

EST. 1995

# UNIVERSAL

## WHITE CEMENT®

Manufacturing & Distribution



The Latest In Swimming Pool Interior  
Finish Materials And Supplies

[UniversalCement.com](http://UniversalCement.com)



Best  
are th  
White  
publish  
product a  
stunning c  
that stand  
Arizona-bas  
Cement™  
swimming po  
our trademark  
Blended White

The unmatched  
stability and work  
patented pozzol  
cement made Uni  
Cement a leader  
both residential and  
commercial interiors  
precast and  
cement products.

**Universal White Cement** was built by craftsmen who continually searched for ways to improve the aesthetics and durability of swimming pool finishes. This history of passion for perfection has led to the creation of a universe of superior products developed by the people who truly understand the requirements and possibilities in terms of beautiful water reflection and long-lasting quality.

Beauty, strength and durability are the hallmarks of Universal White Cement Company™.

Established in 1995 with one product and a goal of creating stunning custom pool finishes that stand the test of time, Arizona-based Universal White Cement™ revolutionized the swimming pool industry with our trademark Universal Blended White Cement™.

The unmatched strength, stability and workability of this patented pozzolan blended cement made Universal White Cement a leader in creating both residential and commercial pool interiors as well as precast and architectural cement products.

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*Manufacturers and Distributors of the Highest Quality Swimming Pool Interiors and Supplies*

## The Universal Difference

Ongoing research and innovation to meet consumer needs of today's modern world.

Creating installer and environmentally friendly products.

Supplying all pool interior products, raw materials and accessories.

Sourcing of our own raw materials.

Excelling in customer service.

Historically successful product lines: Finest Finish Blends & Gemstone Pool Surfaces.



## OUR STORY...

**Our President Randy Liljenquist** began his pool plastering career in his teenage years in Southern California with one of largest pool plasters at that time. Inspired to own his own company he became one of the first original Pebble Tec® applicators in the Phoenix, AZ market and over the years helped to train hundreds of crews all over the country perfecting the interior pebble finish installation technique.



**Randy Liljenquist**  
President- Universal Cement

Randy established Universal White Cement Company™ in 1995 with one product in mind, Universal Blended White Cement™. This patented pozzolan blended cement offered the pool plasterers greater durability, workability and increased cement strength. With the success of our Blended White Cement, Universal has researched and developed other high performance products and admixtures for the pool market and white cement pre-cast industry.

With high consumer confidence Universal went on to develop the superior interior finish lines known as Finest Finish Blends™ and Gemstone Pool™ Interior Finishes which continue to be the choice of the industry's best applicators.

As a long standing member of the National Plasterers Council we pride ourselves in staying true to the trade and being a leader in innovation of the most superior pool finishes on the market.

**FOR POOL PLASTERERS BY POOL PLASTERERS**



## Meet the Team...



**Ryan Liljenquist**  
Vice President



**Kelly Liljenquist**  
Technical Support



**Astrid Petersen**  
National Sales & Marketing Mgr



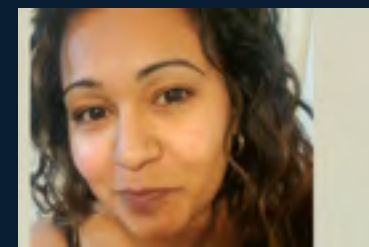
**Jayme Chapman**  
California Sales



**Rodney Gutierrez**  
Texas Sales



**Dave Bledsoe**  
Texas Sales



**Ashley Reyna**  
Office & Accounts Mgr



**Racheal Reyna**  
Sample Division Mgr

# UNIVERSAL WHITE CEMENT

## ...A High Performance Custom Blend

Universal Blended White Cement™ is a high performance cement that contains a Universal White Cement patented formula of natural and highly reactive pozzolans. Pozzolans are found in geologic deposits and are an effective method used to improve the quality of cement.

When cement reacts with water it undergoes two major reactions. One reaction is the formation of calcium hydroxide compounds which are porous, unstable and are easily susceptible to aggressive water and chemical attack. Calcium hydroxide can amount to as much as 25% of the cement, by volume.

The unique blend of pozzolans in the Universal White Cement™ react with the calcium hydroxide and turn it into a fibrous cluster like network forming a dense cement matrix. The improved water tightness reduces the amount of water and chemicals that can infiltrate the cement matrix and cause its early deterioration and breakdown.

Reducing the amount of calcium hydroxide...  
The unique blend of pozzolans in the Universal White Cement™ react with the calcium hydroxide and turn it into a fibrous cluster like network forming a dense cement matrix.  
...the key to a stronger and longer lasting cement.



**Our P3 Cement** functions more like standard industry white cements, having only 1 pozzolan to help with pumping and adding body to the cement. This works well for those that use any of our Plaster Matrix, Pebble Matrix or Craze Guard additives or already have an additive that your crew likes.

**ITEM# CEM-NON5**



### Packaging info:

90 lb bags  
35 bags per pallet  
Available Glendale AZ,  
El Paso TX, Rio Grande TX



**Our Summer Blend** is an installer favorite and a perfect solution for the hot summer season with a blend of pozzolans for increased workability as well as durability. The pozzolans help to hold pebble in place during the exposure process. The pozzolans reduce ASR and improve the surface's resistance to chemical attack from aggressive water chemistry. Additionally the pozzolans slow the set time giving an additional 15 to 20 minutes of work time before the cement sets allowing you to improve your quality during the hot summer.

**ITEM# CEM-SUM**



**Our Winter Blend** uses less pozzolans than the summer cement for a quicker set time in colder temperatures yet exhibiting many of the positive qualities of our Summer Blend.

**ITEM# CEM-WIN**

# ADDITIVES

## ... The "Secret Sauce" that Creates High Performance Materials

Developed specifically for the swimming pool industry to strengthen plasters and finishes, to reduce curing time, and to increase matrix density, creating the perfect formulation for a reliable high performance product that is second to none.



*"Time & Temperature Matter"*

Control Set/Control Quality

As temperatures climb, portland cement products set faster. The result is less time is available to the applicator to pump, place, and work the material to achieve the desired finish. THIS IS THE TIME to add Universal ICE Set Delay into every job.

The ability to optimize a material's pump-ability, workability, and finish-ability, becomes critical at higher temperatures. In order to achieve a good quality and durable finish, vital set-enhancing ICE Set Delay IS A MUST.

ICE Set Delay is unmatched in the industry for providing technicians an extended set time allowing the ability to optimize every beneficial and needed characteristic. Extending the time of set ensures greater control and/or enhancing of the following vital characteristic:

- Better pump-ability
- Better finish-ability
- Serves as a troweling aid
- Controllability of set
- Decreased shrinkage cracking
- Increased density
- Optimized hydration
- Enhanced durability

While the optimum dosage depends on prevailing conditions (temperature, humidity, wind, substrate absorption, mix design, etc...) Each packet or scoop allows typically 15 minutes of extra time.

**Bucket ITEM# ADD-ICE**

**Bag ITEM# ADD-ICE-PCK**



Please visit our website for MSDS and usage information [UniversalCement.com](http://UniversalCement.com)



### Packaging info:

8 bags per case or  
5 Gallon bucket with scoop

## Craze Guard – For Silica Finishes



*"Preserve a Clear Finish"*

## CRAZE GUARD

A combination of pozzolans and polymers designed for reducing crazing and cracking on marble, quartz and pebble finishes.

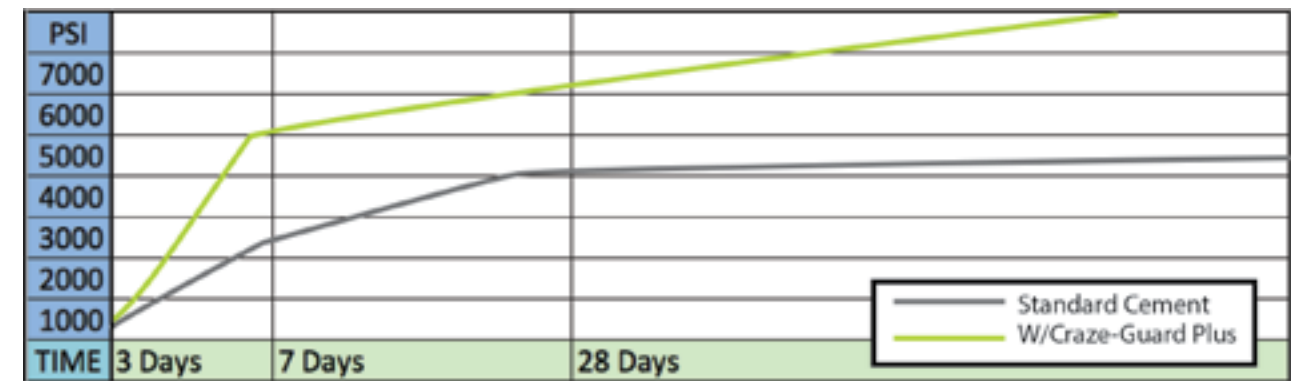
### BENEFITS:

- Pumps like Plaster works like Plaster
- No additional Pump Aids necessary
- Complements other Pozzolan Blended Cements
- Adds Strength and Durability to any Quartz Finish

### PROTECTION:

High strength is critical during the early stages of cement development known as curing. Studies have found that high early strength in cement is the key to protecting the cement against future attacks that can cause its deterioration.

