACK



Scan The QR Code To See More Colors On Our Site



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TRU GRIT GARAGE OPTIONS

WHICH SYSTEM IS RIGHT FOR YOU

SOLID COLOR

CLIENTS LOOKING FOR:

- GOOD OVERALL VALUE
- SIMPLE SOLID COLOR LOOK
- MAYBE SELLING HOME IN 3-5 YEARS
- SOMETHING NICE NOT TO FANCY
- SIGNIFICANTLY BETTER THAN ANY D.I.Y SYSTEM ON THE MARKET
- GREAT 7 WARRANTY
- COMPANY WITH CONSISTENT TRACK RECORD

**7% OF OUR CLIENT'S HAVE
CHOSEN THIS OPTION**

SPARSE FLAKE

CLIENTS LOOKING FOR:

- HIGH QUALITY WHILE SAVING SOME MONEY
- NICE SUBTLE FLAKE LOOK
- LOOKING FOR POLYASPARTIC
- SOMETHING NICER AND MORE RESISTANT TO MEDIUM ACTIVITY
- NICE WOW FACTOR AND CLASSY
- EXCELLENT 10 YEAR WARRANTY
- SLIP RESISTANT AND HIGHER SCRATCH RESISTANCE

**20% OF OUR CLIENT'S HAVE
CHOSEN THIS OPTION**

FULL FLAKE

CLIENTS LOOKING FOR:

- ULTIMATE CHOICE IN QUALITY AND SERVICE
- BEAUTIFUL FULL FLAKE LOOK
- LOOKING FOR POLYASPARTIC
- CAPABLE OF WITHSTANDING HIGH TRAFFIC
- COVE BASE AND APRON FINISHING
- LIFETIME WARRANTY
- ULTIMATE SCRATCH, IMPACT AND CHEMICAL AND SLIPPING RESISTANCE

**73% OF OUR CLIENT'S HAVE
CHOSEN THIS OPTION**



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TRU GRIT GARAGE OPTIONS

PACKAGE PRICING

SILVER FLOOR

- GOOD PEEL RESISTANCE
- GOOD HOT TIRE RESISTANT
- GOOD CHEMICAL RESISTANT
- GOOD UV RESISTANCE
- GOOD IMPACT RESISTANCE
- SIMPLE CLEAN SOLID COLOR LOOK



SCAN QR CODE TO LEARN MORE
ABOUT PRICING

GOLD FLOOR

- BETTER PEEL RESISTANT
- HOT TIRE RESISTANT
- CHEMICAL RESISTANT
- BETTER UV STABILITY
- BETTER IMPACT RESISTANCE
- GOOD SCRATCH RESISTANCE
- NICE SPARSE FLAKE FLOOR
- SEE 20% OF THE BASE COAT
- MORE GLOSSY FLOOR



SCAN QR CODE TO LEARN MORE
ABOUT PRICING

PLATINUM FLOOR

- PEEL, HOT TIRE, CHEMICAL AND UV RESISTANT
- BEST IMPACT RESISTANCE
- BEST SCRATCH RESISTANCE
- FULL FLAKE LOOK FLOOR
- LIFETIME WARRANTY
- MOST ADVANCED TECHNOLOGY AND SERVICE
- LONGEST LASTING FLOOR ON THE MARKET



SCAN QR CODE TO LEARN MORE
ABOUT PRICING

TRU CLIENT REVIEWS

Thanks to modern technology, this QR code will direct you to thousands of client reviews.



"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." - Sam Walton

TRU GRIT EPOXY FLOORING LLC

UNIFIED WARRANTY AND CONDITIONS



Limited Warranty and Conditions for Adhesion on Residential and Commercial Projects

This warranty document outlines Tru Grit Garage Flooring Adhesion Warranty for all residential and commercial epoxy and polyaspartic flooring projects. The duration of this warranty varies depending on the specific project and will be explicitly stated in the customer agreement or invoice. The following terms and conditions apply:

1. Scope of Warranty:

This Warranty strictly covers failures in adhesion and general workmanship of the epoxy or polyaspartic flooring solutions to the originally prepared substrate. The Warranty is limited to instances of delamination or peeling where the flooring product fails to adhere to the substrate due to product failure and occurrences where obvious workmanship has affected the finish

2. Exclusions:

This Warranty does not cover damages/issues caused by:

- Normal wear and tear, improper maintenance, or exposure to corrosive or damaging chemicals. Misuse, accidents, scratches, gouges, cuts, or any damage caused by impacts, loads, or forces exerted on the flooring system. Substrate conditions or changes after installation not approved by tru grit, including but not limited to cracks, substrate shifts, moisture problems, or other environmental factors outside of our control. Additionally, discoloration or staining due to external factors such as spills, dried chemicals baked into coating, exposure to excessive UV light or interaction with pool, pest, road repair or roofing chemicals is not covered under this warranty.

