



A Cemented Reputation

Since 1963 Wilmer Concrete Inc. has provided its customers with various concrete services and unparalleled customer service.

article by Julie Knott • photography provided by Wilmer Concrete Inc.

George Wilmer founded Wilmer Concrete 44 years ago with a vision of providing excellent customer service. He retired in 2000 and since then, his son, Ryan, and Ryan's wife, Stacey, have built on the reputation of excellence that he established.



"We are building on the solid reputation my father established and expanding our product line," says Ryan Wilmer. "Our many years in business have provided us with unique insight into the decorative concrete industry that is growing in popularity."

The company has expanded beyond sidewalks and is integrating decorative concrete into large-scale projects. In fact, Ryan says decorative concrete projects make up the majority of his business.

"We are a leading provider of decorative concrete in northern Indiana," he says.

Wilmer Concrete provides a variety of concrete products, including stamped concrete, stamped overlays and resurfacing, exposed aggregate, concrete foundations and flatwork, acid staining, concrete countertops and more.

Ryan knows there is more to his business than laying concrete. Not only has the business expanded to include decorative concrete applications and products, but it also assists in the planning stages. Customers often come to his team for their expertise at the very beginning of a project. Customer service is at the core of the business.

"Most people want someone with experience and expertise to help with the planning process," he says.

According to Ryan, Wilmer Concrete is a full-service company; it doesn't just sell products. A customer can meet with him for a design consultation and color selection and can call on him at any point in the process. Moreover, it is not uncommon for his employees to meet with customers to better meet their needs. His knowledgeable employees can guide them in the right design direction.

"Our meticulous attention to detail has earned respect and admiration industry wide," Ryan says.

The Indiana Ready Mixed Concrete Association awarded the company with the 2003 Concrete Achievement Award for excellence in concrete construction. But, despite the accolades, Ryan is not complacent.

"We have learned that to remain successful, only the best quality products will provide our customers with a beautiful, durable surface for years to come," he says.

Other factors, such as a Web site, technical skills, a show room and personal touch, set the company apart from its competitors, as well. The company's Web site allows viewers to see photos of products and completed projects.

The company's show room offers a glimpse of the tangible end product. Many different color choices and patterns are on display to help make the selection process easier. Customers wishing to visit the show room are encouraged to call to set up an appointment. According to Ryan, a new show room and design studio is slated to be completed this month. The new showroom and design studio will be a place where homeowners, landscapers, architects and other professionals can shop for custom concrete and decorative services.

"I'm not aware of anything like it in the area," he says.

Ryan says the company's color catalog is



another valuable resource for customers. "Our color catalog highlights various completed jobs from which our customers can gain insight into what they may want for their home or business. We also have numerous sample cuts of stamped and decorative concrete from actual jobs that can be placed next to your home to vividly display how they will look," he says.

Examples of stamped concrete, acid staining and stamped overlays are available for viewing. Ryan says acid staining is popular right now because of its old world look. He encourages potential customers to explore the many options that are available by visiting the showroom and design studio.

Various stamps and dyes provide many options for colors and textures. For example, homeowners can make their patios look like slate, brick and even stone. Multiple color combinations are a great way to accent a home and landscaping. All of these options will add character and are likely to increase a home's value.

In addition to exterior concrete needs, Wilmer Concrete caters to customers' interior design and decorating needs.

"Acid staining and stamped overlay are popular interior uses of decorative concrete, and most interior concrete surfaces can be decorated using various techniques and products," Ryan says. "We also do concrete countertops, which is a great alternative to granite or Corian®. And, like exterior decorative concrete, these interior options add character and are likely to increase a

home's value."

One thing is guaranteed when doing business with Wilmer Concrete: "We will do our best to provide high quality work that any homeowner can be proud of," Ryan says.

He continues, "Customers should notice our pride in workmanship. We enjoy our work and take pride in doing a fine job. We will not forsake craftsmanship for quantity, such as pouring more concrete in a day than we can finish. A good percentage of our leads are through referrals and you don't get referrals unless you do good work."

It is that personal touch and attention that sets Wilmer Concrete apart from other local contractors.

"We have an office where someone answers the phone," Ryan and Stacey say, and they always strive to return a customer's call within the same business day.

The company's professionalism extends beyond the office, as well. Customers will encounter dedicated, talented and professional employees.

"Customers often comment on the professionalism of our workers," Ryan says. "Our staff members are conscious of people's expectations."

Wilmer Concrete is on the cutting edge of the decorative concrete industry and Ryan is working hard to maintain that status. He says his employees attend classes, seminars and conferences to keep informed about the latest technologies.

"Concrete has come a long way from the

one-size-fits-all approach," he says. "I've taken the company and expanded with the latest technology. I've used new tools to build my business."

The annual Home & Garden Show at the Memorial Coliseum is an opportunity for customers to view displays of Wilmer Concrete's products. At the show, attendees can view an example of a decorative concrete patio installed and designed for a Master Spa® hot tub. In addition, attendees may view examples of products for resurfacing existing concrete and other decorative concrete examples. •

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Products and Services:

Decorative and regular flatwork concrete.