### PSI COMPARISON



**ITEM# FF-ADD-CRZG22**

Please visit our website for MSDS and usage information  
[UniversalCement.com](http://UniversalCement.com)



### Packaging info:

20 lb bags  
70 bags per pallet

## Strengtheners...



*"Build in Durability"*



### PLASTER MATRIX

Stengthens your plaster pool interior finish naturally.

### PROTECTION:

High strength is critical during the early stages of cement development known as curing. Studies have found that high early strength in cement is the key to protecting the cement against future attacks that can cause its deterioration.

### PREVENTION:

Long-term durability is reached by the patented blend of possolans that transform the weak clacium hydroxide, normal in cement into a denser cement matrix. Reducing the amount of calcium hydroxide is the answer to a stronger and longer lasting cement.

### CALCIUM HYDROXIDE CONTENT



ITEM# FF-ADD-PLAMX14

Please visit our website for MSDS and usage information [UniversalCement.com](http://UniversalCement.com)



### Packaging info:

14 lb bags  
70 bags per pallet

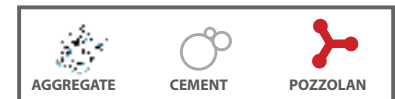
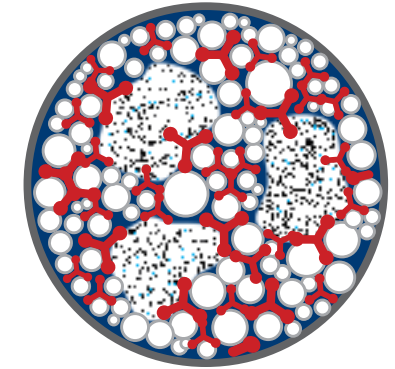


*"Build in Durability"*

### PEBBLE MATRIX

Increase your pebble durability naturally.

Pebble and Quartz aggregates are being used today in pool mix designs to help create more durable pool surfaces. Pebble Matrix™ was developed to produce a high performing cement to complement exposed aggregate finishes.



**"A denser cement matrix is the key to a longer lasting pool finish."**

When durability and a long lasting pool finish are important factors in your decision ask your contractor to add Pebble Matrix™.

- Formulated Ingredients
- Superior Bonding Capabilities
- High Early Strength
- Denser Cement Matrix
- Reduced Check Cracking
- Additional Working Time
- Long Lasting Pool Finish

ITEM# FF-ADD-MTX



### Packaging info:

30 lb bags  
48 bags per pallet

## Set Accelerators...



### NON-CHLORIDE ACCELERATOR

1 Gallon/4 per case

ITEM# ADD-CAL-LQ



### CALCIUM PRILLS

50 lb bags/50 bags per pallet

ITEM# ADD-CAL

## ...Strengtheners

Strengthen, protect and add density, naturally with U-ADD-POZZ, Plaster Matrix, and Pebble Matrix.



### U-ADD-POZZ

*"Build in Durability"*

#### U-ADD-POZZ

Plaster/Marcite Admixture

Strengthen your pool's interior finish naturally.

Universal's U-Add Poz™ is a plaster/marcite admixture that will turn the standard cement used in pool finishes into a high performance product. It will make your pool's plaster, pebble or quartz finish stronger and last longer.

U-Add Poz™ was specifically developed for the swimming pool industry. It is the only patented blend of pozzolans and has been installed in over 100,000 pools since 1995. What makes U-Add Poz™ unique is the formulation of different natural pozzolans that are combined in the correct percentages for the maximum results.

The blend of natural pozzolans in the U-Add Poz™ consume and reduce the amount of calcium hydroxide, a normal by product of cement which is weak and can be the cause of many problems. Calcium hydroxide forms voids, which are unstable, weak, porous and are easily attacked by chemicals and aggressive water. Pozzolans reduce the amount of calcium hydroxide and turn it into a cementitious material forming a denser and tighter matrix. The improved water tightness significantly reduces the amount of water and chemicals that can infiltrate the plaster and cause the deterioration of cement. The increased strength of the plaster will provide many years of pool enjoyment.

- Turn ordinary cement into high performance cement.
- Reduce the amount of calcium hydroxide.
- Forms a tighter dense matrix for improved water tightness.
- Increased strength and durability of plaster.



#### Packaging info:

14 lb bags  
70 bags per pallet

ITEM# FF-ADD-UPOZ

## SANDS

#### ULTRA WHITE SAND:

This exquisite white crushed marble sand is void of dirty specks common in other pool sands. Ultra White Marble Sand™ is 98% pure, the whitest available in North America and creates a very white interior pool finish giving the pool water a crisp blue refreshing look. Used in Finest Finish Island Series.

ITEM# SAN-WHT-100



#### POOL MIX

Pool Mix is a standard pool marble sand that is widely used and available for plaster finishes. Color clarity varies, "salt and pepper" type impurities are a natural inheritance of this type of sand.

ITEM# SAN-WHT-IMY-100

#### DECK SAND

Available in 65,100 and 200 Grit

Universal's Deck Sand is used in acrylic decking applications, self-leveling concrete and counter tops.

ITEM# SAN-WHT-DCK



#### Packaging info:

Ultra White Sand:

Glendale, AZ and El Paso, TX:  
94 lb bags, 35 bags per pallet  
Rio Grande, TX:  
94lb bags, 40 bags per pallet

Pool Mix:

100 lb bags, 30 bags per pallet

Deck Sand:

100 lb bags, 30 bags per pallet

## NATURAL PEBBLES

Universal White Cement has a wide variety of available Natural Pebble Aggregates from sources such as beaches, rivers and mines. Due to nature's process, these stones are worn smooth to create beautiful aggregate finishes.

