

The Homeowner's Guide

Garage Floor Coatings 101



Banner Garage

A Professional Contractor's Blueprint for a Showroom-Quality Garage

Introduction

Picking the right floor for your garage has become more complex over the last decade. While the internet is full of "quick fixes" and DIY kits, a garage floor is a high-traffic investment that requires more than just a fresh coat of paint.

At Banner Garage, we've seen the industry evolve from basic epoxies to advanced, multi-layer resinous systems. We've refined our process to eliminate the common pitfalls of the past, ensuring your floor doesn't just look good on Day 1, but remains durable, UV-stable, and easy to clean for years to come.



I know there are quite a few garage floor coating systems out there, and twice as many claims as to what's best. I confidently say we only offer products which I would choose for my own garage.

~ Ed Jenkins

The 4 Pillars of a High-Performance Floor

While many factors contribute to a successful project, we prioritize four critical pillars that separate a professional installation from all the others:

1. Precision Surface Preparation (The Foundation)

In the past, "acid etching" was the standard. Today, we know that is insufficient for long-term adhesion.

- **Mechanical Grinding:** We use industrial diamond grinders to open the "pores" of the concrete, creating a specific "CSP" (Concrete Surface Profile) that allows the coating to fuse deep into the substrate.

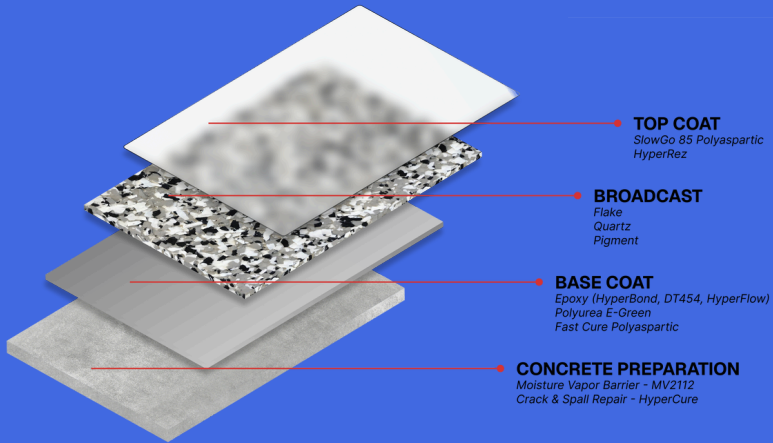


2. Advanced Chemistry (Quality of Materials)

We have moved beyond old-school, water-based DIY epoxies that shrink and peel.

- **High-Solids Epoxy / Polyaspartics:** We utilize 85-100% two-part solids resins that provide superior impact and chemical resistance.
- **UV Stability:** Unlike traditional epoxies that yellow and become brittle when exposed to sunlight, our FloorGuard Products are UV-stable and maintain a "wet-look" gloss for life.





3. Rapid Return-to-Service (Cure Time)

Your time is valuable. You shouldn't have to leave your cars in the driveway for a week.

- **48-Hour Transformation:** While DIY kits can take 5-14 days to fully cure, our professional systems allow for light foot traffic in as little as 4-6 hours and full vehicle use within 24-48 hours.



4. Stability & Peace of Mind (The Banner Guarantee)

A warranty is only as good as the company behind it.

- **Proven Track Record:** Banner Garage has been a staple in the Kansas City community since 2011, maintaining a 5-star reputation for quality and communication.
- **Total Transparency:** We don't hide behind "limited manufacturer warranties." We stand behind our installation process because we know it's done right the first time.

Why DIY Often Costs More in the Long Run

Many homeowners are tempted by "Big Box" store kits. Here is the reality of those products:

- **The "Hot Tire" Trap:** Low-quality epoxies often soften under the heat of your car tires, causing the coating to peel up when you pull out of the garage.
- **Thin Layers:** Water-based kits lose up to 50% of their thickness through evaporation as they dry, leaving you with a paper-thin layer of protection.
- **Tooling Barriers:** Achieving a professional finish requires industrial grinders, specialized squeegees, and special rollers that are simply not accessible to the average DIYer.



How to Hire with Confidence: The 3-Step Audit

If you decide to shop around, use this checklist to ensure you are hiring a true professional:

- 1. Check Longevity:** Ask how long they have been installing floor coatings. A 20 year painting company doing floors for the last six months does not give them 20 years of experience. How long they have operated under their current name. Stability is the only indicator that they will be here to honor their warranty.
- 2. Verify the Process:** If a contractor suggests "acid washing" instead of diamond grinding, they are cutting corners on the most important step.
- 3. Read their Reviews:** Don't just look at the star rating, but read the reviews. Do they appear to be local and authentic?

Ready to transform your garage?