

# CONCRETE SOLUTIONS

FOR THE **CONCRETE** INDUSTRY

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## CONCRETE TECHNOLOGY INTERNATIONAL: REAL SOLUTIONS FOR WET CAST

**For producers seeking real solutions and innovation in wet cast and stone veneer production equipment, CTI should be your first contact.**



The CTI team has over 40 years of industry experience in custom solutions designed with you, the producer in mind. They understand the challenges of wet cast production and areas where operational cost and efficiency will directly impact your profitability.

For those of you new to the wet cast and stone veneer arena, CTI manufactures equipment for the high volume production of wet cast decorative, landscape, and veneer stone products. These products feature a wide variety of surface textures, color blends, and geometry that can both simulate, and imitate natural stone products used in landscape and building applications.

Additionally, the landscape, patio, and other simulated stone products can take advantage of the variety of treatments that can be done with wet cast molds (made from ABS plastic, polyurethane, polypropylene, or latex rubber materials), while producing them in an automated and high efficiency production environment.

While originally developed to ease the labor intensive processes normally associated with the production of wet cast patio slabs, their automation and equipment capabilities have evolved to provide benefits to a myriad of other wet cast products to increase production capacity and efficiency. With installations world-wide, CTI is the clear industry leader.

For additional information or to plan your next facility, go to [www.ctiwetcast.com](http://www.ctiwetcast.com) or call us at **817-680-5733**.

## THE IMPORTANCE OF FINDING THE RIGHT MARKETING FIRM

As concrete product producers, we have a dilemma; finding a marketing firm that understands our products, distribution channels, and target customers.

Many local marketing firms simply attempt to apply in-house templates for everything from hardware stores to barber shops, in an effort to promote our business. While this might or might not be inexpensive, it's certainly not cost effective and very likely not getting you the results you need.

**Marketing dollars are a precious resource; vital to our businesses growth and identity, especially in this economy.** Not only should you consider the direct expense you incur for the creative development and final product, but remember that in most cases you are investing a significant amount of time working with your local firm. This includes everything from explaining to them what it is you do, how you do it, who you are trying to reach, and what venues are the most effective. If you're like most companies, you and your employees are wearing many hats and freeing

up this time by working with a knowledgeable firm will allow you to focus on other important aspects of your business.

**There are a few marketing firms that have invested in the concrete products industry and fully comprehend our products and how to assist in generating successful promotions.** These firms come prepared with ideas that work, and programs that have meaning to you and your customers.



One such company is **Response Marketing Group** owned by Stuart Holt and Doug Garson. Their team of seasoned professionals understand concrete products of all kinds, from pavers to retaining walls, to stone veneer and wet cast. If your marketing program is in need of a push, or you simply want to improve your product catalog or website, they can help. For information email [sholt@rmg-usa.com](mailto:sholt@rmg-usa.com) and see what they can do for you.

## THE FUNDAMENTALS OF PROPER CONCRETE CURING

If you are currently producing a concrete product and are



experiencing high waste factors then you should be reviewing both your mix design and your curing process.

**Proper curing of your concrete product will dramatically lower your waste factors, increase your plant's throughput, and lower your operating costs.** All of these lead to higher profits.

For more information on kilns and curing, contact Andy Hall with CDS at [andy.hall@cds-group.co.uk](mailto:andy.hall@cds-group.co.uk) or visit their site at [www.cds-group.co.uk](http://www.cds-group.co.uk).

While each product requires a unique approach to curing, there are some general rules of thumb:

- Minimize your water : cement ratio
- Create an environment to take advantage of the heat of hydration
- Do your best to incorporate low heat and high humidity
- Determine curing times needed for each specific type of product
- Proper concrete curing can have a significant impact on your operation's performance and usually comes with a minimum price tag. Take the time to review your quality control processes and insure that proper curing is part of the program.

## SEAL 'N LOCK

If you haven't heard of sealing your concrete pavers and stabilizing the joint sand all in one application AND getting it done in one day, then you should go to this website – [www.sealnlock.com](http://www.sealnlock.com).

Seal 'n Lock created the first all-in-one-day sealing process. The Seal 'n Lock system provides profit-conscious contractors and distributors the most reliable and efficient sealing process.

Unlike other sealer manufacturers, Seal 'n Lock believes that its customers are its partners and provides all the tools to ensure success – training, products, equipment, and technical support.