### KOOLSTONE:

ITEM# Size 6/10: STN-KL-50-610

ITEM# Size 8/16 STN-KL-50-816



### WHITE:

ITEM# Size 6/10: STN-WHT-50-610

ITEM# Size 8/16 STN-WHT-50-816



### COASTAL WHITE MIX (Coastal):

ITEM# Size 8/16 STN-MIX-SWTX



### GOLD:

ITEM# Size 6/10: STN-GLD-50-610A

ITEM# Size 8/16 STN-GLD-50-816



### Packaging info:

50 lb bags

56 bags per pallet

Call for size availability

*Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.*



### RED:

ITEM# Size 6/10: STN-RED-50-610

ITEM# Size 8/16 STN-RED-50-816

### AQUA STONE:

ITEM# Size 8/16 STN-AQASTN



### UNIVERSAL GOLD:

ITEM# Size 8/16 STN-UNIPB-50

### TROPICAL BLEND:

ITEM# Size 8/16 STN-TROP-50



### BLACK:

ITEM# Size 6/10: STN-BLK-50-610

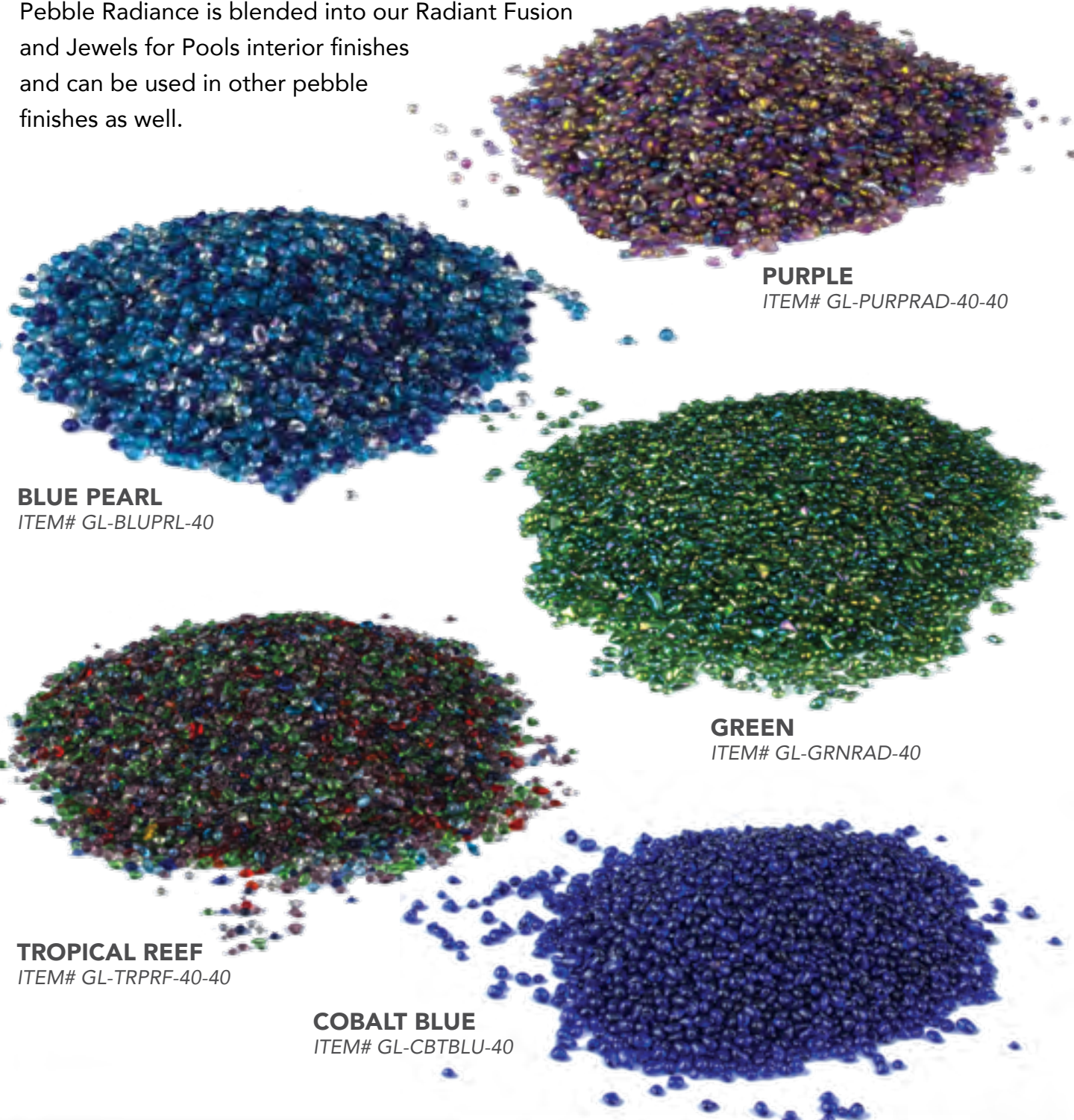
ITEM# Size 8/16 STN-BLK-50-816



# pebble radiance™

Enhance any pebble finish with the brilliance of Pebble Radiance™. Iridescent, multi-hued, gem-like pebbles captures sunlight, enhances water reflection and adds dramatic sparkle to any plain pebble pool surface.

Pebble Radiance is blended into our Radiant Fusion and Jewels for Pools interior finishes and can be used in other pebble finishes as well.



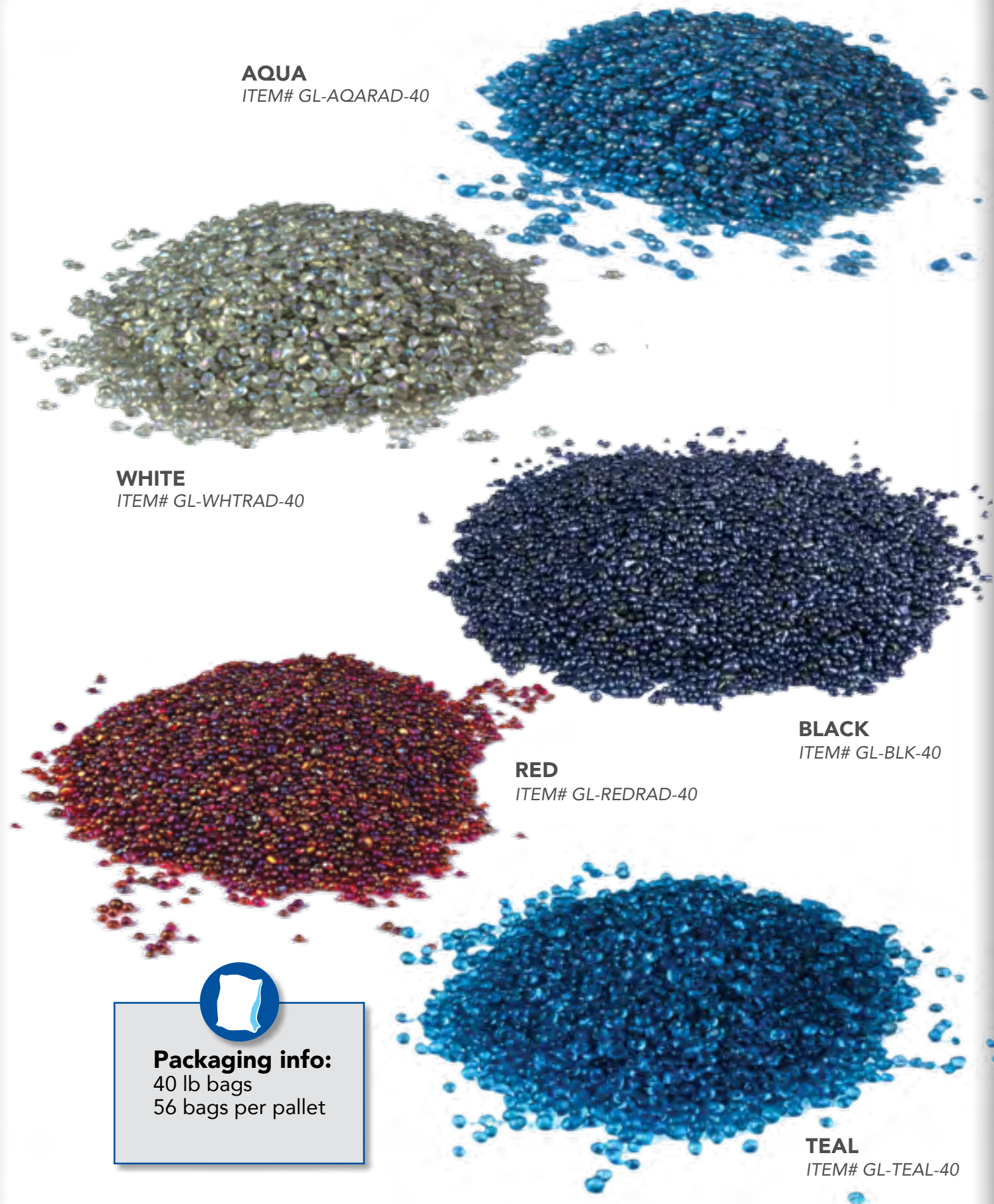
**BLUE PEARL**  
ITEM# GL-BLUPRL-40

**PURPLE**  
ITEM# GL-PURPRAD-40-40

**GREEN**  
ITEM# GL-GRNRAD-40

**TROPICAL REEF**  
ITEM# GL-TRPRF-40-40

**COBALT BLUE**  
ITEM# GL-CBTBLU-40



**AQUA**  
ITEM# GL-AQARAD-40

**WHITE**  
ITEM# GL-WHTRAD-40

**BLACK**  
ITEM# GL-BLK-40

**RED**  
ITEM# GL-REDRAD-40

**TEAL**  
ITEM# GL-TEAL-40



**Packaging info:**  
40 lb bags  
56 bags per pallet

Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.

## ABALONE & MICA - Adding sparkle

Our abalone is cultivated for the jewelry industry which helps reduce common impurities. Abalone can be added to any finish to give a bit of sparkle and is available in crushed or dust form.

**Shell** ITEM# ADD-ABA-SHL

**Dust** ITEM# ADD-ABA-ST

Mica Flakes to add additional effect to your interior pool finishes.

ITEM# ADD-MIC



### Packaging info:

Mica Flakes sold per lb



### Packaging info:

Available in Crushed or Dust  
3 lb bags, 10 bags per case



Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.

## PIGMENTS - Creating depth of color...

Universal White Cement offers a large variety of high-quality pigments to create custom swimming pool interiors. These colors are specifically manufactured for Universal White Cement and are used in both our Finest Finish Blends and Gemstone interior finish lines and can be used with other systems as well.

We work with experienced pigment manufacturers that are top-notch in the swimming pool pigment industry.



