



SwedeBro - Epoxy Floor Coatings

As told by CHAD HANSON President of SwedeBro

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Concrete, for all its blessings as a flooring material, has its shortcomings. It is too brittle to hold a texture for very long in a heavily traveled area, so it may fail to offer ideal traction to throngs of shoppers or hurrying workers. It doesn't repel water, oil, or any other liquid to which it may be exposed through regular use. Finally, concrete looks rather drab on its own. Vast expanses of slate gray flooring don't do much to "pretty up" a place.

There is a perfect concrete coating to suit any application. Yet determining precisely which coating that is, takes a great deal of expertise — as does applying it. Fortunately, we have SwedeBro on our side. Since 1999 the family-owned business has completed over 1,400 concrete coating projects, totaling over two million square feet. Their clients are nearly as diverse as the coatings they have applied, and include healthcare, education, government, commercial, industrial and hospitality.

"My father Larrie had worked in the computer chip industry until his employer got bought out in the mid-nineties," said Chad Hanson, President of SwedeBro. "He wasn't ready for retirement, and I wasn't happy with the medical sales job I took right out of college, so the two of us decided to go into business together.

"We saw great potential for concrete coating throughout the Midwest, and that also appealed to my father's love for technical things. We bought into a franchise based in Florida, received our training there, and at that point only had to pick a name. You might imagine the name 'Hanson' was already heavily used by a lot of companies in Minnesota, but 'SwedeBro' — a perfect name to reflect our Swedish heritage and family business — was available.

"We quickly grew out of coating single family houses' patios and garage floors and moved up to commercial and industrial clients. By 2007 we began sourcing our coatings exclusively through Sherwin-Williams. The variety and quality of their coatings are both outstanding, and their representatives give us amazing support as we select just the right application for any project.

"Concrete coating technology has advanced a lot during the time SwedeBro has been in business. Whether our client wants a certain style of coating to match the aesthetics of their building, a specific degree of light reflectivity, a treatment that will stand up to heavy moisture or other liquids, or any combination of those benefits, we're ready to work out the specifics and identify the most effective solution on the market for their unique needs.

“We have taken care of some pretty unusual projects over the years. The booking area of the St. Anthony City Jail immediately comes to mind. It was like a river was rising through its floor, absolutely saturating the vinyl tile to the point where there was standing water. Even Sherwin-Williams had never seen such a high moisture rating before, but sure enough they had a breathable coating that is still effectively mitigating the problem ten years later.

“We frequently apply coatings to parking lots and ramps. There is a project where we sealed the parking deck of a senior housing facility in Nokomis, where salt water had been leaking all over the residents’ luxury cars. You can imagine what a relief it was for the staff to stop receiving complaints about that.

“We were honored to join the Minnesota Service Cooperatives as their approved epoxy floor coatings vendor in 2014. The co-op was formed to give schools greater purchasing power so they could negotiate better deals with contractors. They exhaustively researched the work we had done for our current and former clients including the Hilton Minneapolis and the YMCA in Willmar, and they were impressed by our track record and the discounts we offered on our work. That eventually led to our partnership with MnDOT, another great client for a company like ours.

“Then recently we were awarded the Minnesota State Contract for Fluid Applied Coatings (Contract #178979). Having been vetted by both the Service Cooperative and the State of Minnesota is something we are very grateful to have received.

“We have a lot of experienced team members, like our director of marketing John and estimator Cory who have both been with us since nearly the beginning. Our installation guys are highly detail-oriented and enjoy the variety of work we get to do.”

“Still, to do our very best work, we always want to establish long-term relationships with our clients. Sometimes we must do a rush job, like the one we just performed for a dealership that could only remain closed for a weekend. Sometimes we’re asked to take care of a surface like no one in the industry has ever coated before – you would be surprised by what’s out there. And occasionally someone will just fail to notice the caution tape we use to cordon off floors that are still curing. In any cases like those we are ready to return to the jobsite, fast, to make things right for our client. No exceptions.

“Our business philosophy pretty much boils down to what Jesus said during His Sermon on the Mount: ‘Do unto others as you would have them do unto you.’ Caring for your neighbors takes many forms. Doing honest, high-quality work is surely one of them.”

To learn more about SwedeBro’s comprehensive approach to concrete coating and request a free estimate, please visit swedebro.com.