



PHOTO AND LOGO CONCRETE

FABRINO



FABRINO – AT A GLANCE

FABRINO is a specialist provider of products for the construction industry and comprises of the business divisions, **Architectural Concrete Solutions** and **High-Grade Fibre Technology**.

FABRINO's philosophy is to ensure that our customer's receive not only the **highest quality products** but that we continue to develop **industry-specific solutions** and deliver these with an **unparalleled level of customer service**. Our team of technical advisors are expertly trained within the field of concrete technology and are **service-orientated** to ensure your needs are met with **effective solutions** in **rapid timeframes**.



ARCHITECTURAL CONCRETE – MODERN, CREATIVE, ELEGANT

High quality products designed to refine, color and protect the aesthetic properties of concrete and cast stone. Versatile and individually effective. For the full spectrum of concrete production, for private and public buildings, for domestic and civil applications.

- » PHOTO / LOGO CONCRETE for producing amazing imagery in concrete
- » SURFACE RETARDERS for the production of exposed aggregate concrete surfaces for both positive and negative applications
- » ELUENT MICROGELS for micro-washing (acidifying) concrete surfaces to create incredibly authentic natural stone-like surfaces
- » LIQUID COLORS, PIGMENTS and GRANULATES for coloring concrete, screed and other cement based products
- » SURFACE PROTECTION SYSTEMS for increasing the durability of the concrete and its resistance to external effects (e.g. water penetration, freeze-thaw, efflorescence and graffiti)
- » FABRINO COLOR COATS; colored glass granulates which can be added to, or used to replace, regular aggregate and add a unique design quality to concrete



HIGH GRADE FIBRES – STRONG, REINFORCING, LONG-LASTING

Innovative and market-leading products for the reinforcement and strengthening of concrete. For industrial flooring, concrete facades, shotcrete, precast elements and civil engineering: An effective alternative to steel reinforcement.

- » High Grade (static reinforcing synthetic microfibre)
- » Concrix (bi-component synthetic microfibre for structural reinforcement)

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PHOTO & LOGO CONCRETE

Concrete is the most creative building material of the 21st Century. With our PHOTO and LOGO CONCRETE technology it is possible to create outstanding and unique surfaces: modern, distinct, bespoke. Whether photos or logos, with our concrete finishing processes detailed imagery can be imprinted into the concrete for everlasting effect. This is architecture for the future.

FOTOBETON aerial photo | Work Stangl AG, Waldkraiburg, Germany



LOGO CONCRETE Paving elements | Schwalbe arena, Gummersbach, Germany





CREATING PHOTO CONCRETE

The original picture is converted into a half-tone, black-and-white digital image which is then printed onto our unique film using a technique similar to screen printing. Instead of printing color onto the film a specially developed concrete retarder is imprinted which will subsequently reproduce the image in the surface of the concrete.

1. ORIGINAL | FIFA 2014, Margret Eicher (artist)



2. DIGITAL SIMULATION



3. IMAGE PRINTED ONTO DEVELOPING FILM



4. FINISHED CONCRETE PRODUCT





PHOTO CONCRETE FAQs

HOW IS A PHOTO CONCRETE FILM PRODUCED?

The image is first converted into black and white and printed onto our purpose-made film. A specially developed surface retarder is then printed onto the film, replicating the original image. Once the retarder has been allowed to dry the finished print is delivered to the customer for use.

HOW DO THE PICTURES ON THE CONCRETE DEVELOP?

The specially developed retarder prevents the hardening of the surface matrix of the concrete which can then be washed away once the formwork is removed. The contrasting depths in the surface of the concrete, formed by the retarder, create light and dark areas which replicate the black and white image. This contrast in surface appearance allows the image to be visible.

CAN THE IMAGE BE VIEWED FROM DIFFERENT ANGLES?

Unlike other production techniques, imagery produced using our printing technology is visible from all angles.

WHAT IMAGERY CAN BE REPRODUCED AND TO WHAT SIZE?

There are almost no limitations to the type of images that can be produced with our printing technology. Although the maximum size of our printing film is 1.5 x 3 meters we are able to print without borders and therefore numerous films can be aligned to create larger images.

WHO IS ABLE TO PRODUCE PHOTO CONCRETE ELEMENTS AND ONTO WHAT CONCRETE PRODUCTS CAN PHOTOS BE PRINTED?

Due to the somewhat technical nature of the process and our desire that our customers receive outstanding end results we currently work with a selected number of precast manufacturers who have received training in photo concrete production. However we are always looking to extend our authorised partner registry and so welcome all enquires. Photo concrete works incredibly well when used for facades and precast cladding elements. In addition landscaping and garden products made from concrete can also be transformed with imprinted imagery.

CAN I USE PHOTO CONCRETE ON SITE?

Due to the technical requirements of photo concrete it is only possible to manufacture it under factory conditions where pouring and casting cycles remain constant and can be expertly monitored. On-site production would be affected by climatic conditions and other variables which would not guarantee a satisfactory reproduction of the image.

CAN DIFFERENT SURFACE COLORS BE PRODUCED USING PHOTO CONCRETE?