### Liquid Pigments

Available in:

<b>Black</b>	ITEM# DY-LQ-BLK
<b>Blue</b>	ITEM# DY-LQ-BLU
<b>Blue Pacific Coast</b>	ITEM# DY-LQ-BLPAC
<b>Caribbean</b>	ITEM# DY-LQ-CAR
<b>Kona</b>	ITEM# DY-LQ-KNA
<b>Tahoe</b>	ITEM# DY-LQ-THO
<b>Emerald</b>	ITEM# DY-LQ-EMD
<b>Battleship Gray</b>	ITEM# DY-LQ-BTGY

### Packaging info:

12 bottles per case



### Powder Pigments

Available in:

<b>Midnight Blue</b>	ITEM# DY-PW-MIDBL
<b>Lakeside</b>	ITEM# DY-PW-LKKBL
<b>Tropical Breeze</b>	ITEM# DY-PW-TRPBZ
<b>Sea Blue</b>	ITEM# DY-PW-SEB
<b>Aqua Blue/Laguna</b>	ITEM# DY-PW-AQBL
<b>Caribbean</b>	ITEM# DY-PW-CAR
<b>Tahoe</b>	ITEM# DY-PW-THO
<b>Sand</b>	ITEM# DY-PW-SAN
<b>Blue Jay</b>	ITEM# DY-PW-BLUJ
<b>Emerald Bay</b>	DY-PW-EMRLD
<b>French Grey</b>	DY-PW-FRCHGRY
<b>Irish Mist</b>	DY-PW-IRSMST
<b>Jade</b>	DY-PW-JADE
<b>Mauve</b>	DY-PW-MAV
<b>Sunset Red</b>	DY-PW-SUNRED
<b>Tanzanite</b>	DY-PW-TZT

### Packaging info:

10 batches per case

### Gemstone-Specific Pigments

<b>Obsidian</b>	ITEM# DY-GS-LQ-OBS
<b>Desert Coral</b>	ITEM# DY-GS-LQ-DSTCRL
<b>Aquamarine</b>	ITEM# DY-GS-LQ-AQMAR

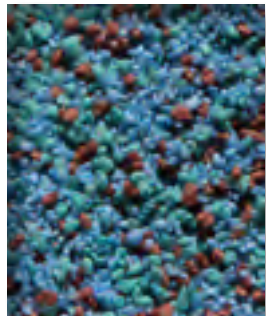
### Gemstone-Specific Pigments

<b>Crystal Blue</b>	ITEM# DY-GS-PW-CRYBL
<b>Blue Diamond</b>	ITEM# DY-GS-PW-BLUDMD

# QUARTZ

Adding ceramic color quartz can enhance any pool interior finish. We offer Estes colored quartz in a wide variety of colors and in three sizes.

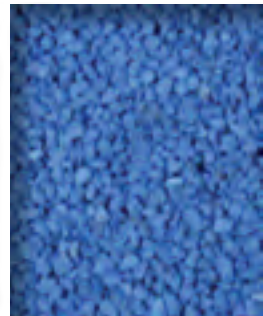
**T-Grade** – angular granule ideal for trowel applications



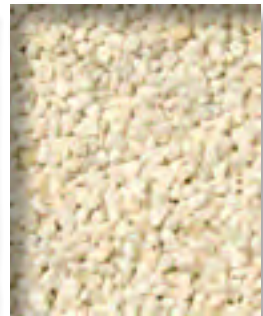
**Quartz Mix Blue/Red/Teal**  
ITEM# 3M-QTZ-MIX



**Teal**  
ITEM# 3M-TEAL-T



**Blue**  
ITEM# 3M-BLU-T



**White**  
ITEM# 3M-WHT-T



**Black**  
ITEM# 3M-BLK-T

**Accent** – A larger angular granule for decorative accents.



**Plum**  
ITEM# GSQTZ-PLUM-T-50



**Teal**  
ITEM# GSQTZ-TEAL-T-50



**Blue**  
ITEM# GSQTZ-BLU-T-50



**Jade**  
ITEM# 3M-JADE-ACCNT



**Black**  
ITEM# 3M-QTZ-MX

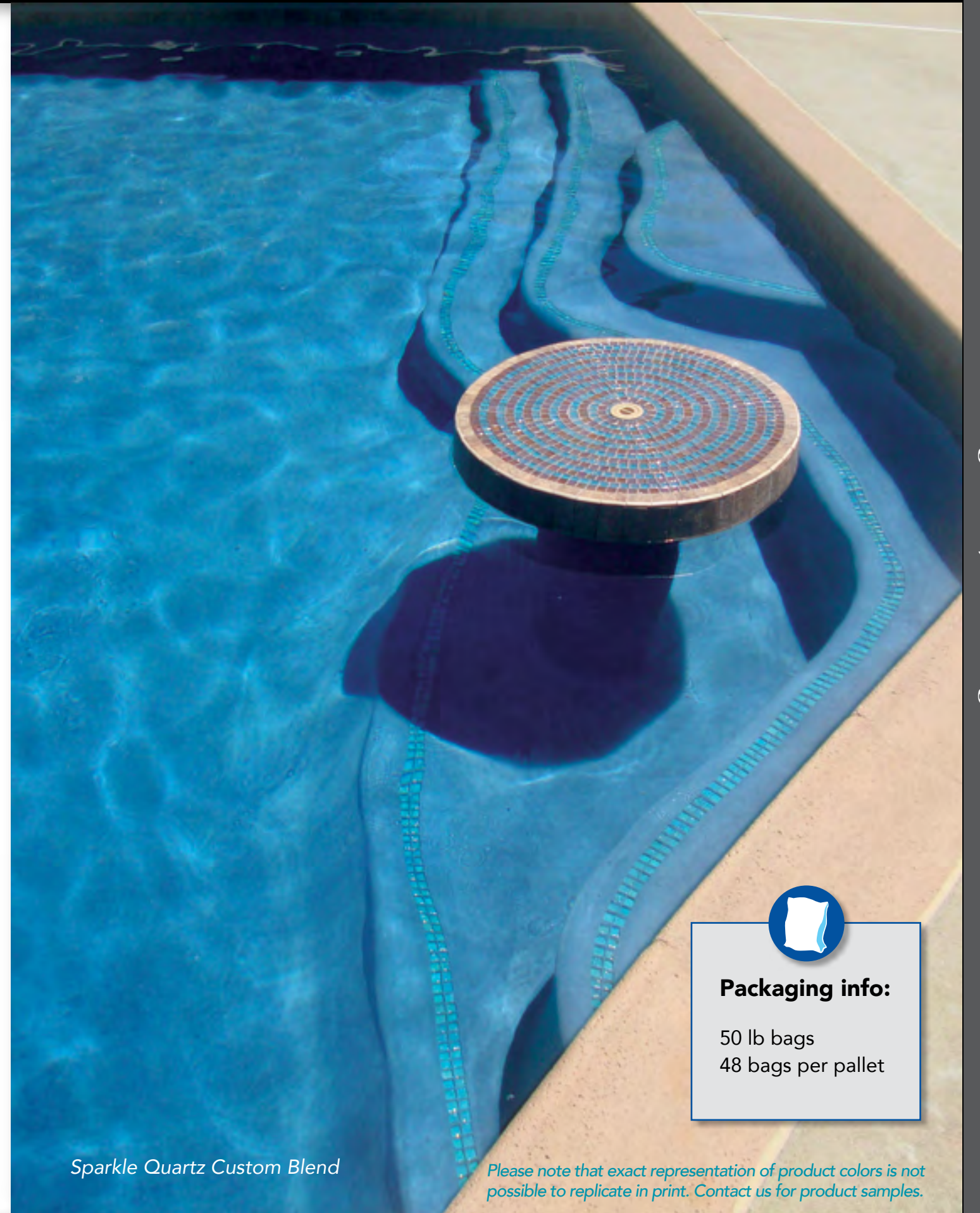
**S-Grade** – spherical granule ideal for broadcast systems



**Teal**  
ITEM# 3M-TEAL-S



**Blue**  
ITEM# 3M-BLU-S



*Sparkle Quartz Custom Blend*



**Packaging info:**

50 lb bags  
48 bags per pallet

*Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.*

# FINEST FINISH BLENDS.

**FINEST FINISH**  
RADIANT  
*Fusion*



White base  
ITEM# FF-RADFUS

**FINEST FINISH**  
ISLAND SERIES



White base  
ITEM# FF-WHT

**FINEST FINISH**  
MICRO  
*Fusion*



White base  
ITEM# FF-MCROBLD

**FINEST FINISH**  
SPARKLE QUARTZ SERIES



White base  
ITEM# FF-SPIRIK

**FINEST FINISH**  
ARCTIC COAST SERIES



White base  
ITEM# FF-ARCT

**FINEST FINISH**  
QUARTZ  
*Fusion*



White base  
ITEM# FF-QTZFN

**FINEST FINISH**  
SPECTRUM SERIES



Grey base  
ITEM# FF-GRY

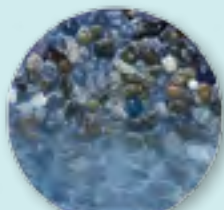
**FINEST FINISH**  
COMMERCIAL QUARTZ  
SERIES



White  
ITEM# FF-QUAR

Ultra Blue  
ITEM# FF-UTABLU

"JEWELS for POOLS"



Featuring  
pebble radiance

We offer the latest, most innovative products on the market today in a wide array of colors and textures to complement and complete any and every swimming pool design.

