

One Man's Journey Into Hardscape Restoration

24 years ago, Jim Urgo closed his hardscape installation business and started up **Sure Seal, Inc.**, a dedicated clean and seal business, due to the strong demand for hardscape restoration. At that time, there were not many companies that offered this service and for the landscape/brick paver installation companies that did, it was more of an afterthought.



Jim Urgo, Sure Seal Inc., Buffalo Grove, IL



HOW HE GAINED THE NECESSARY SKILLS AND KNOWLEDGE

Jim understands the chemistry of the products and how to properly use them. Before using a new product on a customer's surface, he tries the product on many different surfaces to see what works and what doesn't work. He attends seminars and classes sponsored by the paver and chemical manufacturers to learn and expand his skills. Jim shared, "By having relationships with the key manufacturers, both **Sure Seal** and the manufacturers work together to learn and solve industry problems."

Jim is proud that **Unilock**, a leading paver manufacturer, recommends his company for more difficult and challenging projects in the Chicago area and is often called on to fix other company's sealing mistakes.

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WHY HE USES SUREBOND

Sure Seal has restored more than 5 million square feet of surfaces since it started in 1996. Jim has used **Surebond** sealers by **SEK-Surebond** as well as other brands over the years, but in 2019 decided to switch primarily to **Surebond**. “It was time and a no brainer. Year after year, **Surebond** consistently out performed the competition,” Jim said. “**Surebond** products are high quality and field proven for decades.”

Jim’s sealer of choice is **SB-8700 Wet Look Joint Stabilizing Sealer**. “Its visual appearance has a rich, wet look luster. It offers quick dry time, an added antifungal, solid locking of the joint sand, even coverage, and long term durability. Our customers are very happy with the finished look.”

But what really stands out for Jim is **SEK-Surebond’s** customer service. “Any company can have an issue or an error. That’s just life.” Jim was impressed that **SEK** stepped up with a quick response and resolution when an issue arose. “Right then, I knew **SEK** was a company that we would work with for years to come.”



HIS ADVICE TO OTHERS WHO WANT TO GET INTO THE BUSINESS

Jim advises contractors to understand the chemistry of the products they plan to use and on the surfaces they will use them. There are different **Surebond Sealers** for various surfaces that offer different benefits. “It is better to ask the experts and get it right the first time, then guess and have a bigger situation to fix and/or have an unhappy customer.”

Jim hires employees that are positive, caring and on-time. “Our employees take pride in their work, have a willingness to learn and be team players. Our employees take our mission statement literally: ‘We treat your home as if it belongs to a family member, with care and respect.’”



Contact us for more information.

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