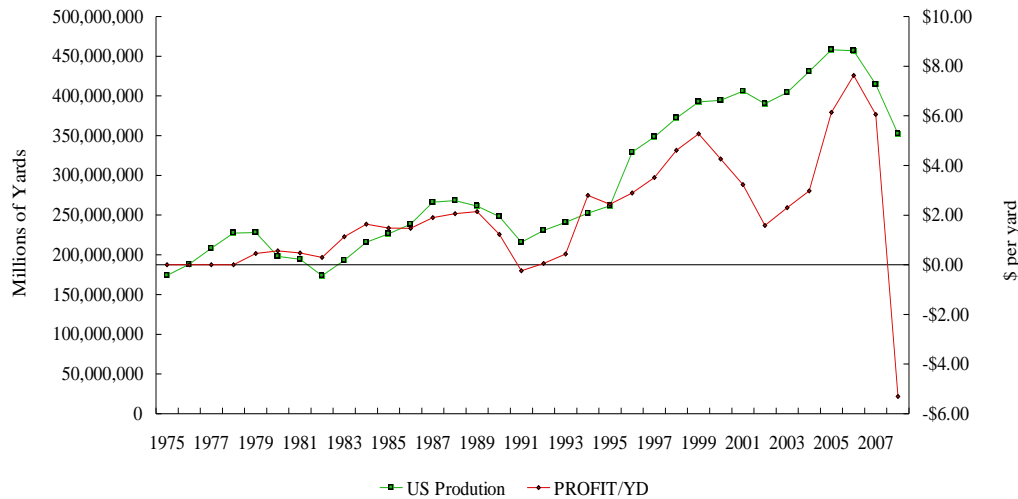




iCrete. The Intelligent Concrete for Ready Mix Producers.

Ready mix concrete producers face intense pressure on their profitability from both customers and suppliers. Profit margins are typically less than 10% of sales...and sometimes even in the negative. In the current economic climate, this situation is even more pronounced as volumes decrease and price pressure is intensified.



The National Ready Mixed Concrete Association 2008 Industry Data Survey showing volumes and pre-tax profit in dollars per cubic yard for ready mix concrete producers.

To compete effectively, ready mix concrete producers must consistently deliver products that meet strict specifications for strength, workability, durability and environmental sustainability. But with material variability and unpredictable delivery schedules, the final product can suffer. This challenge is further compounded by prescriptive requirements that can dictate the composition of concrete mix designs. The industry is starting—and needs to continue—to shift from prescriptive designs to performance designs, which empower producers to control their mixes more closely. Now more than ever, producers must have the technical capability to meet customer requirements in an efficient, economical and environmentally friendly manner.

Introducing iCrete®

iCrete can deliver the tools and technology to meet—and even exceed—today’s product and business challenges.

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 ready mix producers to deliver a better-performing concrete that is more economical and environmentally friendly than conventional concrete.

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

The iCrete difference can be described in four parts, each building upon the next:

1. Mix Design Technology
2. Process Control/Production Control
3. Quality Control and Quality Assurance
4. Marketing Tools

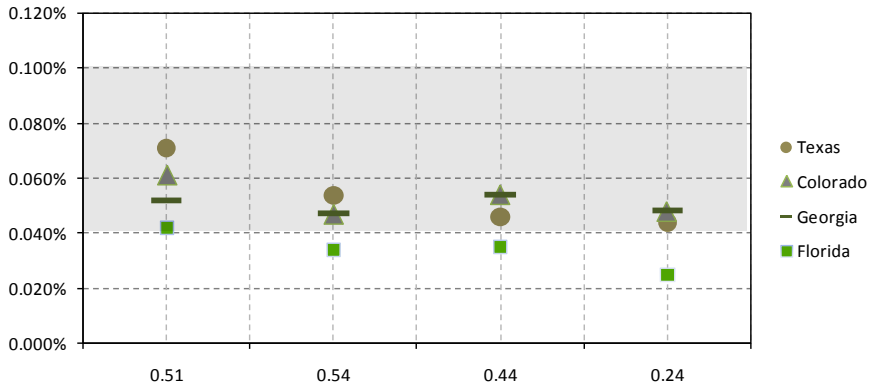
For ready mix concrete producers, iCrete offers a complete end-to-end system (with increased quality assurance and quality control) that helps create mix designs using locally available raw materials with maximum efficiency. The resulting concrete is higher-performing, more consistent and easier to work with. These efficiencies allow producers to streamline operations, save money and increase product offerings.



Raw Material Efficiencies

Managing raw material costs is a constant concern for ready mix concrete producers as they balance demands for increased performance with expectations of lower prices. iCrete’s patented optimization technology maximizes efficient use of raw materials, resulting in cost savings and a greener product.

- By optimizing raw materials, iCrete helps producers design mixes that still meet specifications in an economical manner.
- iCrete reduces reliance on expensive cement over-design to meet performance specifications. Even with atypically lower cement proportions, iCrete outperforms conventional mixes in areas like compressive strength, shrinkage, durability and sustainability.
- Using less cement reduces carbon emissions, creating a greener product—an important attribute for customers seeking to build more sustainable structures or working toward certification in the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Green Building Rating System.