## Finest Finish Blend Products:

- Each series is white based
- Easy batch formulas by request
- Mix your truckloads
- Easy warehousing
- Interchangeable pigment colors
- Product warranty 7 & 10 year

Finest Finish Blends: proven to be the strongest and most durable pool finishes today.

**Color.**  
**Texture.**  
**Today.**



### Packaging info for Pre-blend white base:

80 lb bags  
36 bags per pallet



### Packaging info for Job Site mix:

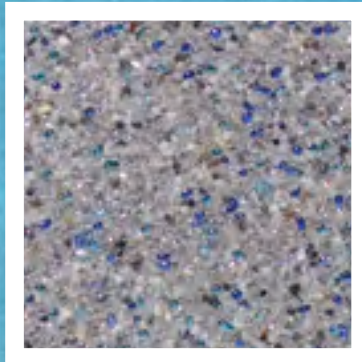
Follow Barch formula

For all product information, including color options and project gallery, please visit [www.FinestFinishPools.com](http://www.FinestFinishPools.com). Please note that exact representation of product colors is not possible to replicate. Contact us for product samples.

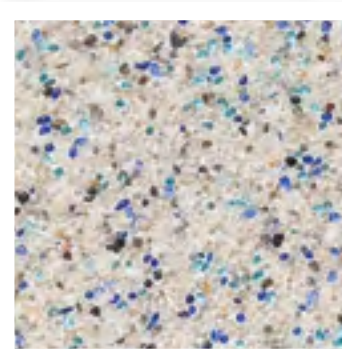


The newest, innovative, most modern blend available in today's market. We use the smallest-sized micro pebble enhanced with 25% radiant brilliance of iridescent, multi-hued, gem-like glass crystals of Pebble Radiance and abalone shell. Vibrant water hues and ultra smooth finish completes the look and feel of this new interior pool finish.

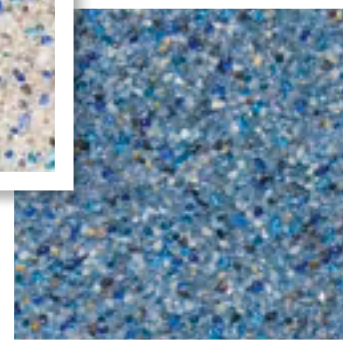
**WHITE BASE ITEM# FF-RADFUS**



**Silver Lining**  
(French Grey)



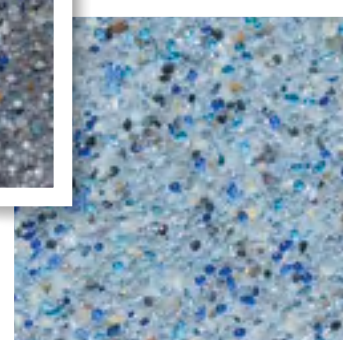
**Radiant Fusion White**



**Regal Blue**  
(Laguna)



**Indigo Crush**  
(Tahoe)



**Blue Frost**  
(Lakeside)

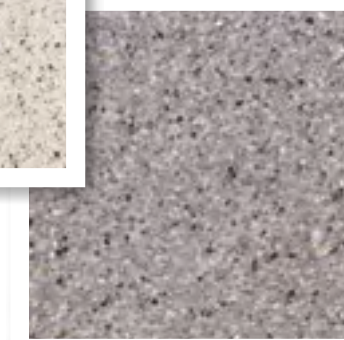


The newest innovation in interior pool finishes, this modern blend uses the smallest sized micro Pebble in today's market. The ultra silky smoothness and ambiance of dancing abalone shell, in your choice with five vibrant colors makes this your next interior pool finish.

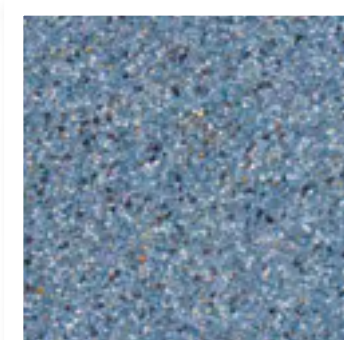
**WHITE BASE ITEM# FF-MCORBLD**



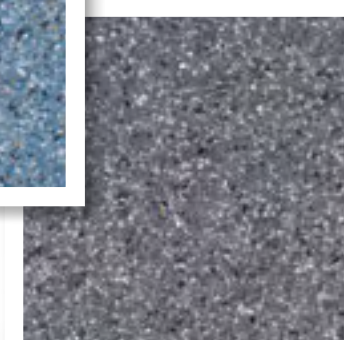
**Micro Fusion White**



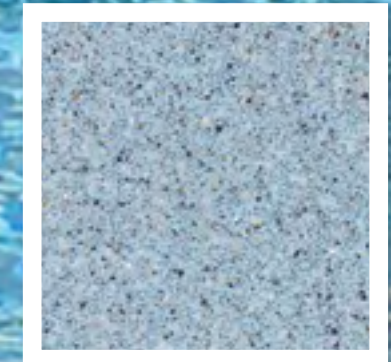
**French Grey**



**Laguna**



**Tahoe**



**Lakeside**

Please note that Radiant Fusion and Micro Fusion come in a white base. Item numbers for pigments are on page 19.

Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.

## A WORD ABOUT OUR COMMERCIAL PRODUCTS...



Commercial White

We have a wide variety of Commercial and Architecturally pleasing Interior Pool Finishes that have been used in many commercial applications across the country.

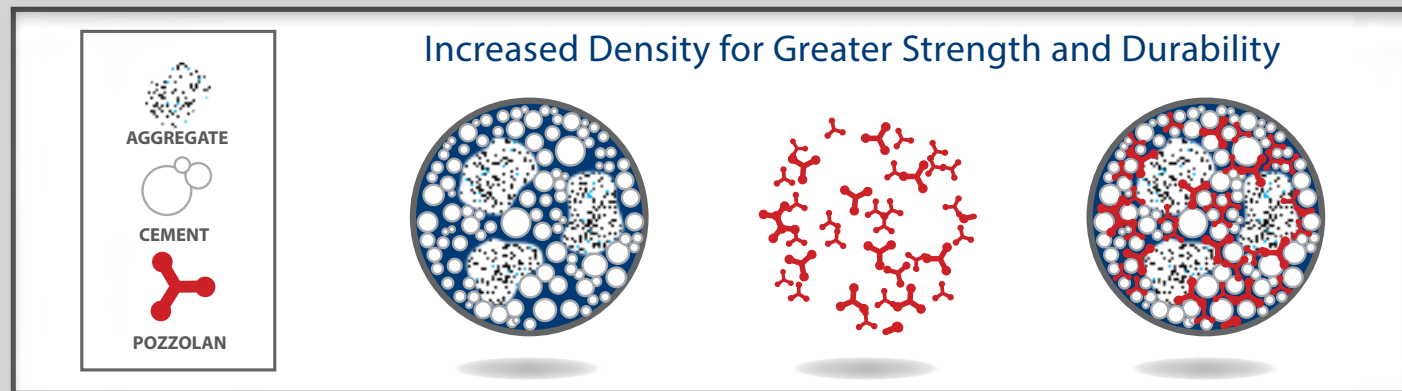
Cement, a very important ingredient in these mixes is considered to be the glue that holds together the aggregates. Developing a stronger bond to the aggregate and creating a denser cement matrix is vital to producing a long lasting surface.



Koala Landing Resort - Kauai

## A High Performance Custom Blend...

The Foundation of all our Products



**“The unique blend of pozzolans in Universal Blended White Cement react with the calcium hydroxide and chemically change it into a cluster-like network forming a dense cement matrix”**

The improved tightness reduces the amount of water and chemicals that can infiltrate the cement matrix and cause its premature deterioration. Reducing the amount of calcium hydroxide is the key to a stronger and longer lasting cement. Universal Blended White Cement naturally accomplishes this task, leaving you with bright white, high quality, strong and durable cement that is extremely workable.

Extends finish time  
Increases workability  
Increases strength & durability  
Improves resistance to sulfate (salt) attack  
Helps eliminate premature sets

Reduces alkali silica reaction (ASR)  
Reduces chemical attack  
Reduces efflorescence

Our high performance products are well suited for withstanding the harsh chemical environments of commercial pools.

From our pre-blended Finest Finish Blends formulas to our components for job site mixes we have finishes to suit any project.