The differential surface finish created by the surface retarder alone creates a remarkable contrast which produces excellent images. This contrast can be enhanced by selecting as dark an aggregate type as possible and integrating it with as light a cement as possible. By carefully selecting and creating an optimal concrete colour an effect very similar to sepia photo coloring can be produced.

WHAT PHOTO FORMAT AND LEVEL OF QUALITY ARE REQUIRED?

A digital format is necessary in order to allow us to produce the image. This should be as high a level of image resolution as possible in order to achieve the best results. We will always check the image using our simulation software to ensure it is of sufficient quality. When producing multiple prints of the same image, for example when using the same image on multiple cladding panels, a vector graphic format is required.

HOW MUCH DOES PHOTO CONCRETE COST?

It is important to remember that every photo concrete project is unique and bespoke manufactured for every customer. The cost is calculated by the square meterage of image produced and becomes progressively more economical dependent on the size of the order. We are more than happy to provide obligation free cost estimates on request.



PHOTO CONCRETE PROJECTS

PHOTO CONCRETE FAÇADE PRINT | Hotel Stue, Berlin, Germany



PHOTO CONCRETE FAÇADE PRINT | Fire station, Langenfeld, Germany





LOGO CONCRETE FAQs

An alternative to PHOTO CONCRETE is our LOGO printing technology. A negative of the required image is printed onto a specially designed film which then assists in the detailed placement of surface retarder. The pouring and casting of the concrete is conducted as normal. This process is suitable for the production of less detailed, block imagery including logos, bold text and basic symbols.

HOW IS LOGO CONCRETE PRODUCED?

A negative of the required logo or symbol is printed onto our specially designed film and is then treated with a pre-determined surface retarding agent. The retarder, by means of the printed film, only affects certain areas of the concrete surface and thus creates a differential depth in the finish. Once the formwork is removed and the surface is washed using clean water a striking image becomes visible. This contrast is formed from the difference in depth as well as the exposure of the aggregate within the concrete.

WHAT DEPTHS OF SURFACE EXPOSURE CAN BE USED?

Dependent on the quality and type of concrete, exposure depths of between 0.5 – 7 mm can be used. Trials should be conducted because with low exposure depths there is a danger that the image will not be clearly visible. Our trained and experienced consultants can advise you on the best options for your project.

WHAT TYPE OF LOGOS AND WRITING CAN BE PRODUCED AND TO WHAT SIZE?

Almost all logos and writing can be converted into LOGO CONCRETE using our products however our consultants will advise you if they think the image is too detailed and would be more suited to PHOTO CONCRETE technology. The main restriction in printing is that there is a minimum printing size of letters and logos as overly small details will not be visible in the concrete. Our printing films are limited in size to 1.5 x 3 meters however we are able to print without borders and therefore films can be aligned to produce larger images.

WHO CAN PRODUCE LOGO CONCRETE PRODUCTS AND ONTO WHAT PRODUCTS?

In principle any precast concrete manufacture can use our LOGO CONCRETE technology to imprint imagery into their products however we do recommend that a small amount of training is undertaken to ensure effective production. We are more than happy, upon request, to recommend companies with whom we have long-standing relationships who are experienced in the application of LOGO CONCRETE. LOGO CONCRETE adds a brilliant aesthetic element to concrete and so it is best used on architectural elements including facades, concrete garden and street furniture, paving and walls.

CAN I USE LOGO CONCRETE ON SITE?

Due to the technical requirements of LOGO CONCRETE it is only possible to manufacture it under factory conditions where pouring and casting cycles remain constant and can be expertly monitored. On-site production would be affected by climatic conditions and other variables which would not guarantee a satisfactory reproduction of the image.

CAN DIFFERENT SURFACE COLORS BE PRODUCED USING LOGO CONCRETE?

With our LOGO CONCRETE technology the differential surface finish created by the surface retarder alone creates a remarkable contrast which produces excellent images. This contrast can be enhanced by selecting as dark an aggregate type as possible and integrating it with as light a cement as possible. By carefully selecting and creating an optimal concrete colour an effect very similar to sepia photo coloring can be produced.

WHAT IMAGE FORMAT IS REQUIRED FOR LOGO CONCRETE?

A vector based digital format of the logo is required in order to allow us to manufacture the printing film.

HOW MUCH DOES LOGO CONCRETE COST?

LOGO CONCRETE is an economical solution for producing bold logos and script into concrete. The cost is calculated by the square meterage and becomes progressively more economical dependent on the size of the order. We are more than happy to provide obligation free cost estimates on request.

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LOGO CONCRETE PROJECTS

LOGO CONCRETE | National Gardening and Landscaping Show, Deggendorf, Germany



LOGO CONCRETE SAMPLE DESIGN | FABRINO, Memmingen, Germany





FURTHER EXAMPLES

PHOTO CONCRETE SIMULATION & FINISHED SURFACE | Hotel Stue, Berlin, Germany



PHOTO CONCRETE & CLOSE UP IMAGE | Marien Hospital, Hamburg, Germany





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