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**FORTA-KOTE, LLC TO BE LAUNCHED AT WORLD OF CONCRETE 2016**

**Leading provider of coatings, sealers and toppings** **showcases innovative portfolio of solutions**

**Jan. 28, 2016, Grove City, Pa.—** Forta-Kote, LLC will make its first appearance at World of Concrete 2016, Feb. 2-5, launching its diverse portfolio of coatings, sealers and toppings to the commercial concrete and masonry industries. The company was formed in 2015 when Forta-Kote purchased a patented system of cementitious compounds from Protec-kote Technologies.

While at the show, Forta-Kote will be showcasing its Super Stucco and Tough Deck systems—the company’s premier product line comprised of a protective coating that can be applied to a variety of vertical and horizontal, interior or exterior substrates. The Forta-Kote systems are also resistant to abrasion, impact and water, but allow for the transmission of moisture vapor from the substrate, making them ideal for a variety of product applications.

In addition, the company will highlight its Multi-Surface Waterproofer, a unique, eco-friendly polymer that incorporates sub-micro nano-particles to penetrate and protect concrete and masonry substrates. The Waterproofer has also been submitted for the show’s [Most Innovative Award Program.](http://www.concreteconstruction.net/decorative-concrete/forta-kote-multi-surface-waterproofer_o.aspx?dfpzone=decorative)

“Our products offer market-leading protection, strength and durability to help solve virtually any customer challenge,” said Mark Hubert, National Sales Manager at Forta-Kote. “We’re excited to share our products, solutions and expertise with the groups attending the show.”

Hosted in Las Vegas, World of Concrete features innovative products, construction machinery, construction equipment, safety training courses and new technologies. Forta-Kote’s booth will be located in the South Hall at booth #S12723.

Representatives from Forta-Kote will be available for interviews throughout the show.

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**About Forta-Kote, LLC:** Forta-Kote, LLC is a leading supplier of unique, problem-solving coatings, sealers and toppings serving a variety of applications. Founded in 2015, Forta-Kote is headquartered in Grove City, Pennsylvania, and has drastically expanded its team since the initial launch.