

EXECUTIVE VIEWPOINT

GEORGE REEDY, MIRACOTE

MIRACOTE'S MPC PARKING DECK SYSTEM

A valued-engineered approach to providing increased service to new and existing structures



George Reedy

George Reedy has been in the concrete restoration and protection industry for 40 plus years. In 1986, he was among the group of professionals who helped found ICRI. George has been with Crossfield Products Corp. for 10 years, and is their National Sales Director for the Miracote Division.

As Miracote's National Sales Manager, George is responsible for extending the Miracote Protective Coating's products into the parking deck market. The formulation of these products is based on a scientifically superior core chemistry technology. This technology also forms the foundation of accessory repair and restoration products used on many concrete resurfacing and protection applications.

George leads a team of technical experts who work closely with distributors located strategically in North America. By combining technical expertise, proven product technology, and a unique bundled approach to each project, the Miracote MPC Parking Deck system is a valued-engineered approach to providing increased service life to new and existing structures.

? **Miracote has a 40-year legacy as the go-to manufacturer for treatments to concrete structures. Tell us why you are now focusing on how the Miracote MPC Parking Deck System is helping contractors create more durable parking decks on concrete structures.**

Contractors know the complexities of developing an engineered approach to the repair and

treatment of parking decks. Each parking deck project brings its own set of design criteria and repair concerns. Each property owner has their own value assessment for the projects. A number of guidelines that can provide contradictory recommendations of repair and product selection. Contractors can find themselves in the middle of competing interests on these projects without the proper support.

Complicating project planning is the fact that concrete is not the same in all types of parking systems. There are important differences in the repair, treatment and protection of the concrete found on cast-in-place, precast, and post-tensioned construction structures. Our technical experts provide advice on product selection, along with the proper training of materials, and maintenance procedure owners can use to maintain the treatment.

? **How does that value approach translate at the job site and beyond?**

When contractors select the Miracote MPC Parking Deck system, they have the resources to perform efficiently and safely on the job site, and not worry about callbacks after the project is completed. Our technical support team can be involved in the entire project development, and provide the proper installation techniques to minimize installation times. Contractors have no concerns of product incompatibility when using Miracote's comprehensive product lines.

? **What else should architects, engineers, general contractors, owners, and other specifiers know about the Miracote MPC Parking Deck System?**

Contractors, architects, and specifiers can count on Miracote's bundles of products to bring value, simplicity, and long-life to the project. Our technical experts can create an "apple-to-apple" comparison of each alternative, explain the impact on long-term maintenance costs and liability issues of each option, and provide a value approach to the product selection process.

The Miracote MPC Parking Deck System is just one component in our bundle of products approach to a custom solution for each project. We also provide repair and maintenance products. All of our designed, and tested, to work with each for a quality result on each construction project.



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