

## AT A GLANCE

### INNOVATIVE CONCRETE SYSTEMS

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Number of Employees: **15**

Top Executives: **KIMBERLY CARROLL,  
PRESIDENT**

Product or Service: **DIAMOND POLISHED  
CONCRETE FOR USE IN FLOORS,  
COUNTERTOPS AND FURNITURE**

Year Founded: **2001**

#### Who Needs Them

Anyone who wants a creative, resilient, attractive floor or countertop that will last a lifetime.

#### Key Competitive

## ADVANTAGES

A true diamond polished approach that includes no topical coatings, providing durability and beauty that will endure the test of time.

#### Where They Do Business

We have worked across Arkansas and in all surrounding states.

#### What Makes Their Employees Special

They are true professionals who are very well trained and committed to excellence.



Chris and Kimberly Carroll show off the durable yet attractive floors Innovative Concrete Systems added to the St. Vincent Orthopedic Center.

# ICS Turns Concrete Floors Into Durable Works of Art

'Diamond polish' technique is key to company's industry-leading expertise

IF YOU WANT TO BE WOWED by the beauty, creativity and durability of a true diamond polished floor created by Innovative Concrete Systems, just look down.

Whether you are at school, church, out to eat, shopping for a new car or walking the aisles at Wal-Mart, there's a good chance Innovative Concrete Systems (ICS) worked on the floor under your feet.

#### No Shortcuts

ICS is the established industry leader in diamond polish concrete applications in Arkansas, introducing the method to the state when the company was founded in 2001. President Kimberly Carroll has been in the business 16 years, and she knows exactly what gives ICS its clear competitive advantage: true diamond polished concrete executed with no shortcuts.

"Diamond polished concrete is the permanent solution for concrete floors and countertops," Carroll said. "With our patented D3 System there is no need for waxes or coatings. This amazing process creates a beautiful, durable, reflective, low-maintenance floor that has the lowest 10-year lifecycle cost of

any flooring out on the market today. Nearly any concrete slab can be transformed into a beautiful work of art, whether the floor is new, or has carpet, linoleum, glue, epoxy or any other coating on it."

In recent years, ICS has seen new competitors who use "film-forming 'guards' that are cheaper and don't hold up well," Carroll said. "They take shortcuts and burnish the floor, and the color and shine walk off. We do it the right way, and that's what separates us. Our finishes go all the way to the edge of the floor, so what you see in the middle of your floor is the same all the way to the edge. And the floor will only get shinier the more it gets walked on."

#### 'Anywhere There is High Traffic'

ICS' portfolio of projects reads like a who's-who of Arkansas institutions – Fellowship Bible Church, St. Vincent Infirmary Medical Center, SŌ Restaurant, River Market Tower, Heifer International, the Arkansas Studies Institute and the Arkansas Justice Building are just a few of the company's high-profile clients.

"We are the perfect choice for

schools, churches, restaurants, hospitals, warehouses and retail stores – anywhere there is high traffic, because our floors show no wear patterns like other floor coverings," Carroll said.

And ICS' D3 system can qualify for LEED points as a truly "green" process, reusing existing floors to create new floors that can "look like tile, look like granite, expose the aggregate and make it look very decorative. We can add logos, colors, whatever the customer wants."

From "sales to installation, all our people go through a lot of training and are experts in their fields," Carroll said of the ICS staff, many of whom have been with the company since its earliest days. "Our guys work on test samples in our warehouse to prepare before they go out and work on customer jobs."

And while floors are its specialty, ICS applies its skills to countertops and furniture in extremely creative ways, thanks to its expertise in "bendable concrete."

"We can do it all," Carroll said. "We've even made guitar-shaped sinks and a baby grand piano coffee table out of concrete." ■