imagecrete
expose colour polish

shape your space

making your house a home comes down to one thing

Quality

The best people, products and ideas are the difference between a simply decorative space – and a richly rewarding living experience.

Imagine combining the most sophisticated style and functional form. Imagine blurring boundaries between outside and in, while keeping a seamless, natural finish. Imagine textures and lively colours that complement metal, brick and timber, as well as your favourite furnishings and art.

Imagecrete® makes shaping your own space possible.

Whether you're simply renovating or re-inventing your environment entirely, our stylish and versatile concrete when appropriately laid, finished and maintained can bring life, charm and character to living rooms, kitchens, bathrooms, gardens and beyond.

Front Cover Mix - Ningaloo (WA)

Choose Imagecrete® to create that quality space and lifestyle you seek – and make your house a home

Styles

Imagecrete® offers an inspiring range of colours and decorative aggregates for you to combine and finish, achieving your chosen style:

imagecreteexpose

A robust mix, exposing the rich texture and natural charm of aggregates.
Enhance with imagecretecolour™

imagecretecolour

A customised range of full-depth and lively coloured concrete.

imagecretepolish

Honed or polished concrete, refined to express the seamless elegance of natural stone.

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Explore how Imagecrete® can help shape your home

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Gunmetal (NAT)

Spinel (NAT)

Fremantle (WA)

Kitchen

stylish, practical solutions

Your kitchen is the heart of your home – whether it's where you cook and entertain, or simply connect.

Complementing your surroundings and lifestyle, Imagecrete® blends form and function in perfect harmony. Ideal for the modern and minimalist look, it can also enhance country, classic and even beach house décor.

Add dark tones for a sense of sophistication. Pair dark and light aggregates for sleek elegance with a softer edge.
Or select from our vibrant palette of colours and decorative aggregate to suit your own style.

Floor - Barton (QLD)

