

## 5 Must-Know Facts about Cement Floors

When making the important decision of choosing finishes for your next renovation or building project you need to be informed about the choices you make. To help you better understand cement-based finishes we've summarised their five distinctive features:



### 1. Cement finishes are not uniform in colour

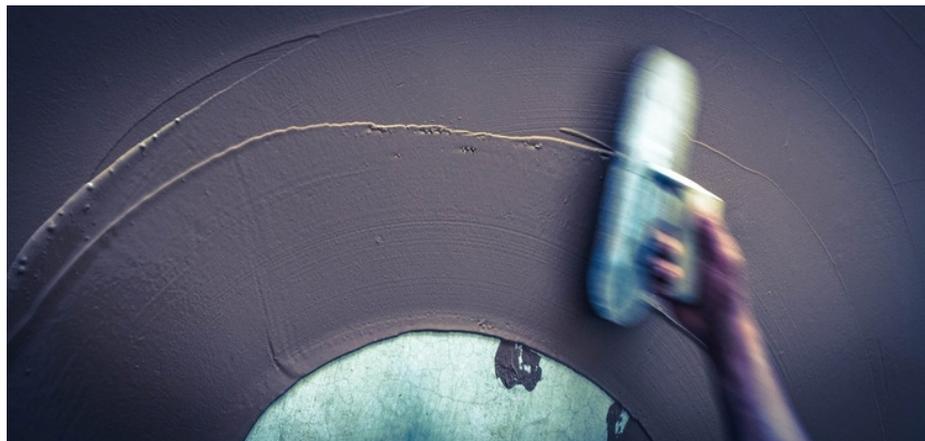
The nature of this product lies in its application and physical properties, as the finish is applied, so its moisture is absorbed at different rates into the substrate. The final outcome is a finish with natural mottling and subtle movement. This adds to the adaptable earthy aesthetic of cement



### 2. Cement Finishes are hand applied

Cemcrete products are hand applied by trained independent contractors. What adds to the unique aspect of this product is that each hand has its own technique and character. You will seldom get an “identical” finish even from the exact same hand. Although the product may be the same, the movement of the trowel, the

mixing ratio, the temperature of the day and the style of the contractor will all add to the individual flair of the final finish.



**3. Hairline cracking is normal**

By nature, cement is not flexible. So movement and temperatures causing expansion and contraction may cause fine hairline cracks. This is part of the natural element and adds to the look and feel. Larger, more linear cracks are mostly caused by lack of expansion joints which is routed in the substrate. Make sure you have cut these joints into the screed before applying a cement-based finish, this will help eliminate these larger unsightly cracks



#### 4. Colour perception changes the end result

Other than the natural colour variation, colour perception plays a vital role in the end result. While the Cement colour ranges are standard, they often look quite different on different sites. Lighting, be it natural or artificial, will impact the way the colour is perceived. Surrounding colours of the walls and accessories will also change the way the colour reflects and sets. Viewing photographs or digital catalogues hugely impact the changing perception of colour. No two sites will look identical due to all these factors, which is why an on-site colour sample is always recommended. When floors or walls are wet there may appear to be cracks in the wall – this is normal and will dry out.

#### 5. It's a process to apply

Cement finishes have a very specialised application and curing time. The final look cannot be seen right away, as it cures, so it changes. The installation process is not a quick or easy alternative to generic finishes such as tiles or carpet. Cement-based finishes take time to apply and as a result last a life time!

