



APSP  
The Association of  
Pool & Spa Professionals™

MEMBER  
National Plasterers  
APCA  
COUNCIL

PATENTED HIGH PERFORMANCE CEMENTS  
PRE-BLENDED INTERIOR POOL FINISHES  
POZZOLAN ADDITIVES • ACCESSORIES • INSTALLER TOOLS

## UNIVERSAL WHITE CEMENT COMPANY™

Universal White Cement Company™ was established in 1995 with one product, Universal Blended White Cement™. Developed specifically for the swimming pool industry our patented pozzolan blended cement offered the pool plasterers greater durability, workability and increased cement strength. With the success of our Blended White Cement, Universal has researched and developed other high performance products and admixtures for the pool market and white cement pre-cast industry.

Headquartered in Arizona, Universal White Cement Company™ has two grinding/blending facilities currently in operation in Arizona and Texas. Universal White Cement Company's™ mission is to always be improving and surpassing our customer's expectations.

**WE WERE POZZOLANS  
WHEN POZZOLANS WEREN'T COOL.**

**COMPARED TO OURS,  
OTHER PRODUCTS JUST DON'T HOLD WATER!!**

**[www.universalcement.com](http://www.universalcement.com) • [www.finestfinishpools.com](http://www.finestfinishpools.com)  
1-800-860-6928**

**A WORLD BELOW THE SURFACE**

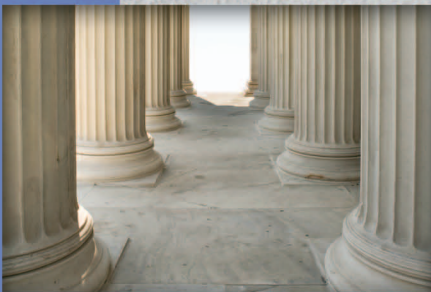


## UNIVERSAL WHITE BLENDED CEMENT

Universal Blended White Cement is a high performance cement that contains a patented formula of natural and highly reactive pozzolans. Pozzolans are found in geologic deposits and are an effective method used to improve the quality of cement.

When cement reacts with water it forms calcium hydroxide which is porous, unstable and susceptible to aggressive water and chemical attack. Calcium hydroxide can amount to as much as 25% of hardened cement, by volume.

The unique blend of pozzolans in Universal Blended White Cement react with the calcium hydroxide and chemically change it into a cluster-like network forming a dense cement matrix. The improved tightness reduces the amount of water and chemicals that can infiltrate the cement matrix and cause its premature deterioration. Reducing the amount of calcium hydroxide is the key to a stronger and longer lasting cement. Universal Blended White Cement naturally accomplishes this task, leaving you with bright white, high quality, strong and durable cement that is extremely workable.



### BENEFITS

- Increases strength and durability.
- Reduces alkali silica reaction.
- Improves resistance to sulfate (salt) attack.
- Reduces chemical attack.
- Reduces efflorescence.
- Increases workability.
- Extends finish time.
- Helps to eliminate premature sets.