Living area

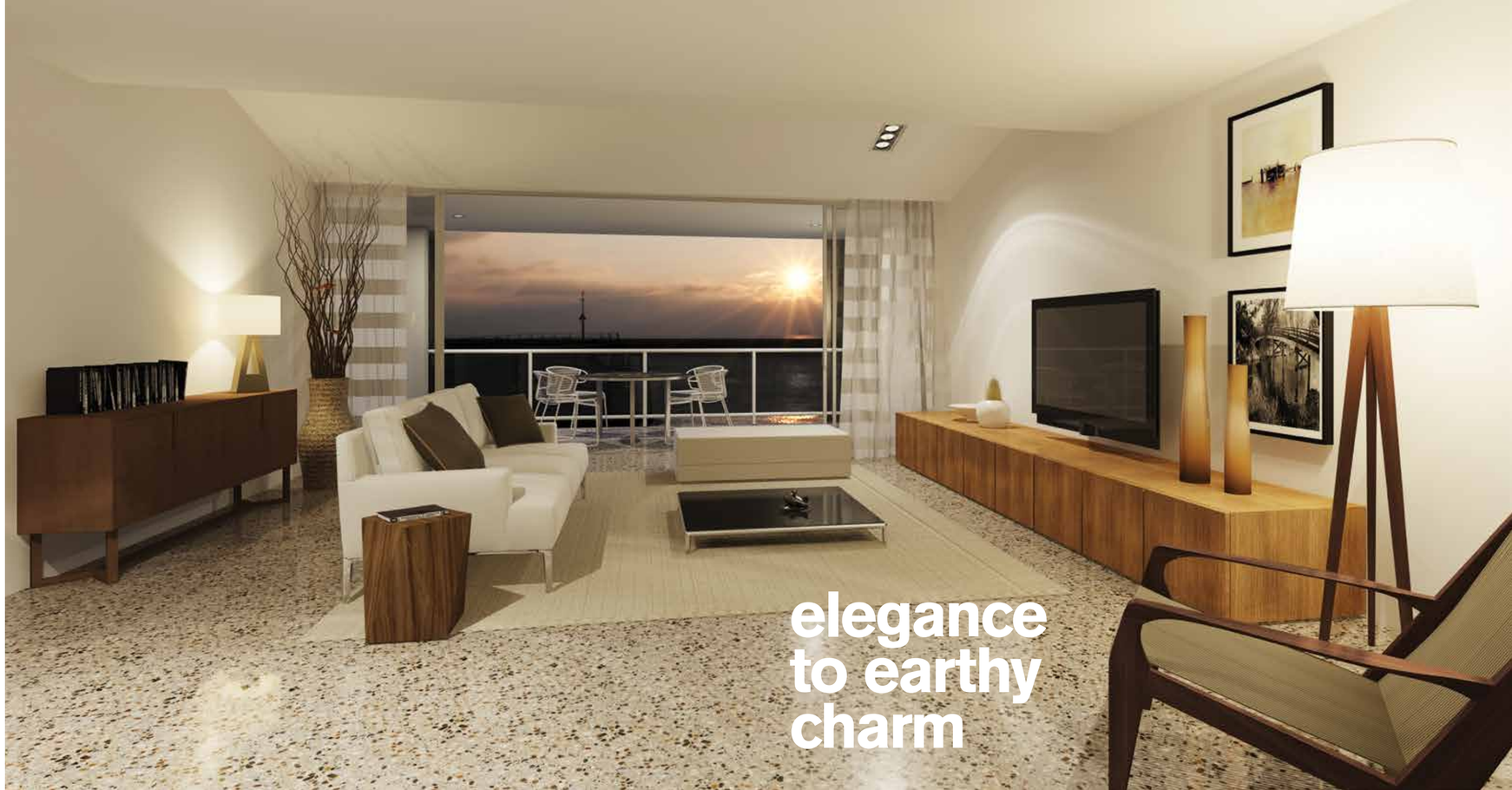
custom-designed comfort

Easy living is the mark of a well-designed lounge or dining space.

As low-maintenance as it is elegant and affordable, Imagecrete® lets you live life in line with your own style – whether this is contemporary, classic or casual.

Combine cool colours with warm textures to create a striking contrast and catch the eye. Showcase the earthy tones of organic stone for a relaxed and natural look. And with appropriate care, keep your living space as beautiful as it will be to begin with, thanks to the robust yet smooth final finish that is comfortable for bare feet and simple to clean.

Floor - Como (QLD)



Bathroom

contemporary oasis

**Your bathroom is your inner sanctum –
a place to relax, indulge and refresh body and soul.**

Combine smooth, silky textures and Imagecrete®'s range of lively tones to create your own inviting and inspiring oasis. Maximise available space and complement bathroom features for an expansive – yet seamless – look and feel. Make your bathroom beautiful and stay close to nature with durable, natural surfaces that are both sophisticated and practical.

Floor - Raven (NAT)

Wall - Mitchell (VIC)

seamless transitions

Alfresco

entertainer's bliss

Bring the outdoors in and enjoy the spaciousness of alfresco living, with all your interior comforts.

Imagecrete® sees courtyards become an extension of the house. External entrances seamlessly transition to chic, ground-floor foyers. And with clean, modern lines – unlike those of timber or pavers – and an affordable price point, Imagecrete® can ensure European elegance and effortless entertaining become yours.

Alfresco - Benowa (QLD)

Garden

enhance paradise

Landscapes come alive in colours and textures that capture the way you want to live.

Make a bold statement with your entrance, courtyard or garden using bright colours. Or create a comfortable outdoor space with warm tones. You can define the design of your personal piece of nature using Imagecrete®.

And because we mix the colours of our concrete before it arrives on-site, your design elements can be as full-depth, rich and fresh as the natural environment in which they appear.

Platform - Graphite (NAT)

Walls - Ochre (NAT)

Platform - Kumura (NAT)

Driveway

kerb appeal

A distinctive driveway can add character to your property, as well as value.

Create a surface as visually striking as it is strong, using Imagecrete®. Its design flexibility means you are free to choose how your ideal driveway or path is laid – in a straight or curved shape, or anything in between. And with our wide variety of rich colours and textures, you can highlight the natural charm of your aggregate – as well as your home.

Driveway - Blue Gold (QLD)

robust textures

Pool Area

leisure lifestyle

Experience backyard bliss in a beautiful, yet practical, pool area.

Durable and sun-proof, Imagecrete® keeps your pool area looking its best, while a slip-resistant finish keeps your family and friends safe.

Choose comfort underfoot. Complement your home's existing architecture with a vast range of colours, patterns and textures. Bring nature into your backyard with the beauty of exposed aggregate.

Pool - Autumn Gold (SA)

types of finishes

Choose from a wide array of different finishes. Your choice of finish is dependent on the type of area or style you are aiming for.

Imagecrete® can be shaped, coloured, exposed and polished into a variety of finishes to complement your home.

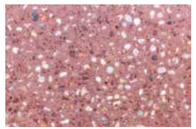
The finishes shown are achieved by your contractor working on the concrete while it is still wet or within a few days of concrete placement.

