



Vision, Purpose & Core Values

Vision

To be the global leader in superior quality, high-performance concrete densification and polishing, serving those who demand excellence, durability, and lasting value.

Purpose

Enhancing lives through concrete solutions.

Brand Promises

When Ashford Formula™ or RetroPlate® is properly applied, the concrete floor surface will be hardened, densified, and dustproof.

100% support resolution or we will refund your purchase.

Core Values

Curecrete Distribution, Inc. is dedicated to operating in alignment with its core values, which serve as our guiding principles. These values shape our decisions and actions, holding us accountable to their fulfillment. By consistently upholding these values, we not only achieve our purpose but also shape the future of our company. We believe that living by these principles will generate long-term value for our customers, suppliers, partners, employees, and the communities we serve.

Put People First

Prioritizing the well-being, development, and success of both employees and customers, recognizing that people are the cornerstone of our strength and success.

Do the Right Thing

Upholding integrity by making ethical decisions, even when it's difficult, and maintaining transparency and honesty in all actions.

Excellence Always

Committing to consistently delivering the highest quality in products, services, and performance, never settling for less than exceptional.

Be the Solution

Fostering a proactive, problem-solving mindset that focuses on finding answers and taking ownership of challenges, rather than deflecting responsibility.

Finish It!

Driving projects to completion with determination and accountability, ensuring that every task is seen through to the end with the highest standards of quality and care.

