

# Absolutely Gorgeous!

by Jean Bryan

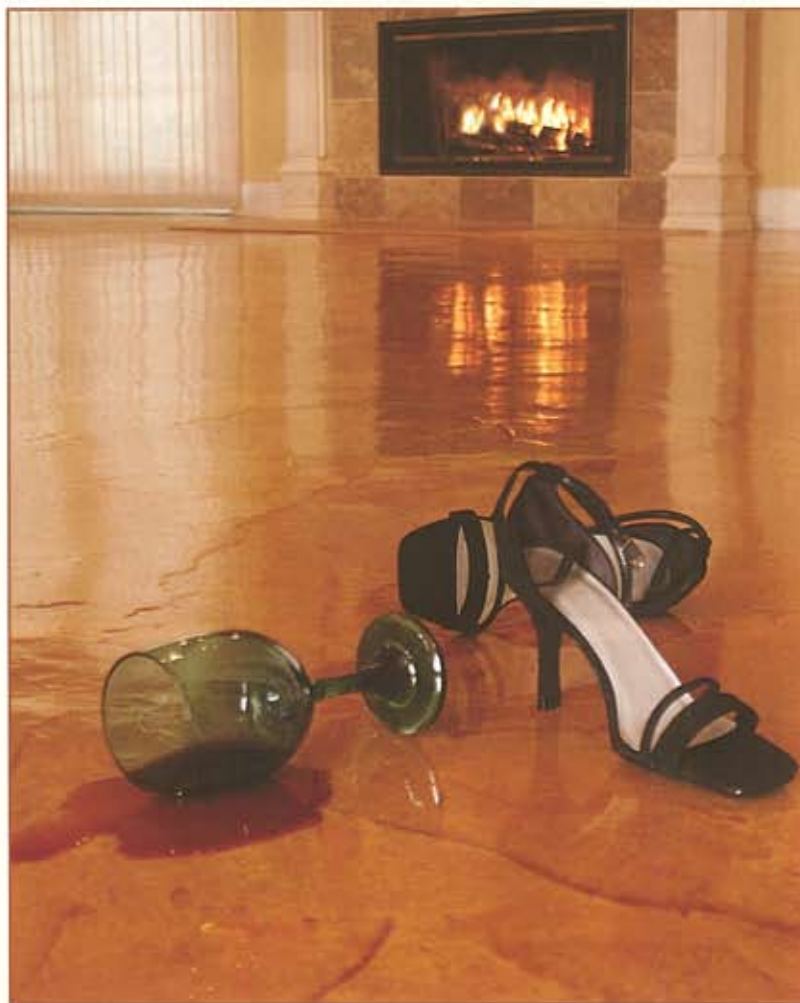
*T*his revolutionary concrete floor finish serves up a high-end look underfoot with almost no maintenance! Whether you're renovating or in the market for replacing carpets and worn flooring, consider making your next floor "A Gorgeous Floor™!" Tampa area flooring specialist, Rodney Burton, is revolutionizing the concrete flooring industry with a high style concrete finishing process he created and developed. His patent-pending process turns stained and etched concrete into "A Gorgeous Floor.™"

Burton says his unique process goes far beyond what is currently available. He spent three years perfecting "A Gorgeous Floor" and declares, "There's nothing out there like it! It's the toughest non-baked finish on the market today." Burton says it makes floors as durable as concrete floors in aircraft hangars! Unlike most concrete floors, which are susceptible to scratching and scuffing and need periodic polishing, waxing and buffing, "A Gorgeous Floor" needs only damp mopping or "Swiffer-type" cleaning to maintain its luster! It's impervious to scuffs, won't show scratches, and the finish has a 25-year warranty!

Each "Gorgeous Floor" is a one-of-a-kind work of art. Finishes are available in solid colors and a variety of combinations and can imitate slabs of stone with natural veining or have a more contemporary appearance. Floors are completely smooth underfoot, and have no grooves, grout or seam lines to capture dirt. Although satin finish is available, Burton's most requested finish is the high gloss.

"A Gorgeous Floor" can be installed over an existing slab or almost any other material with an added underlayment. It's light enough to be used in multi-level buildings, and underlayment adds sound-deadening properties, making it suited to condominium applications. "A Gorgeous Floor" weighs less than tile, and cost is comparable to high-end wood flooring.

Burton has, of course, installed "A Gorgeous Floor" at home. He laughingly comments that his backyard is filled with samples that went by the wayside while he developed his process. When his wife announced they needed carpeting, he suggested the "new" floor. "Let me try this," Rodney said. "If you don't like it, we can go back and carpet over it." His wife fell in love with the floor and there's been no "going back." Burton claims his five-year-old son has hit the floor with everything from baseball bats to golf clubs and it looks as good as new.



What is the most common reaction Burton gets when he installs "A Gorgeous Floor" in someone's home? "They want to go out and sell it!" says Burton. As a result, he is developing "A Gorgeous Floor™" as a franchise. "I have 20 people in line to sell," says Rodney, "and verbal commitments in markets like Chicago and Atlanta."

"A Gorgeous Floor" gives every homeowner the option to own a custom-designed floor that wears like iron and looks like a work of art. Make your next floor "A Gorgeous Floor™."

For information on "A Gorgeous Floor™," go to [www.agorgeousfloor.com](http://www.agorgeousfloor.com). Visit the showroom at 5911 Breckenridge Parkway in Tampa, or call (813) 948-0510.



