

# W. R. MEADOWS®, INC.

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## FOR IMMEDIATE RELEASE

### W. R. MEADOWS LAUNCHES CRISTALLUM, DELIVERING PREMIUM CLARITY FOR SUPERIOR CONCRETE CURING

**Hampshire, IL** – W. R. MEADOWS, a recognized leader in the construction materials industry, is proud to announce the launch of CRISTALLUM, a premium-grade, clear, water-based concrete curing compound engineered to deliver outstanding performance while preserving the aesthetic appearance of freshly placed concrete.

CRISTALLUM is specifically designed for use on both interior and exterior, vertical and horizontal surfaces where visual appearance is of critical importance during the curing process. Once applied, CRISTALLUM forms a clear, premium-grade film that optimizes water retention, helping to create a harder, denser finished concrete surface while allowing the natural beauty of the concrete to remain visible throughout the curing period.

This innovative product fills a crucial gap in the concrete curing market by offering a high-performance solution that addresses both technical and aesthetic demands. CRISTALLUM's clear, dissipating formulation makes it an ideal choice for a wide range of applications, including exposed floors, architectural concrete, decorative surfaces, and polished installations. After dissipation or proper removal, surfaces treated with CRISTALLUM are ready to accept paints, resilient tile, flooring adhesives, and other coatings.

CRISTALLUM provides a range of benefits, including improved resistance to cracking, abrasion, and chemical attack. It enhances both compressive and tensile strength while minimizing common surface defects such as thermal cracking, hairline checking, dusting, and shrinkage. Furnished as a true water-based, ready-to-use product, CRISTALLUM applies easily with standard commercial spray equipment and meets current VOC compliance regulations, offering contractors a convenient and environmentally responsible curing solution.

“With CRISTALLUM, we’re giving contractors and design professionals a high-performing product that doesn’t compromise on appearance,” said Jim Becker, Product Group Manager for Construction Liquids

at W. R. MEADOWS. “It’s a solution that meets the growing demand for clarity and performance in one package—especially for projects where visual impact matters just as much as durability.”

With the introduction of CRISTALLUM, W. R. MEADOWS continues its commitment to providing contractors, engineers, and project owners with innovative solutions that meet the highest standards of quality and performance. CRISTALLUM sets a new benchmark for curing compounds where both appearance and technical excellence are critical to the success of the project.

For more information about CRISTALLUM and other W. R. MEADOWS products, please visit [www.wrmeadows.com](http://www.wrmeadows.com) or <https://www.wrmeadows.com/cristallum-clear-concrete-curing-compound/>.

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