
MICROCEMENT BATHROOM TRANSFORMATION

How Our Client Saved Thousands with a
Modern, Seamless Look



CLIENT'S NEEDS:

- A modern and aesthetically pleasing bathroom.
- A low-maintenance, durable surface.
- A solution that resists moisture, stains, and wear.
- A cost-effective option that stayed within the renovation budget.

PROJECT OVERVIEW

CONTENT

- Client: Homeowner in Dane County, WI
- Project Type: Residential Bathroom Renovation
- Service Provided: Microcement Application
- Completion Time: 7 Days
- Budget: Mid-range renovation cost (Significant savings over traditional tiling)



The original bathroom had aging tiles that required frequent maintenance. The client wanted a seamless, water-resistant finish that modernized the space without excessive upkeep. Microcement was chosen as the ideal solution, offering a sleek, grout-free surface with superior durability. Additional work included rerouting plumbing for a more functional layout and installing accent lighting to enhance ambiance.

CHALLENGES WITH TRADITIONAL TILES

- Grout Lines: Difficult to clean and prone to mold and mildew buildup.
- Installation Cost: Labor-intensive and expensive.
- Maintenance: Prone to cracking and deterioration over time.
- Slippery Surfaces: Safety risks in wet environments.

WHY MICROCEMENT?

- Cost-Effective: More affordable than traditional tiling.
- Waterproof & Resistant: Perfect for high-moisture areas.
- Seamless & Modern: No grout lines, sleek appearance.
- Highly Durable: Scratch- and stain-resistant.
- Low Maintenance: Easy to clean, requiring just a simple wipe-down.

EXECUTION PROCESS

STEP-BY-STEP PROCESS:

Surface Preparation:

- The existing tiles were removed, and the substrate was prepped to ensure the best possible adhesion for the microcement.
- A bonding agent was applied to ensure a strong, moisture-resistant bond between the old surface and the new microcement.

Microcement Application:

- Multiple layers of microcement were applied to create the seamless, smooth finish. Each layer was meticulously smoothed to ensure a flawless result.
- The microcement was applied with controlled texture to give it the desired finish. This process required precision to achieve an even, uniform surface.

Waterproof Coating:

- After the application of microcement, the surface was sealed with a high-performance waterproof coating to enhance the material's moisture resistance.

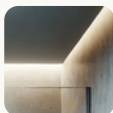
Finishing Touches:

- Modern fixtures were installed to complement the sleek, contemporary look of the space.
- The final step involved polishing the microcement to bring out its natural shine, ensuring the surface was smooth and visually appealing.



PLUMBING & LIGHTING UPGRADES

- Vanity Area: Plumbing was concealed within the wall for a clean, modern floating vanity.
- Shower Area: Drain repositioned for better water flow and reduced pooling.
- Toilet Relocation: Adjusted placement for better space utilization.
- Piping Upgrade: High-quality PEX pipes replaced outdated copper, improving water pressure and durability.
- Accent Lighting: Installed LED strip lighting, recessed ceiling lights, and a dimmable system for a stylish ambiance.



BENEFITS OF THE LIGHTING UPGRADES

- Enhanced the modern look of the space.
- Improved functionality by providing adequate lighting for different tasks.
- Created a relaxing ambiance with adjustable lighting settings.

RESULTS

The transformation of the bathroom was nothing short of spectacular.

By using microcement, the client achieved a modern, luxurious bathroom without the need for expensive tiling. The seamless surface visually expanded the space, making it feel larger and more open. The waterproof and durable qualities of the microcement made it the perfect choice for a high-moisture area like a bathroom.

The lack of grout lines makes the bathroom incredibly easy to clean, requiring only a simple wipe-down. The client no longer has to spend time scrubbing grout or worrying about tiles becoming dislodged. The finished bathroom now looks stunning, with a high-end, modern appearance that increased the overall property value.



CLIENT TESTIMONIAL

- *"Roger transformed our bathroom beyond expectations! The microcement finish gives it a sleek, modern feel, and we love how easy it is to clean. No more grout lines or outdated tiles – just a smooth, stunning surface that looks and feels premium! Best of all, we saved thousands compared to tiling!"*
 - The client was thrilled with the results and expressed their satisfaction with the smooth, modern finish that microcement provided. The decision to choose microcement not only saved them significant money, but it also gave them a bathroom they could be proud of for years to come.
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OTHER USES OF MICROCEMENT

MICROCEMENT IS A VERSATILE MATERIAL THAT CAN BE USED FOR:

- Kitchen Countertops: Seamless, stain-resistant, and modern.
- Floors & Walls: Durable and perfect for high-traffic areas.
- Outdoor Surfaces: Waterproof and weather-resistant applications.
- Furniture: Custom-built tables, sinks, and shelving.
- Upcoming Case Study: We will soon feature a kitchen remodel using microcement to highlight its benefits for countertops and flooring.

CALL TO ACTION (CTA)

INTERESTED IN A BATHROOM OR KITCHEN
UPGRADE?



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Are you considering upgrading your bathroom or kitchen? Microcement could be the solution you've been looking for. Stock Customs offers free video consultations to discuss your project and help you decide whether microcement is the right fit for your home.

**BOOK YOUR CONSULTATION TODAY AND
START YOUR TRANSFORMATION!**

Book Your Free Consultation Now (Link to the consultation booking page on Stock Customs' website)

thankyou