



“Solomon Colors – Taking the ‘Big Box’ Stores to a New Aesthetic Level”

Springfield, IL – Solomon Colors has always been on the leading edge of innovation for contractors and producers of concrete because of their dedication to innovative solutions to customer’s needs.

Solomon Colors has been specified by Wal-Mart® Corporation to provide a custom liquid color for their integrally colored concrete flooring in new store installations around the country. Solomon Colors did a demo pour with Wal-Mart in El Paso, Texas, which led to increased interest by Wal-Mart in using liquid color in future stores. Solomon Colors is one of only a few companies chosen as an integral color supplier to Wal-Mart.

In addition to providing the custom liquid color, Solomon enhanced their ColorSelect™ dispensing system to produce the exceptional ColorSelect™ Single Color Dispensing System. The Single Color System is a simple and affordable way to achieve portability, consistent color combined with convenient, accurate batching. “The Single Color System gives our customers portability for big jobs without the big headaches. It’s great for jobs too big for buckets, or as an introduction to larger systems like our ColorSelect™ Pro,” notes Keith Gibbs, Director of Marketing and Sales for Solomon Colors.

Large consumer department stores are looking to decorative concrete companies to help them provide a more attractive and durable environment. “We’ve responded to the trend in the commercial industry to incorporate concrete as a necessary decorative option, not just as a ‘luxury’. Using colored concrete and other decorative concrete options are not only attractive, but concrete is more durable and cost-efficient to maintain.”, states Rich Solomon, President of Solomon Colors Inc.

The Wal-Mart store in El Paso, Texas used a 757 Pecan integral color. Clean up is quick and easy, and the savings in maintenance and repair of floors alone quickly outweighs the initial expense of specifying colored concrete.

Whether you are looking for small-batch or large project solutions, ask your distributor about Solomon Colors pigment products. For well over half a century, service and quality have always been the keys to success at Solomon Colors. For more information, visit us at www.solomoncolors.com.