## INCREASING SALES IN THIS ECONOMY

With everyone looking for answers on how to maintain, and even grow, your business in these economic times, we'd like to offer our readers the opportunity to download our free educational article. Entitled "Growth Strategies", **this document will provide you with some solid ideas on how to make the most of your sales and improve your long term growth.**

To download this free article go to [www.concrete-results.com](http://www.concrete-results.com) and visit the PDF Downloads Page.

## NEW PRODUCT LICENSING OPPORTUNITY FOR WET CAST PRODUCERS

**If your stone veneer or wet cast plant is not running at full capacity then this new group of products could be a way to leverage your plant expenditure and increase your sales.**

**Concrete Results** has been working with a licensing group to establish a nationwide production and distribution network of unique wet cast products for sale through the big box home center market. These national chains will be taking full truckloads of product beginning in 2010. At the present time we are interviewing for potential producers around the country to supply these products. There will be an initial investment in molds required plus a commitment to maintain some minimum inventory levels.

The products can be manufactured on either an automated line or through a manual process. If you have any interest in producing these or other products, please email [mark@concrete-results.com](mailto:mark@concrete-results.com).

## SUCCESS STORY:



In 2009, while most cement companies were contracting their operations, Houston-based **Royal White Cement** did just the opposite. **With increasing demand across the country for their product, they are expanding.**

With new terminal facilities in Savannah, GA and Norfolk, VA Royal White is capable of providing their competitively priced, high quality white cement product from Baltimore to Miami. Each facility has the capability of loading a 25 ton tanker in under 15 minutes. RWC also contracts with haulers that only use tankers which are dedicated to white cement to avoid any product contamination.

In addition to their two new sites, has also recently completed a \$2 Million major major relocation and renovation of their terminal in West Palm Beach Florida.

Royal White also operates terminals in, Houston, San Diego, and Stockton, CA.

If you would like further information, a price quote, or a mill certificate you can email [mark@concrete-results.com](mailto:mark@concrete-results.com) or visit their website at [www.royalwhitecement.com](http://www.royalwhitecement.com).

## PRODUCT SPECIFICATION SERVICES

In today's competitive marketplace getting your product seen by those that matter **must** be your priority.

**If your product is impacted by the engineering and specification community, then our professional Product Specification Service is exactly what you need.**

We retain the brightest and best sales engineers that will present your product, in the markets you choose, directly to the A&E firms that matter most to you and your product's growth. Our service can assist you on either a local, regional, or national level and can be applied to one specific product or a multiple of items. We can help you to promote your permeable pavers, stone veneer, green building products, retaining walls, architectural precast, press slabs, and virtually any product associated with our industry.

We are a continuing education provider through the AIA which allows us to provide the attendees with continuing educational credits to help them maintain their license.



Couple that with a wide range of support services to help your organization establish all the necessary items that are required to present your products in this venue and your company will be well on its way to a very successful 2009. We can even provide marketing and printing support along with website enhancements to make your product's information available online.

Why go through the process of trying to hire an internal sales engineer and the high expense associated with it? **Concrete Results** can get your product in front of specifiers right now for a fraction of what you will spend to perform the work internally, and best of all, we will get you CONCRETE RESULTS. For more information please go to our website at [www.concrete-results.com/contactus](http://www.concrete-results.com/contactus) and download our Product Specification Services brochure. If you would like a quotation please email [ray@concrete-results.com](mailto:ray@concrete-results.com).

## ABOUT CONCRETE RESULTS

**Concrete Results can positively impact and support your company on virtually every level of your business and in nearly every phase of your business's life cycle.**



**Mark J. Muratore**

Whether you are new to the industry, have been around a while, are looking to expand, or are considering an exit strategy, our 30 years of experience will provide significant benefits to your organization. We don't take a cookie-cutter approach. We realize that all of our client's needs are unique and therefore require a truly customized solution to meet their goals.

### SERVICES OFFERED

The following is a partial list of the services we can provide:

- **Product Specification Services - Sales Outsourcing**
- **Strategic Planning & Growth Modeling**
- **Tactical Market Positioning**
- **Financial Analysis and Opportunity Discovery**
- **Mergers & Acquisitions - Target Development & Integration Support**
- **New Facility Site Searches**
- **Raw Material Identification & Purchase Assistance**
- **Operational & Manufacturing Efficiencies**
- **Cost Reduction Analysis**
- **Waste Reduction and Quality Control Initiatives**
- **Sales & Competitive Market Analysis**
- **New Technology Development and Product Innovation**
- **New Plant Construction - Breakeven Analysis**