



iCrete. The Intelligent Concrete for Precast/ Prestressed Concrete Producers.

As with all members of the construction industry, precast/prestressed concrete producers are feeling the pinch of today's economic climate. With products such as manholes, box culverts and other essential infrastructure components forming the backbone of residential developments, it's easy to see how the housing slump has impacted the industry. Luckily, a projected increase in infrastructure development will have a significant positive impact on the industry with the construction and repair of roads, highways, bridges, waste water treatment plants and more.

Although the precast/prestressed industry has led the way in the use of self-consolidating concrete (SCC), some producers have struggled to obtain a robust mix design that can handle minor variations in material properties. Plus, segregation and highly variable slumps have plagued the industry for years.

To compete effectively, precast/prestressed concrete producers must deliver SCC consistently on every job for better performance in surface finishes— and speed of concrete placement—while preserving the bottom line.

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 precast/prestressed concrete producers to deliver a better-performing SCC 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



iCrete's technology and quality control procedures ensure delivery of a consistent SCC every time, one that will result in rapid concrete placement and superior surface finishes. iCrete has the experience and ability to formulate mixes that meet the custom criteria individual precast/prestressed facilities require. iCrete conforms to all building codes and Precast/Prestressed Institute (PCI), National Precast Concrete Association (NPCA) and ASTM International standards and procedures.

Shortened Construction Cycle/Lower Labor Costs

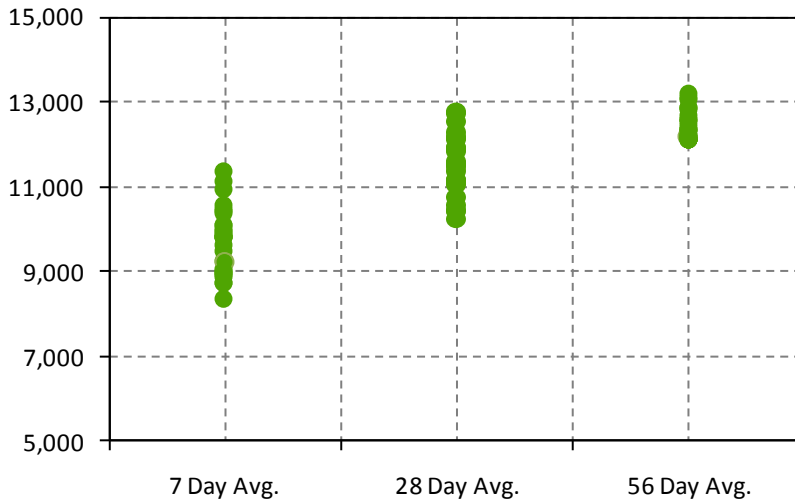
Characteristics such as ease of placement, quicker set times and strength gain all factor into the efficiency of precast and prestressed operations. In an environment where time is money and producers need to turn around their forms and molds faster than ever, using a superior technology like iCrete can help companies increase product performance as well as boost profitability.

- With the tight quality controls iCrete offers, construction cycles can be reduced by using concrete that sets on schedule, has higher early strengths and is easy to place and finish (especially for SCC mixes).
- iCrete tailors mix design technology for applicable set time constraints consistently and reliably.
- Production controls enable increased batching rates with consistent concrete slumps and spreads.
- iCrete can design for almost any early strength requirements in order to decrease stripping and turn-around times.
- Superior finishes eliminate the need for rubbing and patching to fix flaws in the surface.

Consistency

Consistency is critical to maximize quality and increase production rates. iCrete's enhanced quality assurance and quality control system helps produce superior precast/prestressed concrete products that meet all specification requirements, even with changes in materials or environmental conditions.

- Closely monitoring the production process from raw materials to the final pour ensures that all concrete meets specifications time after time.
- Consistent achievement of both fresh and hardened concrete properties dramatically improves quality control parameters such as standard deviation, coefficient of variation and over-design.



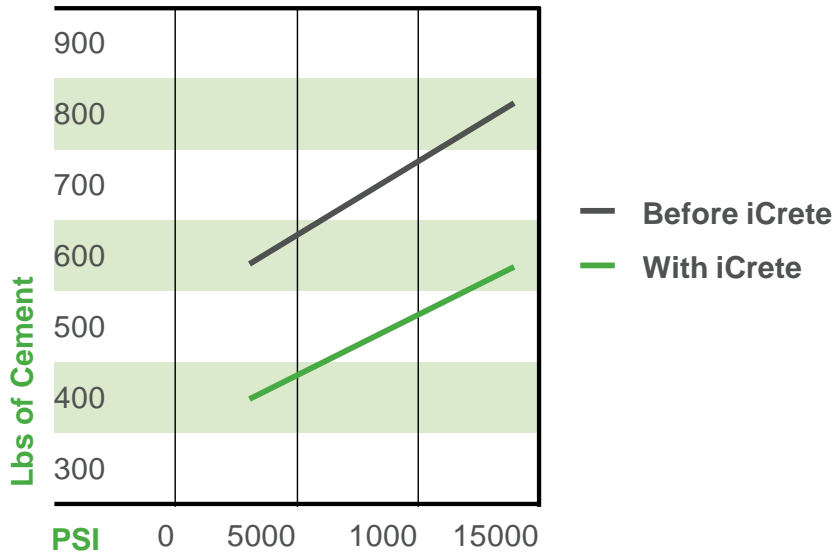
Strength results from a 12,000-psi iCrete mix used in 2008 at the Revel Casino in Atlantic City, New Jersey. Twenty-eight-day and 56-day standard deviations were 674 and 372 respectively, significantly less than expected based on industry averages.

- iCrete production controls yield unsurpassed batch-to-batch consistency for efficiencies in labor, fewer rejected loads, decreased downtime and increases in daily production.

Raw Material Savings

Keeping raw material costs to a minimum is vital to a business where margins run thin. In today's intensely competitive landscape, iCrete's optimization of all materials used in concrete mix design leads to cost savings that may be the difference between landing or losing a job.

- iCrete technology optimizes raw and locally available materials that a producer currently uses
- iCrete reduces reliance on expensive cement over-design to meet performance specifications. The resulting concrete outperforms conventional mixes in areas such as compressive strength, shrinkage, durability and sustainability.



Regional data showing reduced cement content per cubic yard of iCrete mixes vs. conventional mix designs.

- The reduction in cement usage inherent in iCrete’s approach can help earn additional credits toward certification in the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Green Building Rating System. (In some cases, those credits can even boost the level of certification achieved.)

Better Finishing Characteristics

The precast/prestressed industry has long been on the forefront of using SCCs to take advantage of high flow and finishing characteristics. While achieving better results than the ready mix industry, precast/prestressed concrete producers can still struggle with inconsistent performance that can cause problems in the production and post-production stages.

- iCrete designs are formulated to provide workability and placeability, with a focus on plasticity and cohesion for efficiency in placement and finishing.
- iCrete’s technology and quality control procedures ensure the delivery of a consistent SCC every time, avoiding problems such as segregation and highly variable slumps.

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 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.

Boost Your Business with iCrete

While streamlining business operations for the current economic climate, the precast/prestressed industry must also ready itself for an increase in business based on a predicted surge of infrastructure construction. iCrete is ideally suited to help the industry achieve its goal to deliver products that are higher performing, cost-effective, durable—and meet the sustainability demands of today's fast-evolving society. Get started today by contacting iCrete.

iCrete. Intelligent concrete.™

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