

# QB Profile

**Brick it With Paint!**

Patios

Walls

Floors

Vol. 4 -1

## QuickBrick Distributors Pave Entry into Tradeshows

*Just as a picture paints a thousand words, a tradeshow experience speaks volumes to a knowledge-seeking consumer.*



QuickBrick Distributors have paved their entry into one of the most effective marketing venues, trade shows. At tradeshows, consumers shop for home improvement products in a mall like atmosphere while vendors stand by ready to share their expertise and educate consumers on their products. This one-stop shopping venue allows consumers to compare prices, find innovative products and services, and experience products before purchase. Tradeshows are the perfect place to showcase Quick Brick. QuickBrick is an innovative cost effective painting process that replicates real brick, stone, tile, and other concrete finishes such as acid staining. The Quick Brick booth allows consumers to touch, scrutinize, and compare sample boards and photographs of Quick Brick applications. According to Paulette Mason, QuickBrick CEO, "At tradeshows, QuickBrick sells

itself. After the consumers view the sample boards and compare the numbers on cost, the QB distributor just needs to set the appointment for a free estimate." Today's consumers are very savvy and seriously consider their homes investment vehicles. They shop around for best value as well as what is aesthetically appealing. They want to know that their home improvement is just that, an improvement.



Tom Jones and Carol Reed  
Visions Expo, Dallas Market Hall – Aug. 2003

### COME SEE US AT THESE SPRING 2004 TRADE SHOWS

#### Trade Show

#### QB Distributors

24<sup>th</sup> Annual Ft. Worth Home and Garden Show  
Ft. Worth Convention Center - Ft. Worth, TX  
February 20 - 22

Kirt Morris  
Victoria Sauerhage

[www.texashomeandgarden.com](http://www.texashomeandgarden.com)

25<sup>th</sup> Annual Dallas Home and Garden Show  
Dallas Market Hall - Dallas Texas  
February 27-29

Tom Jones  
Susan Roby

[www.texashomeandgarden.com](http://www.texashomeandgarden.com)

5<sup>th</sup> Annual Austin Home & Garden Show  
Austin Convention Center, Austin, TX  
March 12 - 14

Don Doss

[www.texashomeandgarden.com](http://www.texashomeandgarden.com)

8<sup>th</sup> Annual Spring House Beautiful Show  
Reliant Center - Houston, TX  
April 16<sup>th</sup> - 18<sup>th</sup>

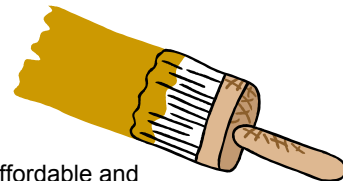
Jennifer Johnson

[www.housebeautifulshows.com](http://www.housebeautifulshows.com)



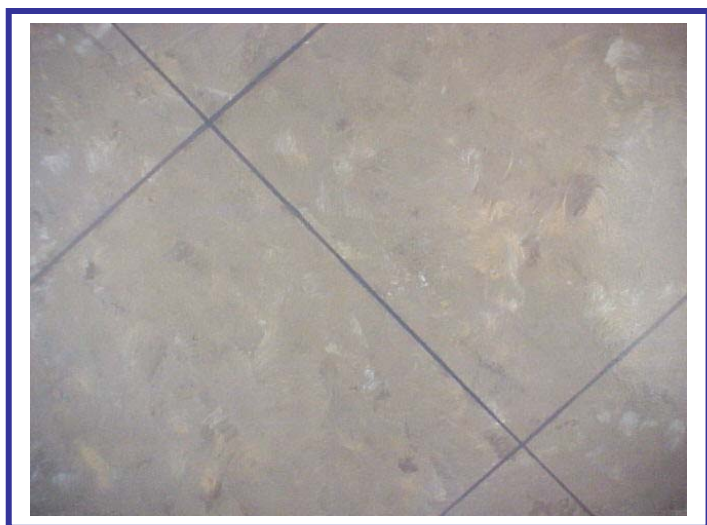
## Feature Product of the Month

### QuickBrick Floor Glaze



It is not unlike QuickBrick to improve upon an already popular trend so that it becomes very affordable and extremely consumer friendly. Quick Brick's Floor Glaze has surpassed market expectations. Over the last 15-20 years, commercial facilities have benefited from the durability and the efficiency of concrete floors. However, the high cost and unpredictable results from real stone, marble, tile, acid staining, or concrete stains have kept away residential consumers. QuickBrick' Floor Glaze process has eliminated those barriers by providing a finish that is not only durable and efficient but also:

- Can be applied quickly by trained and Certified QuickBrick Distributor
- Transforms impurities in the concrete creating a consistent coloring on the surface making damaged areas simply disappear
- Provides custom colors to match any stone, brick, or décor
- Allows for custom stencil designs such as fossils that create a very unique and authentic look
- Facilitates veining for a marbled or cracked stone effect
- Allows score lines in any width, which eliminates scoring by machines and the messy inconvenience to the customer
- Facilitates creative interaction between customers and QuickBrick's Artistic Masons



*Dramatic - unique creations with incredible realism.*

