



Continuous Innovation for Today's Concrete Industry from ICP Building Solutions Group

ICP Building Solutions Group will bring a breadth of proven brands and products to World of Concrete in Las Vegas, June 8-10.

LAS VEGAS – June 4, 2021 – Discover why ICP Building Solutions Group (BSG) is the foremost supplier of specialized products for today's concrete professional at this year's World of Concrete in Las Vegas, June 8-10.

Be sure to stop by booth **N2562** in the **North Hall** and our outdoor demonstration site **D636** in the **Diamond Lot** to learn more about ICP BSG's comprehensive portfolio for every part of building and construction, including these proven products and solutions for today's concrete professional:

Stat-Rez® ESD Nano from APF Polymer Surfaces. ICP BSG is thrilled to showcase its next-generation coating that helps control static electricity and improve safety again this year. Ideal for datacom to military applications, Stat-Rez ESD Nano is applicable for any area requiring static dissipative or conductive flooring. The easy-to-install coating prevents electrostatic damage, limiting the ability of personnel to build up an electric charge and quickly removing a charge from people or equipment. ICP BSG is conducting final field trials and will officially launch the product later this year.

STAIN-PROOF® Paver Enhancing Sealer. This high-performing formulation delivers color enhancement and long-lasting protection for a variety of concrete pavers, cement tiles, terrazzo floors, and concrete surfaces. Paver Enhancing Sealer is a fully penetrating, patented formulation that impregnates far into the pores of target surfaces, forming a deeper water and oil repellent barrier. It offers both rich color enhancement and reliable protection, ideal for professionals seeking a cost-effective method to enhance and protect driveways, cladding, floors, patios, pathways, pool decks, concrete countertops and more.

Pli-Dek® Waterproofing Solutions. Trusted by professionals for decades, Pli-Dek is a tried-and-true cementitious waterproofing solution for plywood substrates that helps create beautiful, durable and high-performance decks, patios, walkways, as well as various other areas. Recently, Pli-Dek demonstrated the performance necessary to meet stringent new fireproofing requirements set by the California State Fire Marshal, resulting in the issuance of a Building Material Listing Wildland Urban Interface (WUI), Listing No. 8110-2327:0500.

APOC. Offering roof coatings, waterproofing solutions, pavement products and more for the commercial and residential building industry, APOC is one of the newest members of the ICP BSG family, and this year's show marks their debut under the ICP umbrella, at World of Concrete. During the show, ICP BSG will be debuting APOC's new Weather Armor air and weather barriers, liquid-applied, one-component solutions that protect against unwanted or uncontrolled air and moisture in a variety of climates.

"We're excited to return to World of Concrete this year to deepen our connections with our customers and colleagues in the concrete industry," said Sara Jonas, Director, Marketing, ICP BSG. "It's our mission



Press Release

to bring product advancements to this marketplace, helping professionals improve the quality of their work with intuitive and high-performance solutions.”

For more information about ICP Building Solutions at www.ICPGroup.com.

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About ICP Building Solutions Group

ICP Building Solutions Group is the foremost supplier of professional products and solutions for building envelope, cementitious and sports surface needs. Comprising dozens of industry-leading brands across numerous industries and applications, ICP Building Solutions Group offers the industry’s most comprehensive portfolios to building professionals all over the globe, all backed by its exclusive Masterworks training and education program. For more information, visit www.icpgroup.com.

About ICP

Innovative Chemical Products (the ICP Group) is a leading specialty chemical manufacturer in North America and provides coatings, adhesives, and sealants globally. With operations headquartered in Andover, Massachusetts and multiple manufacturing facilities around the world, ICP serves multiple end markets, including: building materials, specialty construction, industrial, packaging, printing, and sports surfaces. ICP Group is privately held and manufactures products under several recognized specialty groups. For more information, visit www.icpgroup.com.