3. Claim Process:

To initiate a claim, the customer must: **SCAN QR CODE PROVIDED BELOW**

1. **Fill out our post project form with all necessary information**
2. **Submit photographs clearly documenting the issue.**
3. **Form Will Then Be Submitted Into Our Post Project Evaluation Queue**
4. **All Correspondences Will Be Professional, Reasonably Timed And Fairly Assessed**

An authorized representative may inspect the flooring if needed to validate the claim. If the claim is deemed valid, Tru Grit Garage Flooring will, at its discretion, repair or replace the affected flooring sections or provided an estimated cost to repair. Any warranty-related repairs will not guarantee an exact color match due to natural aging of your surface and dye lot variations.

Post Project Form QR Code



4. Limitations:

- This Warranty is transferable for garages only.
- The Warranty does not cover secondary or incidental damages.

5. Responsibility Of The Owner:

It is the responsibility of the customer to:

- Maintain the flooring in accordance with the provided care and maintenance guidelines.
- Ensure spills are cleaned promptly to avoid potential damage.
- The customer acknowledges that environmental factors, surface contaminants (such as water, oil, dust, or debris), footwear, and other conditions may contribute to a reduced level of slip resistance.

As such, Tru Grit Garage Flooring LLC shall not be held liable for any slips, trips, falls, injuries, or accidents that occur on the installed flooring surface. It is the responsibility of the customer to:

- Properly maintain the flooring as outlined in the provided care and maintenance guidelines.
- Take reasonable safety precautions to reduce the risk of slipping (e.g., cleaning spills promptly, using appropriate footwear, ensuring environmental conditions are managed).
- Exercise caution in areas where moisture, oils, or contaminants are present.

6. General Terms:

This document constitutes the only express warranty for the product and services provided by Tru Grit Garage Flooring LLC. To the maximum extent permitted by applicable law, all other express or implied warranties, including but not limited to merchantability and fitness for a particular purpose, are expressly excluded. No employee, agent, dealer, or other person is authorized to alter this Warranty or make any other warranty on behalf of Tru Grit Garage Flooring LLC. The consumer's exclusive remedy for breach of this Warranty, or any implied warranty, is limited to the terms outlined above.

By choosing Tru Grit Garage Flooring's epoxy and polyaspartic flooring solutions, customers acknowledge their responsibility for proper maintenance and agree to these warranty terms as a condition of purchase. For further clarification or questions, **please contact** customersupport@trugritgarageflooring.com.

James W Franklin

OWNER OF TRU GRIT COATINGS
EPOXY FLOORING LLC



**TRU
GRIT
COATINGS**
EPOXY FLOORING

PASSION | PERSEVERANCE | QUALITY

**10% OFF
TODAY**

TRU GRIT COATINGS

INITIAL PROJECT



Enjoy a 10% discount today by booking your project with our service team and gain access to the second voucher!

**VALID FOR 24 HOURS FROM THE TIME
YOU RECEIVE YOUR ESTIMATE.**



**\$250 FOR THEM
AND \$200 FOR
YOU**

TRU GRIT COATINGS

FRIEND OR FAMILY



Receive \$200 in cash when you present this voucher for a friend or family member who books one of our services. They will enjoy a \$250 discount on their project!