**COMMERCIAL JOB SITE COMPONENT MIXES:**

**Plaster & Pebble**

Our Cement Blends are installer favorites and a perfect solution for all seasons with a blend of pozzolans for increased workability as well as durability. The pozzolans help to hold pebble, aggregate and quartz in place.

*Always use Universal White High-performance patented pozzolan blended Cement in formulas.*

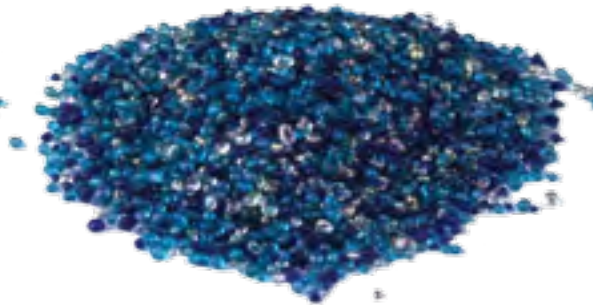
**PLASTER MIXES**  
ASTM PSI test  
6100 PSI



**Plaster Mix - White**  
98% Ultra-White Marble Sand

**PEBBLE MIXES**  
ASTM PSI test  
10950 PSI

pebble radiance



**Pebble mixes - White Sand with 5% Pebble Radiance**

**Koolstone white Mini 8/16**  
Pebble Radiance 5% Blue Pearl



**White Mini 8/16 with**  
Pebble Radiance 5% Blue Pearl



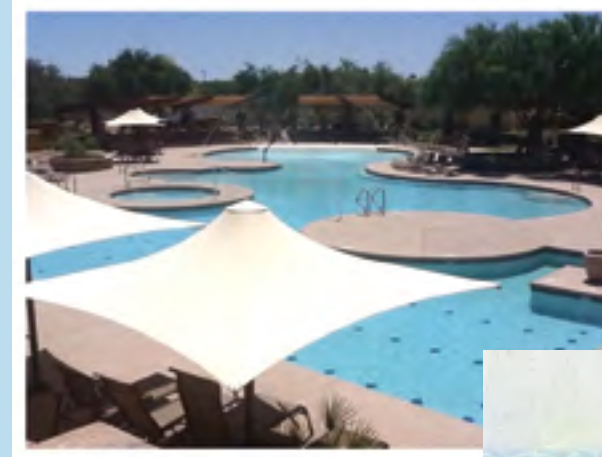
**PRE-BLENDED COMMERCIAL MIXES:**

Universal Blended White Cement is the glue that holds all of our Finest Finish Blends together, creating pool interior finishes with superior strength and durability.

The patented pozzolanic cement is pre-blended into all of our commercial mixes. You can guarantee your swimming pool finish will stand the test of time with lasting beauty.

**Simplicity and quality control in one bag!!**

**Pre-blend - Quartz Blend Mix**



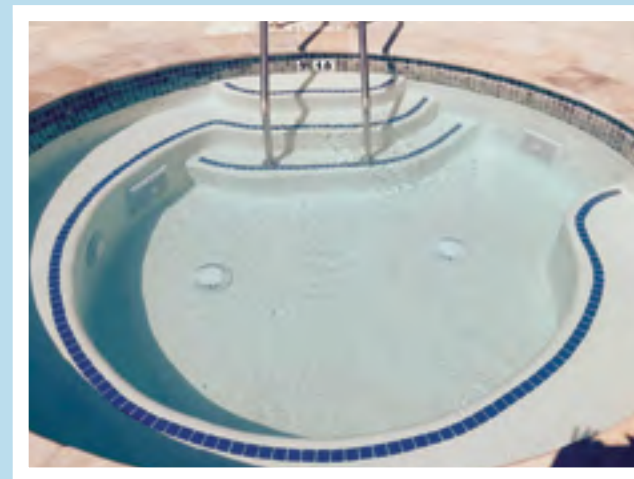
Commercial Quartz  
White



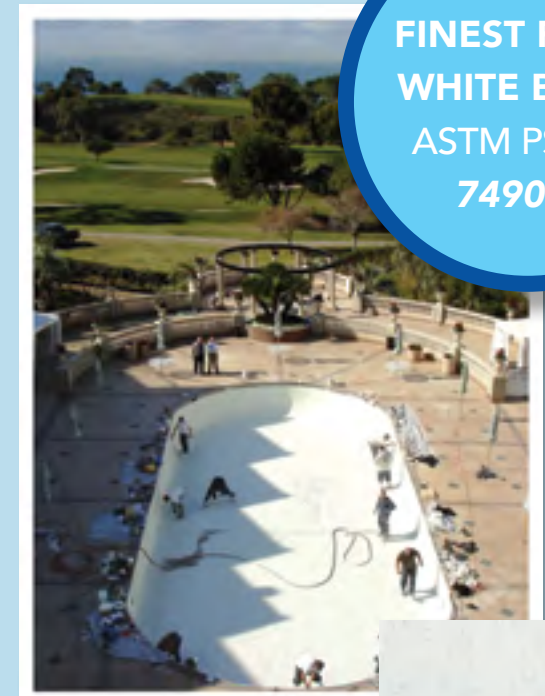
Commercial Quartz  
Ultra Blue

**COMMERCIAL QUARTZ BLEND**  
ASTM PSI test  
9550 PSI

**Pre-blend - Marble Blend Mix**



Commercial Quartz White  
White



**FINEST FINISH WHITE BLEND**  
ASTM PSI test  
7490PSI

Finest Finish White

*Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples, packaging information and batch formulas.*



# GEMSTONE™

UNPARALLELED EXCELLENCE IN POOL INTERIOR FINISHES

The rich selection of Gemstone Exposed Aggregate Pool Surfaces is the culmination of years of cooperation among some of the world's finest swimming pool surface specialists.

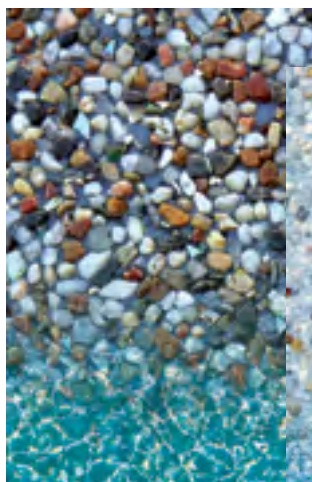
Only through the continued exchange and refining of ideas could these superior finish products have ever been created. Decades' worth of collective experience, problem-solving and careful study of raw materials and application techniques are behind every Gemstone product.

The result is the highest possible level of swimming pool finish available anywhere.

*Looking to be an authorized installer? Contact us! [GemstonePools.com](http://GemstonePools.com)*

## Job Site Mixes

Gemstone Series  
Tigers Eye Lagoon



Sandstone Series  
Crystal Blue



Designer Series  
Bahamas Jewel



Gemstone  
Jewels for Pools  
Blue Diamond



**5 Year  
Material  
Warranty**

**Packaging info for  
Job Site mix:**  
Follow Barch formula



## Pre-Blends

Radiant Fusion  
Radiant Pearl



**7 Year  
Material  
Warranty**

Commercial Quartz  
White



Micro Fusion  
White



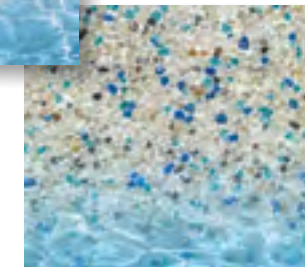
Commercial Quartz  
Ultra Blue



Arctic Coast  
(polished series)  
White



Quartz Fusion  
White



Sparkle Quartz  
White



**Packaging info for  
Pre-blend white base:**

80 lb bags  
36 bags per pallet

*Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.*





# BOND COAT™

## 1 COMPONENT DRY MIX

Bond Coat 1 Component system is a bonding system that uses the best acrylic resins mixed with a unique proprietary formulation that includes the finest cement and sand particles to give a durable layer ideal for allowing firm bonding between a properly prepped substrate and new plaster material. Specially designed and formulated to use as a bond coat when re-plastering swimming pools and spas.

### BENEFITS:

- Long-term bonding and waterproofing capabilities.
- Reduces labor and equipment costs
- Reduces material usage during plaster process.
- Smoother finish compared to conventional chip-outs thanks to a smoother substrate.
- Reduces mottling caused by uneven plaster thickness.
- Eliminates need for total pool chip-outs
- Compatible with all interior finish applications.
- Little to no re-emulsification after the initial 24 hour cure.
- Greatly reduces pop-outs/hollow areas.

