shape your space
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, birds 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.

making your house a home comes down to one thing

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:

- **Imagecrete expose**
  - A robust mix, exposing the rich texture and natural charm of aggregates.
  - Enhance with imagecrete colour™

- **Imagecrete colour**
  - A customised range of full-depth and lively coloured concretes.

- **Imagecrete polish**
  - Natural or polished finishes reflect the seamless elegance of natural stone.

shape your space
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Explore how Imagecrete® can help shape your home

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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 minimal 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 aggregates to suit your own style.

form meets function

Kitchen

stylish, practical solutions

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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 to be to begin with, thanks to the robust yet smooth final finish that is comfortable for bare feet and simple to clean.

**Living area**

custom-designed comfort

Elegance to earthy charm
Your bathroom is your inner sanctum – a place to relax, indulgence 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.

**Bathroom**

**contemporary oasis**

Your bathroom is your inner sanctuary – 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.

**personal touch**

**Wall - Mitchell (VIC)**

**Floor - Raven (NAT)**
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.
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.

Garden enhance paradise

living colour
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.
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 keep 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.
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. Aggregate used in the Imagecrete® Decorative Concrete range is a product of nature therefore some variation in appearance and consistency may occur. Test panels are recommended to assess consistency of colour. Techniques, surface finish, distribution of aggregates and concrete placement.

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

Types of finishes

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

Light Exposure

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

Broom finish

Choose from a wide array of different finishes before you begin to see how your Imagecrete® display product? When do you use a reputable contractor? Hanson strongly recommends that only reputable contractors be used to place and finish Imagecrete® decorative range.

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

Heavy Exposure

This exposes the coarse aggregate. Reveals more stone, resulting in greater texture.

Polished

This involves the application of an even layer of a hardener which then needs to be polished. The concrete is machined for a longer period of time using finer abrasives until the surface is extremely glossy and reflective.

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Protect – seal the concrete to prevent discolouration. Ensure bleed water is collected. Don’t add water – use reputable contractors. Hanson recommends that only reputable contractors be used to place and finish Imagecrete® decorative range.

Find out more – 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.

Select

1. Plan

2. Place

3. Prepare

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. Coloured water is released from surfaces that have been exposed, polished, or smooth depending on the tool used to impart the pattern.

2. Tools – metal tools such as brooms, sponges, or brushes can be used to place and finish Imagecrete®

3. Maintain – concrete a long term investment and with ongoing care and maintenance enjoyment is ensured. We recommend discussing 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. Hanson reserves the right to alter, remove or replace these products without notice.

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For further advice, contact your local Hanson Imagecrete representative on:
13 2662 (13 CONC)
www.imagecrete.com.au