



## Sinak Corporation Promotes New Concrete Cure and Surfacing Products With BuildSite Channel Communications

SINAK Corporation has chosen BuildSite Channel Communications, a program for select manufacturers offered by BuildSite, to promote five of their core VOC-compliant concrete products to distributors and contractors within the BuildSite subscriber network.

Highlighting the key performance attributes of key SINAK products, Channel Communications is further educating distributors and contractors about the distinct properties of SINAK's concrete and masonry repair and restoration products. Communication efforts are focusing on five products, including SINAK's concrete resurfacing product SINAK RELAY™, concrete curing products WCE and VC5, and their sealing products S-102 and HLQ.

"SINAK CORPORATION chose Buildsite to support our distributors – and to create accessibility for Engineers and Architects. Buildsite provides quick access to data for submittals and specifications, which our customers value," said Bob DeWert of SINAK. "SINAK provides revolutionary products to the Concrete Construction Industry, and we needed a method to communicate this. BuildSite is the right avenue for that."

SINAK's sought-after concrete resurfacing product, SINAK RELAY™ is ideal for interior or exterior application surfaces ranging from concrete to wood or gypsum. It is a

primerless, thin-bond, cementitious coating polymer that can withstand critically saturated and submersed application conditions.

Designed as a replacement for all forms of traditional wet cure methods, SINAK's WCE curing product is perfect for below and above grade applications, and is recommended for exposed slabs, and auto or pedestrian surfaces. SINAK's VC5 product provides a 5 lb moisture emission level assurance with a single coat, virtually eliminating cure-related cracking.

A proven sealant for below grade waterproofing and water containment applications, SINAK S-102 is ideal for precast or cast-in-place applications such as underground vaults, tunnels, dams, pools, and elevator shafts. SINAK's HLQ sealer is used to protect against food, oil, algae, environmental and chemical staining, providing increased waterproofing protection and surface abrasion resistance.

"We kept hearing from our customers that they needed SINAK's concrete cures and sealants on BuildSite in order to complete their submittal packages," says Kathryn Golden of BuildSite. "Having them actively communicate their product's benefits using Channel Communications is of real value to our customers. We're thrilled to have them."

About Sinak: Originally focused on waterproofing concrete, SINAK's initial products had proven their value quickly, leading to additional research and an expanding product line. Today, 28 years later, SINAK's products cover a variety of concrete cures, sealants, resurfacing, and waterproofing products. Research and product development continues as SINAK follows its commitment to be the front runner in concrete and masonry protection.

About BuildSite:

BuildSite is a single source of product and technical information for construction, used by sales reps throughout the building materials industry. Accessed by distributors and contractors from coast to coast, BuildSite's database includes more than 200 manufacturers and in excess of 15,000 product names. Subscribers use BuildSite's database and software tools to more effectively answer customer questions and grow their business. Channel Communications is a program offered by BuildSite that gives manufacturer's of building materials a method to communicate directly with their customers at the exact time buyers are ready to purchase products. Visit BuildSite's webpage to learn more: [www.BuildSite.com](http://www.BuildSite.com), or phone 888.717.8665.