### ITEM# ADD-BDCT

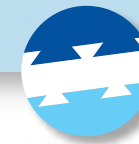
Installation instructions available on our website [UniversalCement.com](http://UniversalCement.com)



#### Packaging info:

55 lb bags  
56 bags per pallet

*Give Your Pool Finish A Proven Advantage:  
Increase Strength & Improve Durability*



# BOND COAT™ PLUS

## CONCENTRATE CATALYST

Use With BOND COAT PLUS

Bond Coat Plus 2Component system uses the best acrylic resins mixed with a unique proprietary formulation that includes the finest cement and sand particles to give a durable layer ideal for allowing firm bonding between a properly prepped substrate and new plaster material. Specially designed and formulated to use as a bond coat when re-plastering swimming pools and spas. Concentrate Catalyst is the binder to the Universal Bond Coat PLUS Dry Mix. The resultant properties present a very strong, long-term bond as it is also the binding waterproof membrane in a three coat application.

### BENEFITS:

- Long-term bonding and waterproofing capabilities.
- Reduces labor and equipment costs
- Reduces material usage during plaster process.
- Smoother finish compared to conventional chip-outs thanks to a smoother substrate.
- Reduces mottling caused by uneven plaster thickness.
- Eliminates need for total pool chip-outs
- Compatible with all interior finish applications.
- Little to no re-emulsification after the initial 24 hour cure.
- Greatly reduces pop-outs/hollow areas.

### ITEM# ADD-BDCT-2

### ITEM# ADD-BDCT-CAT

Installation instructions available on our website [UniversalCement.com](http://UniversalCement.com)



#### Packaging info:

2 Component Bond Coat:  
50 lb bags/48 bags per pallet

Catalyst:  
5 gallon buckets

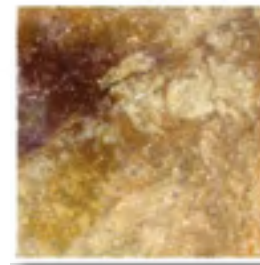
# TRAVERTINE

Travertine is a form of limestone deposited by mineral springs, especially hot springs. It comes in a variety of colors and combines the organic beauty of a natural material with greater strength and durability than concrete.

Enhance patios, swimming pool decks and walkways with the elegance and warmth of Travertine. The blends of rich, natural shades and variations as well as the durability make it an ideal material ideal for any outdoor living area.



Additional information available on our website: [UniversalCement.com](http://UniversalCement.com)



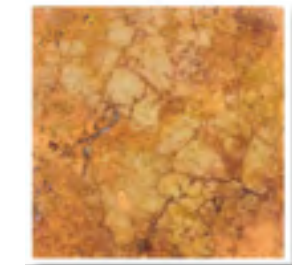
**Scabos**  
ITEM# T-SC-P-6x6



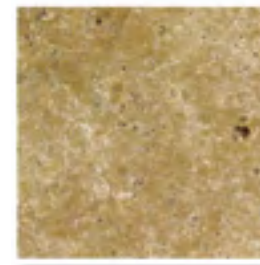
**Cream**  
ITEM# T-MX-PRDN-P-6x6



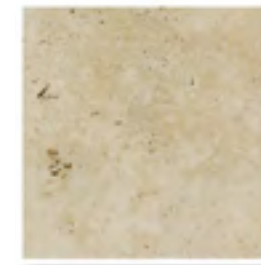
**Silver**  
ITEM# T-SLV-P-6x6



**Sedona**  
ITEM# T-MX-PHC-P-6x6



**Noche**  
ITEM# T-MONO-P-6x6



**Ivory**  
ITEM# TRAV-IVRY-6x6



**Picasso**  
ITEM# T-IVY-P-6x6



**Walnut**  
ITEM# T-WAL-P-6x6

**ROMAN PATTERN FORMULA EXAMPLE:**

57% 12x12 29% 6x12 14% 6x6  
 2000 SQFT \* .57 = 1,140 SQFT  
 2000 SQFT \* .29 = 580 SQFT  
 2000 SQFT \* .14 = 280 SQFT



**Chocolate**  
ITEM# T-MX-CHO-P-6x6



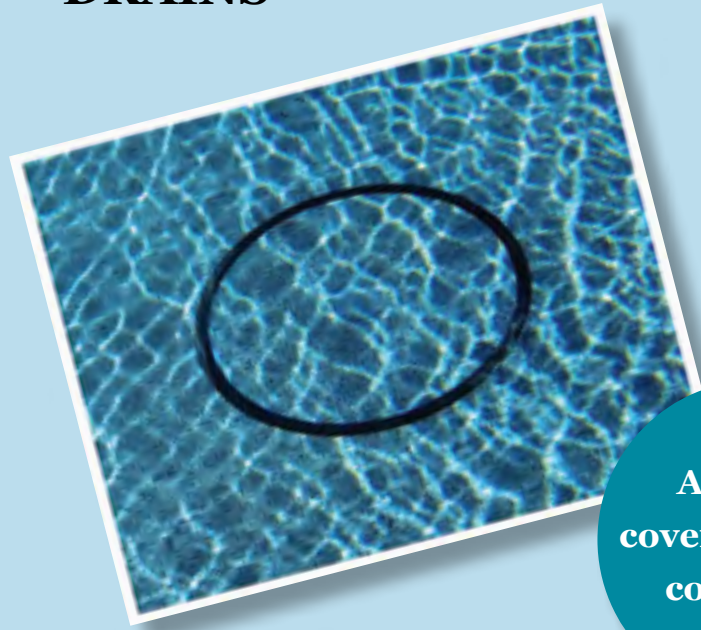
**Seashore**  
ITEM# T-MX-OND-P-6x6

Travertine is available in various tile sizes to fit different patterns layouts, and in coping. Samples shown on this page are 6 x 6 inches with corresponding item numbers.

Please contact us for more information, and ask is about setting materials. Universal Cement can supply you with all your travertine setting needs.

Please note that exact representation of product colors is not possible to replicate in print. Contact us for product samples.

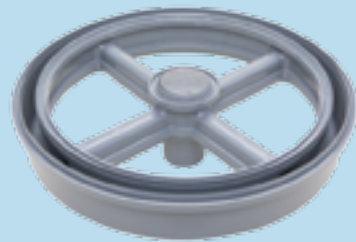
# DRAINS



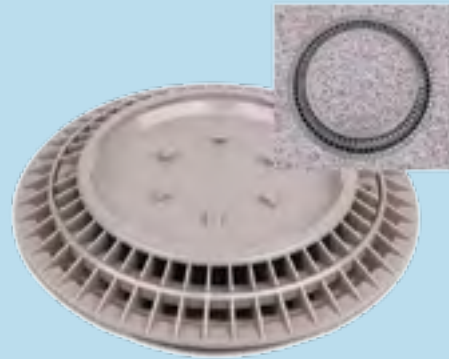
All drain covers are VGB compliant



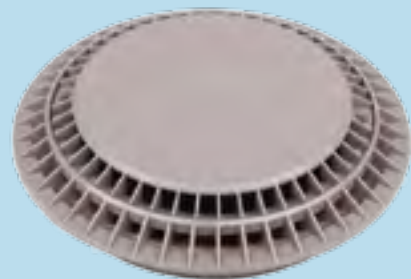
**SuperFlow 360 Pebble Top Drain**  
ITEM# PLA-MD-S360



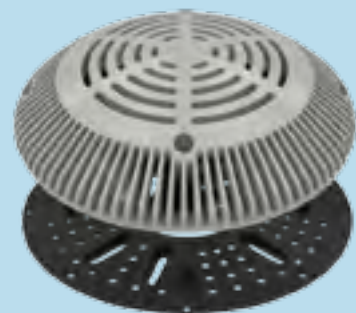
**Blue Square Eclipse Drain**  
ITEM# PLA-MD-ECL



**VGB Round Pebble top Drain Cover**  
8" ITEM# PLA-MD-WW-LGT-PT-8  
10" ITEM# PLA-MD-WW-LGT-PT-10



**VGB Anti Entrapment Drain Cover(8"/10")**  
8" ITEM# PLA-MD-WW-LGT-8  
10" ITEM# PLA-MD-WW-LGT-10



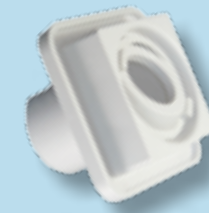
**Retrofit Drain Cover (8"/10")**  
ITEM# PLA-MD-RTFT

\*Please note: Drain and fitting item numbers are for color shown in picture. Please specify color when ordering.

