



*"Bomanite is part of the Colorado Hardscapes' family and has supported our growth over the last 31 years. We've evolved together as the decorative concrete industry morphed into what it is today. Bomanite offers the third party verification specifiers are seeking. This accreditation helps us get our foot into more projects by being part of something larger than ourselves."*

*Karen Van Heukelem - Colorado Hardscapes*

## What Do We Provide... Unparalleled Support!

We offer an extensive Initial License Package to fit your business needs. Our support and resources are a leading edge and competitive advantage that provides you with everything needed to represent the Bomanite brand in your business and marketplace.

- ◆ Customized Licensee Website and Hosting Package
- ◆ Comprehensive Technical Documents
- ◆ High Quality System Brochures and Color Charts
- ◆ Comprehensive Sample Program
- ◆ Designer Sample Display Boards
- ◆ Specifier CEU Programs
- ◆ Specifier Outreach Program through Newsletters and Social Media
- ◆ Technical Training and Workshops
- ◆ National and Local Advertising
- ◆ Exhibitions and Tradeshow Booth Program
- ◆ Specification Building and Document Support Tools
- ◆ Research and Development of New Products

# **Bomanite**<sup>®</sup>

The Bomanite Company  
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**Bomanite**<sup>®</sup>  
LICENSED  
CONTRACTORS

*Become One  
of the Elite...*

*Become a  
Bomanite  
Licensed  
Contractor  
Today!*

## Bomanite – Quality You Recognize, A Name You Trust

Bomanite has been the leading brand in the architectural concrete flooring and paving industry for more than 60 years. The Bomanite Company promotes the Bomanite brand and it's network of specially trained and licensed contractors that service specifiers' architectural concrete needs. This highly skilled network of concrete craftsmen alone have access to the resources and experience of the many creative, qualified Bomanite Licensed Contractors around the country, as well as product, marketing, and technical support from The Bomanite Company. This combination of experience, resources and support provides unbeatable quality, value and service.

### Five Decorative Concrete “Systems” To Choose From:

- ◆ Bomanite Imprint Systems
- ◆ Bomanite Toppings Systems
- ◆ Bomanite Custom Polishing Systems
- ◆ Bomanite Exposed Aggregate Systems
- ◆ Bomanite Grasscrete Systems

The Bomanite Company provides many of the components used in the Bomanite Systems, which include the original imprinted concrete process. Our Denver facility houses and manufactures the original imprinting tools used in the Bomanite Imprint and Toppings Systems. Our toll-blending facilities are located throughout the U.S. to provide more readily accessible products to our network of licensed contractors, to help control costs of products and promote a more “green” approach by minimizing freight distances for product shipments. Our toll-blenders produce our proprietary Bomanite product formulations with the Bomanite brand name labels, making sure that “Bomanite” is readily seen in the marketplace.

*“We have been a Bomanite Licensee since 1970 and have had great success with the various Bomanite products and systems. They offer great marketing material and technical expertise is always a quick phone call away.”*

**Sergio A. Ilic - Owner, Heritage Bomanite**

## 10 Reasons to Become a Bomanite Licensed Contractor

- 1) Gain Immediate Industry Recognition
- 2) Decorative Concrete Systems Recognized Worldwide
- 3) Competitive Differentiation, Brand, Quality, Tools, Support - Compete Beyond Price Alone, Set Your Company Apart
- 4) National Recognition and Respected Brand - Add The Bomanite Brand Name To Your Business
- 5) Turnkey Market Entrance – Bomanite Will Set You Up In The Decorative Concrete Business
- 6) Greater Access To The Specifier Community - Bomanite Specifier Programs Improve Your Margin
- 7) Proprietary Bomanite Tools – Gain Exclusive Access To Hundreds Of Bomanite Patterns And Textures
- 8) Unmatched Technical Support – Decades Of Technical Expertise And Ongoing Training Improve Your Field Operations
- 9) Professional Marketing Support – Bomanite’s Marketing Program Leverages Your Marketing Dollars
- 10) National Network Of Licensed Contractors – Benefit From Bomanite’s Unparalleled Collection Of Experienced And Expertise

## General Costs to Become a Bomanite Licensed Contractor

**License Fees:** There is an initial License Fee that is due at the time the License Agreement is signed. License Fees vary depending on several factors including territory size, territory location, number of systems licensed, contents of the Initial License Package. Typically, the Initial License Fee will range from \$2,500 to \$5,000. These fees cover the cost of your initial entry into the Bomanite organization.

**Royalties:** There is an ongoing royalty fee that is due each month for each system license that you hold. The monthly royalties typically include a monthly minimum plus a percentage of the value of the work you install under each system each month after you reach an exempt volume threshold. The monthly minimums are typically modest, in the range of \$100 to \$300 per month per system license, depending on the size and location of the territory you are in. The additional percentage royalty is due each month on all projects installed during the month in excess of the exempt volume threshold and typically is 3% of the contract value. The royalties collected each month help us to provide you with ongoing service and support.

**Additional Costs:** Generally our Licensed Contractors are already experienced business people in construction, concrete, coatings or landscape industries. They typically experience minimal costs above and beyond the license package fees such as those associated with marketing themselves as Bomanite Licensed Contractors in their community. Additional equipment initial investment fees may range from \$5,000 - \$50,000 plus depending on the individual needs of each company. While some companies might already have the necessary equipment, others may need to purchase additional tools and or supplies. Fees do not include working capital, insurance, real estate costs as those figures vary depending on your company size, structure, location and expenses.

**REALIZE the possibilities!**