



UNLIMITED CHOICES To Complete Your Vision

Decorative concrete can complete the look of modern homes, compliment a contemporary design with elegance, or even match the rugged textures for cottages on the Canadian shield. These finishes are not only unique and customized to fit the designer, architect, or home owners vision, but moreover achieve the highest possible strength and warranty for exterior hardscaping and landscaping design.

SO THE INDUSTRY HAS CHANGED, BUT HOW?

Concrete products are constantly challenged, and innovation continues to raise the standard with it. Admixtures and plasticizers in the cement, microfibers for crack prevention, integral colourings to prevent spalling and longer lasting high-grade sealers just to name a few.

The one we were most interested in was another division of Mr. Mufti's construction group, North American Rebar™, which distributes FRP vinyl ester rebar from several locations in Ontario to contractors and suppliers. "FRP rebar was something that had to happen, traditional steel was increasing in price and ineffective. The vinyl ester rebar we distribute is 2.5 times the strength of steel, will never rust, has maximum bonding adhesion, and has better coverage ratings all while being competitive with steel pricing." says Mufti. "It's only a matter of time before steel reinforcements are completely replaced."

In 2020, Mr. Mufti met with Borna Miragha, CEO of MST Bar, to build a relationship that would move MST bar across North America. MST Bar is currently a leader in the GFRP rebar market. With the collaboration of University of Sherbrooke & University of Concordia in Canada, MST-BAR® & MFX-BAR® are tested and proven to be the best GFRP rebar in the market today. A massive leap for progress and longevity in the construction industry.

Finding a **Lasting** **Product:** **Decorative** **Stamped** **Concrete** The Ultimate Solution Against Canada's Harsh Climates?

We've all experienced its affects to some degree - The tiresome process of hiring contractors to install a patio or walkway that looks great one season until six months later, it doesn't. It's no secret that the +30 / -30 temperature swings of freeze thaw in North America have a significant impact on construction and the renovation materials we choose to work with.

Seven years ago, I met with Kyle Mufti, CEO of **North American Concrete**, at the World of Concrete show to discuss the challenges of building in Ontario's harsh climates and then again at The Toronto Building Show in 2019. A lot had changed in five years. I was curious to learn what kind of innovation was behind such conviction in the product. Today, North American Concrete offers a 25-year warranty to their clients across all sectors on most concrete applications. We took some time sit down and get a better understand of how and why.

"We're in the business of customer service, and our entire company lives and breathes that culture. Our job was always to provide a lasting service that saves our clients' money so that's what we chose to spend time on perfecting first." Says Mufti.

The building envelope involves a specialized ready mix formula with integral concrete colourings, innovative FRP vinyl ester rebar, micro fibers, commercial grade concrete sealants and more.

THE ARCHITECTS CHOICE

Whether it's restaurant chains or municipal boards, engineers and architects are constantly switching from the older methods of interlocking pavers and asphalt to architectural, decorative, and stamped concrete. Both economical and long lasting, we're enjoying watching all sectors reap the benefits against Ontario's challenging climate.



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