# FITTINGS



**Flush Mount Return Fitting**  
ITEM# PLA-AF-A



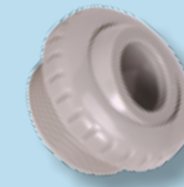
**Square Mount Flush Return Fitting**  
ITEM# PLA-AF-B



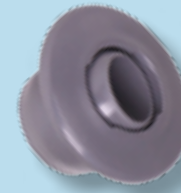
**Mushroom Return Fitting**  
ITEM# PLA-AF-C



**Threaded Wall (1.5 "/>**



**Threaded Eyeball Fitting**  
ITEM# PLA-AF-E



**Australian Return Fitting**  
ITEM# PLA-AF-F



**Rope Anchor Fitting**  
ITEM# PLA-RA



**Umbrella Sleeve Fitting**  
ITEM# PLA-US



**Water Stop Pipe Sleeves**  
ITEM# PLA-SL-ADAP



**Wall Step (set of 3)**  
ITEM# PLA-WS-WHT

Drains and Fittings are available in eight designer colors

Light Blue	Light Grey
Clear	White
Bone	Tan
Dark Grey	Black

OUR PRODUCTS - "Drains and Fittings, the Finishing Touch"

## TOOLS & ACCESSORIES

FOB Glendale AZ only

### Finishing Tools

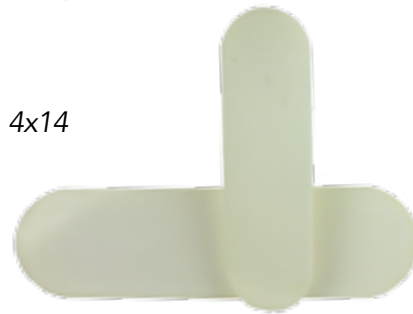


#### Hand Plastics

Small ITEM# PLA-PLA-TRO-SMALL  
Large ITEM# PLA-PLA-TRO-LARGE

#### Trowel Skinz

Available in 3.5 x 12, 3x10, 4.5x16, 4x14  
ITEM# HRWR-SKN



#### Trowels

Available in multiple sizes and rivets

#### CHROME DIPPED

ITEM# HRWR-TRO-C

#### SPRING STEEL

ITEM# HRWR-TRO-SPG

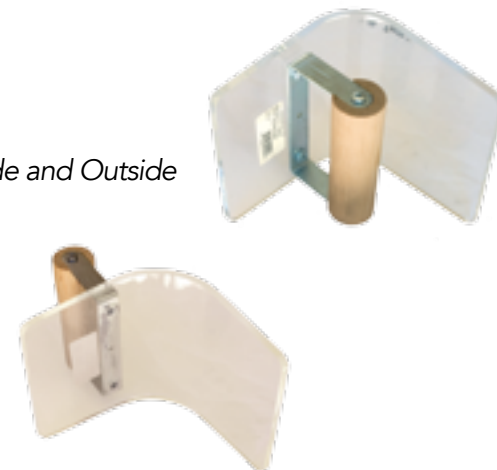
#### BLUE STEEL

ITEM# HRWR-TRO-BLU

#### STEP TROWELS

Available in multiple sizes Inside and Outside

ITEM# HRWR-TRO-STPIN  
ITEM# HRWR-TRO-STPOUT



#### Polisher

ITEM# HRWR-POLMAC



#### Wet Air Sander

ITEM# HRWR-POL



#### Backing Pad 7"

ITEM# HRWR-BCKPAD-3M

#### White Resin Polishing Discs

Available in 50 and 100 grit  
ITEM# HRWR-DIS-WR-7



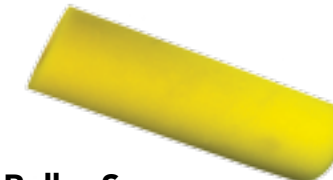
#### Polishing Discs

Available in multiple sizes and grits  
ITEM# HRWR-DIS-3M



#### Yellow Sponge

ITEM# ACC-SPNG



#### Roller Sponge

ITEM# ACC-RLSPNG

#### Elevator Bolts

Available in 2 or 4 pack  
ITEM# HRWR-ELVBTS



#### Cleat Spikes

ITEM# HRWR-SPK



#### Paint Roller

ITEM# ACC-RLHND



#### Plaster Cleats

ITEM# HRWR-PLSCLT

## Spray Equipment

**Spray Wand**  
ITEM# HRWR-SPYWND



**Booster Blocks**  
ITEM# HRWR-BSTBLK

**Spray Gun Handle with Trigger**  
ITEM# HRWR-SPGNTGR

## Extras



**Spa Ring**  
ITEM# HRWR-LGTRG

**Light Ring**  
ITEM# HRWR-LGTRG12

**Chisel**  
ITEM# HRWR-CHISEL



**Red Tape**  
ITEM# ACC-PLTP



**Clear Plastic Sheeting**  
ITEM# ACC-POLCLR

**Husky Plastic Sheeting**  
ITEM# ACC-POLBLK



## Safety Gear



**Rubber Gloves**  
ITEM# ACC-GLOVES-A



**Safety Glasses**  
ITEM# ACC-GLS



**Safety Gloves**  
ITEM# ACC-GLOVES-B



**Dust Mask**  
ITEM# ACC-DMASK

## Pump Parts



**Reversible Seat**  
ITEM# HRWR-RVST



**Male Adapter**  
ITEM# HRWR-MCAM



**Camlock 1.5", 2", 3"**  
ITEM# HRWR-CMLOC



**Thumb Screw**  
ITEM# HRWR-ARSTM



**Steel Balls (set of two)**  
ITEM# HRWR-STLBL



**Piston Cup**  
ITEM# HRWR-PIS-CLR



**Leathers**  
ITEM# ACC-LTHR



**Hopper Gasket 3/4 inch**  
ITEM# HRWR-HPGSK-3/4



**Hopper Gasket 1/2 inch**  
ITEM# HRWR-HPGSK-1/2



**"O" Ring - Fat**  
ITEM# HRWR-ORNG



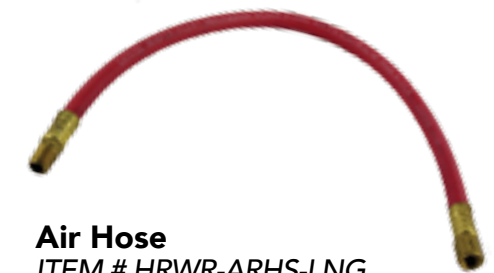
**Felt**  
ITEM# ACC-FELT



**Orifices**  
ITEM# HRWR-OFS



**Rubber Gun Cap**  
ITEM# HRWR-RCP



**Air Hose**  
ITEM # HRWR-ARHS-LNG  
ITEM# HRWR-ARHS-SHT



# Craft & Craftsmanship

BLACK MICRO FUSION - CUSTOM

## **A word about nature-made products:**

The organic beauty of natural variation is what makes every swimming pool finish uniquely beautiful. The challenge and art of delivering a professional and durable finish using natural stone and minerals is in working with materials that are subject to behave differently depending on what elements they are exposed to. It's lasting qualities are also rely on continued care by the homeowner over the life of the swimming pool or spa. Without this partnership, as with any object of value, the finish may suffer form neglect.

All components of interior pool finishes, are organic and derived from Mother Nature. Universal White Cement processes and manufactures these natural products combining them with the most important component, our high-performance cement, to create beautiful swimming pool interiors that can withstand the test of time.

## **The craftsmanship:**

The Pool Interior is the only "handcrafted" part of your swimming pool. Our swimming pool interior installation experts across the country are "specialists" with many years of experience perfecting their trade. They take great pride in their workmanship and we take great pride in the products that we put into their hands.

The environment, natural variations in nature derived products and the art of the application process make it such that a completely uniform finish without a perceived "flaw" is nearly impossible. Variations in finishes are often out of the contractor's control.

In such cases, a customers satisfaction of the overall project comes back to us. Universal White Cement is continually working to bridge the gap between the industry and its consumers with products "For Pool Plasterers by Pool Plasterers".

## **Our Commitment:**

Our commitment is to provide our installation companies high quality products so that they can be assured that the process of mixing and applying our products go smoothly, ultimately giving the end consumer a beautiful end product that they can use for many years to come.

Our team has many years of unique experience in teh swimming pool industry and serves as a resource for knowledge and education. As an affiliate of many trade organizations such as the National Plasterers Council, we can stay on top of industry research and developments and share them with you. The NPC's start-up procedures and water chemistry guidelines are also an important resource which is available to you on our website:

[www.universalcement.com/universal-white-cement-product-installation-guide](http://www.universalcement.com/universal-white-cement-product-installation-guide)



## YOUR UNIVERSAL CEMENT ADVANTAGE:

***“We Deliver Outstanding Products And Service So Your Projects Stand Out”***

Innovative Residential and Commercial Products

•  
Clear Installation Instructions

•  
Reliable Technical Support

•  
Informational Product Brochures

•  
Knowledgeable Sales Representatives

•  
Manufacturers Warranties



[UniversalCement.com](http://UniversalCement.com)

Our Offices and showroom are located at:

5610 W. Maryland Glendale, AZ 85301

T/623.915.1813