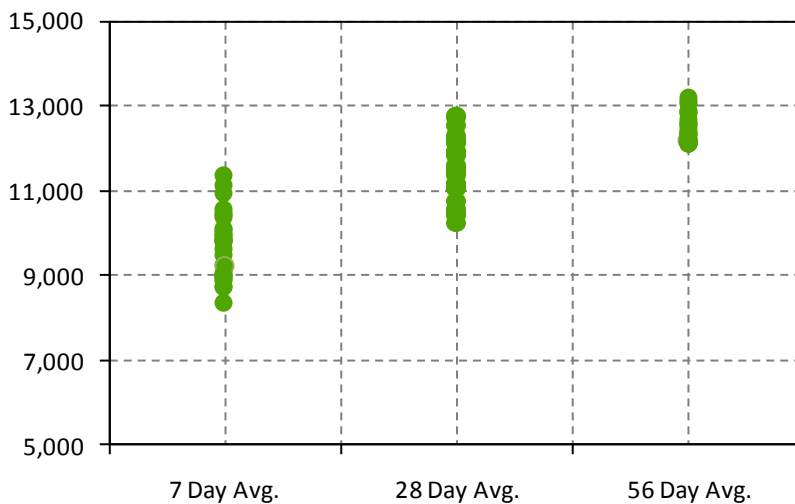
Standard iCrete mixes (using only ordinary portland cement and fly ash) are able to achieve low drying shrinkage values across a wide range of water-cement ratios. The shaded area indicates a typical range for the industry.

Consistency and Increased Quality Assurance/Quality Control (QA/QC)

The National Ready Mixed Concrete Association estimates that 2% to 8% of concrete loads are rejected. iCrete dramatically reduces the chance of a rejected load—decreasing negative environmental impact, eliminating expensive errors and maintaining on-time and on-budget jobs.

- The iCrete system features advanced QA/QC which identifies issues from raw materials to individual concrete batches—so every load delivered to the job site meets specified performance requirements.
- Consistent achievement of slump, strength and other specifications can dramatically affect QC parameters such as standard deviation, coefficient of variation and over-design.

“The iCrete System will improve the efficiency of our raw materials and production system to produce a better quality concrete for our customers.” – Michael Gentoso, Regional Vice President of the Atlantic Region, U.S. Concrete, Inc., Houston



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.

“iCrete makes it much easier when it comes to quality control. Every batch is the same. There are fewer problems on the job and at the plant. We save on overall costs and labor.” – Mischa Tartarovsky, Director of Quality Control, Quadrozzi Concrete Corp., New York

Broader Range of Products

The building industry expects more than ever from concrete products, as architects, engineers and contractors are constantly seeking new innovations and a wider range of options. Meeting the demands inherent in producing many types of concrete in a consistent, reliable manner can be an enormous technical burden for producers. iCrete's advanced mix design technology makes it easier for producers to meet these demands:

- iCrete delivers mix designs for highly technical applications, even with strengths in excess of 15,000 psi at all slump levels.
- Self-consolidating concrete can be produced across a wide range of strengths by designing with cohesion and viscosity in mind.
- iCrete's advanced technology facilitates production of decorative products (such as colored concrete) with increased water balance control during the production and delivery stages.
- Mix designs for abrasion-resistant flat floors can be produced with iCrete's advanced particle packing techniques for an ultra-durable, crack-free surface.
- Pervious concrete can be designed with a specific permeability to meet the requirements of even the most demanding application.

"iCrete has better workability, quicker times to get on the slab. We get our men out earlier in the day. It's less pressure in the pumps, which allows us to pump concrete farther and faster. Every truck has what it's supposed to have in it. iCrete has exceeded all of our expectations." - Matt Feinstone, Stone Concrete, New Jersey

Getting Started Is Easy

Many mix optimization packages require producers to make expensive upgrades, such as purchasing additional products and raw materials (including aggregates, cementitious materials and admixtures) or changing suppliers. The iCrete System requires none of these disruptive changes.

To get started, plants need only undergo a simple facilities upgrade which includes installation of moisture probes and proprietary monitoring and diagnostics software. iCrete even provides marketing support so producers can easily and quickly get the word out to customers. The benefits are clear:

- iCrete produces optimal mixes using materials that are already on a producer's site.
- Because additional materials are not required, expensive capital costs (for extra bins, silos or dispensers) are unnecessary.
- With the iCrete system, producers rely less on external vendors who, in many cases, favor their own products.
- iCrete supplies marketing tools including collateral templates, sales presentations, direct marketing campaigns, joint customer meetings, external publicity support and jointly-created press releases—all designed to help bring the product to market.

"The differences in cost savings, guaranteed strength, and durability were obvious." – Peter Stamatopoulos, Quality Control Manager, Elmhurst Chicago Stone

Make iCrete part of your next project

The demands facing today's ready mix concrete producer are numerous and diverse. Contractors expect more workability and consistency while architects and engineers require a higher level of technical performance, all under the constraints of extreme market price pressures and an expectation of enhanced environmental awareness. iCrete offers producers an opportunity to meet these challenges head-on with a patented mix design technology, one that delivers enhanced product performance and increased consistency in a cost-effective, environmentally conscious manner that adds value to a producer's business.

Get started today by contacting iCrete.

iCrete. Intelligent concrete.™

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