



iCrete. The Intelligent Concrete for Construction Companies and Concrete Contractors.

More than ever, owners, engineers and architects are requiring performance guarantees and faster delivery times on construction projects. As a result, construction companies and concrete contractors often take responsibility for circumstances not entirely in their control—especially when it comes to concrete.

Concrete is often inconsistent from batch to batch, making placement difficult and creating longer work cycles caused by increased set times. And if concrete fails to make strength or finishes poorly, contractors may need to rip out and replace the material—further delaying the project and increasing costs. With razor thin margins, non-performing concrete can put concrete contractors and construction companies in a difficult and somewhat unpredictable economic situation.

To stay competitive and profitable, construction companies and contractors need to work with concrete that is consistent batch after batch, arrives on time, is easy to place and finish, and meets the desired performance requirements.

Introducing iCrete®

iCrete is a concrete technology company that is transforming the construction industry by shaping the next generation of concrete production and associated technologies. iCrete uses a patented mix design technology that optimizes concrete for efficiency, workability and strength while lowering greenhouse gas emissions. iCrete does not produce concrete, but rather licenses its patented technology to precast/pre-stressed and ready mix concrete producers to deliver a better-performing concrete that is more economical and environmentally friendly than conventional concrete.

The iCrete solution offers a complete end-to-end system with increased quality assurance and quality control. Contractors and construction companies that work with iCrete are building with concrete that is consistent, cost-effective and versatile. iCrete facilitates shortened construction cycles, offers enhanced placement characteristics, lowers labor costs and reduces risk and liability.

The iCrete mission is to elevate the construction and concrete industries to a new standard of profitability, performance and environmental stewardship.

Shortened Construction Cycles

Companies are compressing and accelerating construction cycles for many reasons, from economic pressures on all sides to owner/developers with stringent scheduling demands. Construction companies and concrete contractors are looking for ways to complete projects faster while maintaining high safety standards. The performance properties of iCrete mix designs create valuable time efficiencies:

- iCrete is based on an advanced mix design technology and made in accordance with strict quality controls, resulting in concrete that sets on schedule, can achieve higher early strengths, and is easier to place and finish.
- With a higher level of consistency, iCrete reduces the number of rejected loads, cuts waste and minimizes delays.
- iCrete's technology enables the production and delivery of concrete that meets performance needs, places and finishes better, and is more consistent. As a result, companies can achieve labor efficiencies, material efficiencies, shorter construction cycles and lower overall costs.

Enhanced Placement Characteristics and Lower Labor Costs

Obtaining consistent concrete with good finishing characteristics is essential to creating time and cost efficiencies. Too dry, too wet, too boney, segregating...all are adjectives applied to concrete that is hard to place and finish—and all these qualities adversely affect the bottom line. iCrete delivers material with enhanced placement characteristics for easier finishing, requiring less labor and time to complete a job:

- Designs are formulated with a sharp focus on plasticity, cohesion and viscosity, enabling efficiency in placement and finishing.
- iCrete reduces pumping pressures—even with high-performance mix designs—making placement safer and quicker.
- Patented technology and intensive quality control procedures ensure the delivery of a consistent self-consolidating concrete without segregation and highly variable slumps, resulting in labor savings for placement and finishing on both vertical and horizontal applications.

Material Consistency

Variability in concrete delivered to a job site can result in increased labor costs, scheduling delays, budget over-runs and rejected loads (the National Ready Mixed Concrete Association estimates that 2% to 8% of concrete loads are rejected). iCrete material is consistent batch after batch:

- iCrete's enhanced quality assurance and quality control system monitors the production process from raw materials to the final pour.
- The production and process controls integral to the iCrete System can dynamically adjust the mix design (within specification tolerances) to ensure the consistency of each batch of concrete.

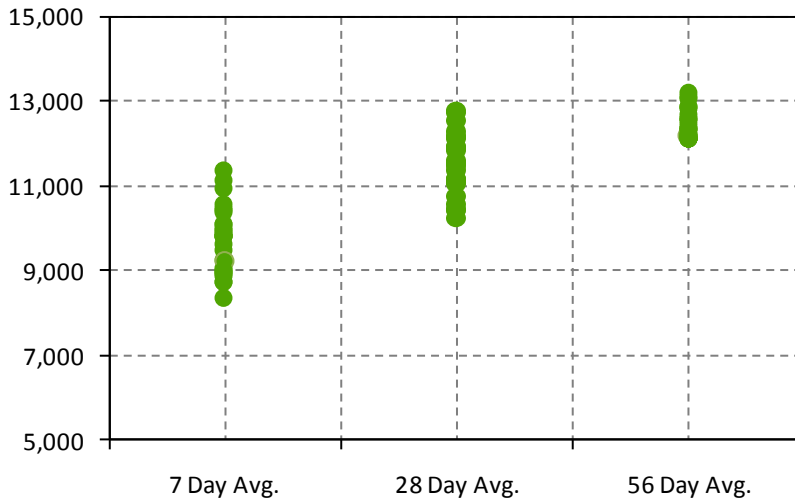
“With their technology, iCrete can produce a stronger, more cost-effective concrete that is environmentally sensitive. In fact, at Freedom Tower, we poured the highest-strength concrete ever poured in New York: 14,000 psi, beating the previous record of 12,000 psi.”
– Daniel R. Tishman, Chairman, Tishman Construction Company, New York

“I want [the concrete] to finish smooth, set up right away. If I can get my finishers off that floor on an everyday consistent basis, they can get other things done. As a user that's my goal. That's why I'm a proponent of iCrete.”– William Kell, Chief Estimator and Project Manager, Sorbara Construction Corp., New York

Reduced Risk and Liability

iCrete can help concrete contractors and construction companies balance the risk and liability of a project, which are often in conflict with obligations to reduce costs and shorten construction cycles.

- Use of higher-performance concrete with consistent achievement of engineering specifications (such as compressive strength or shrinkage) minimizes the risk of concrete loads not meeting specifications.



Strength results from a 12,000-psi iCrete mix used in 2008 at the Revel Casino in Atlantic City, New Jersey. Twenty-eight-day and 56-day standard deviations were 674 and 372 respectively, significantly less than expected based on industry averages.

- Enhanced quality control and quality assurance methods (integral to the iCrete System) identify issues proactively—from raw materials through mixed concrete—catching problems before any material reaches the job site and mitigating risk and potential liability issues.

Insist on iCrete for Your Next Project

iCrete offers construction companies and concrete contractors the opportunity to meet marketplace challenges head-on with a patented mix design technology that delivers improved product performance and increased consistency. The result is shortened construction cycles, enhanced placement characteristics, reduced labor costs and reduced risk and liability. Insist that your concrete producers supply iCrete on your next project.

iCrete. Intelligent concrete.™

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“iCrete technology gives us the confidence that we have the best concrete to build the Freedom Tower, the most important building we have ever constructed.” - Renzo Collavino, President, Collavino Construction Company, New York