**VALID FOR 90 DAYS FOLLOWING THE
COMPLETION OF YOUR PROJECT.**



**15% OFF OF
FUTURE
PROJECT**

TRU GRIT COATINGS

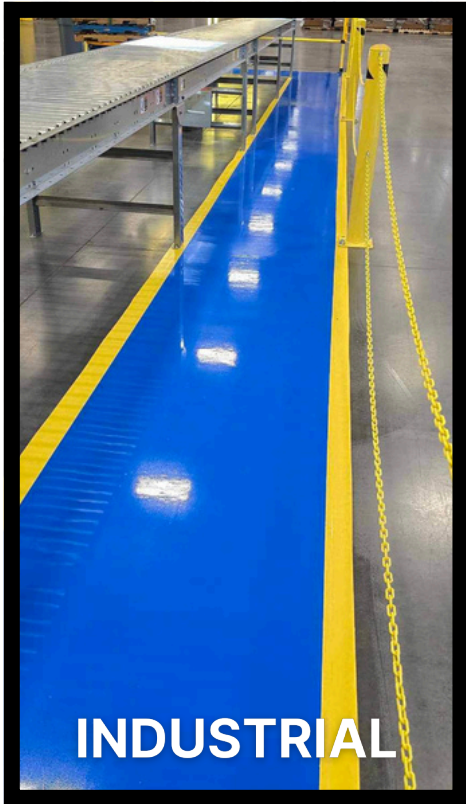
LET'S DO IT AGAIN



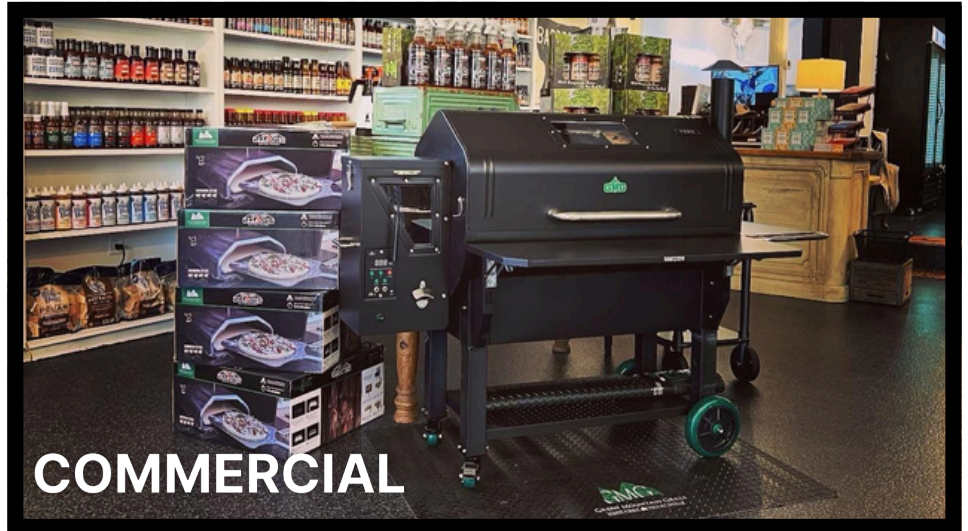
Enjoy a 15% discount on future projects over 400 square feet or combined projects totaling 400 square feet. This offer is exclusive to clients who have completed an initial project and cannot be combined with other discounts.

VALID FOR A 10 YEAR PERIOD





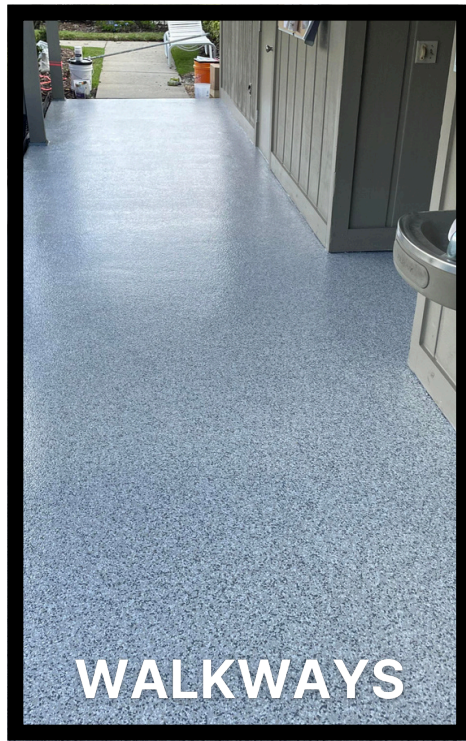
INDUSTRIAL



COMMERCIAL



PORCH/PATIO



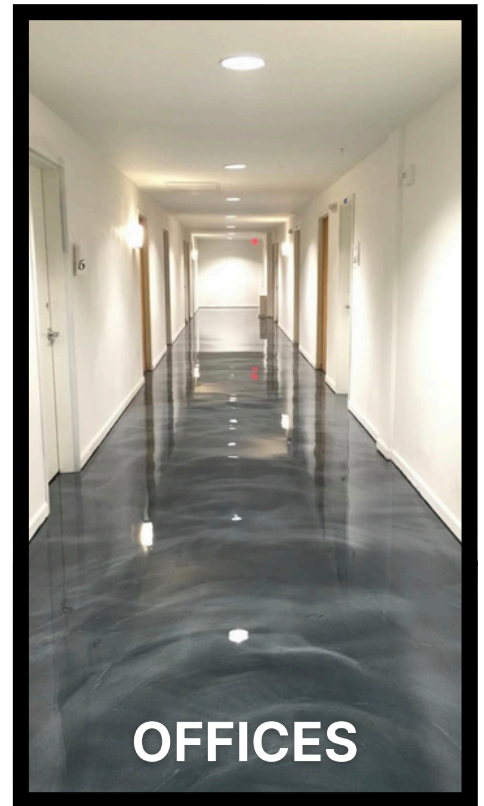
WALKWAYS



DRIVEWAYS



POOL DECKS



OFFICES



**TRU
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EPOXY FLOORING

PASSION | PERSEVERANCE | QUALITY

**MANY
SERVICES.
ONE COMPANY.**


Our Services:

- ✓ PAVER SEALING
- ✓ PRESSURE WASHING
- ✓ GRIND PREP FOR TILE
- ✓ COATING REMOVAL
- ✓ STAINING
- ✓ COMMERCIAL COATINGS
- ✓ INDUSTRIAL COATINGS
- ✓ SAFETY FLOORING

Quality Guaranteed

Free Quotation

Contact Us

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