Note: Hanson will not be liable for poor placement practices.

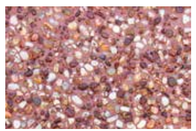
Aggregates used in the Imagecrete® Decorative Concrete range are products of nature therefore some variation in appearance and consistency may occur. Test panels are recommended to assess techniques, surface finish, distribution of aggregates and if applicable, consistency of colour.

The illustrations and/or samples pictured are intended as a guide only and not an exact representation of the finished product.

imagecreteexpose



Light Exposure
Reveals the fine aggregates (sand) and a few stones of the coarse aggregate.



Heavy Exposure
Reveals more stone, resulting in the aggregate protruding from the concrete surface.

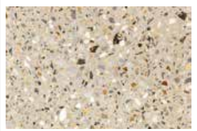
imagecretecolour

Broom finish
This is one of the simplest finishes, whereby a broom is pulled across the concrete to provide texture. The broom finishing results in fine lines in the finish of the concrete.

Trowel
Patterns can be made on the concrete, such as swirls, or different size arcs. The texture created can be coarse, medium, or smooth depending on the tool used to impart the pattern.

imagecretepolish

Honed
Honing is a process that removes the surface layer of concrete, cutting the aggregate to produce a smooth, matt low-maintenance finish.



Polished
Polished concrete is concrete that is honed and then polished. The concrete is machined for a longer period of time using finer abrasives until the surface is extremely glossy and reflective.

before you begin

Important information for designers, home owners and concrete contractors.

As all high-quality designer building products do, decorative concrete products including Imagecrete®, require greater attention when ordering, placing, finishing and maintaining beyond that of regular concrete to achieve an enduring result.

Before you begin we strongly advise that the following is read and you decide how to apply to your project.

Please also read Hanson's Terms and Conditions. hanson.com.au/home/termsandconditions.aspx

Plan

1. Application area and the location – how does the concrete fit within your overall design?
2. Access to site – this will determine how the concrete is to be placed.
3. Consider the final product – who will place the product? What is your desired finish? Who will finish the product? When do you want your project completed by?

Select

1. Visit your local Imagecrete® display centre – engage your Imagecrete® representative and discuss your plan.
2. Select your product – understand your material choices. Remember natural products can vary.
3. Different placement methods can impact the final product.
4. Hanson strongly recommends that you use a reputable concrete contractor. A list can be provided on request from your Imagecrete® representative.

Prepare

1. Give sufficient notice when ordering – to ensure availability of your chosen Imagecrete® product a minimum notice period applies.
2. Site preparation is imperative, ensure your site is ready.
3. Consult local council to determine environmental regulations for the disposal of waste.

Place

1. Safety first – cement based products such as concrete have corrosive properties that may be harmful to the skin or eyes. Wear the appropriate PPE at all times.
2. Check product – once the delivery arrives onsite, check that it is the correct product.
3. Don't add water – Imagecrete® has been specially designed to achieve a unique look. Any addition of water to the concrete once it has arrived on site may result in an unsatisfactory finish and will reduce the strength of your concrete.
4. Use reputable contractors – the placement and finish of the product, curing and protection is paramount to the end result. Hanson recommends that only reputable contractors be used to place and finish Imagecrete® decorative range.

Care

1. Ensure bleed water is removed from surface after placement to avoid deposits called laitance causing temporary discolouration.
2. Protect – seal the finished surface, don't use harmful chemicals.
3. Maintain – concrete is a long term investment and with appropriate care enjoyment is ensured. We recommend ongoing care and maintenance is discussed with the concrete contractor.

about Hanson

Hanson is a world-leading building materials company.

With a broad range of aggregate, concrete and pre-cast concrete products, supported by our global strength, national coverage and local presence, if you need the job done – we'll make it happen.

For more information on how we can help you with your home, talk to your Hanson Imagecrete® representative or visit www.imagecrete.com.au

Disclaimer

Concrete is a blend of aggregates and other natural materials which may change the appearance and availability from region to region.

Hanson strongly suggests before you make a decision that you contact the Hanson Imagecrete Representative in your region for more information about ordering, colour availability and to view a sample. Not all colours in the brochure may be available in your region, especially those identified as requiring off-white cement.

Hanson reserves the right to alter, remove or replace these products without notice.

For further advice, contact your local Hanson Imagecrete representative on:

13 2662 (13 CONC)

www.imagecrete.com.au

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