



VERTI-CRETE NEWS

“THE EVOLUTION OF PRECASTING”

Precast success - Italian style
p. 1

Spreading the Verti-Crete News
p. 1

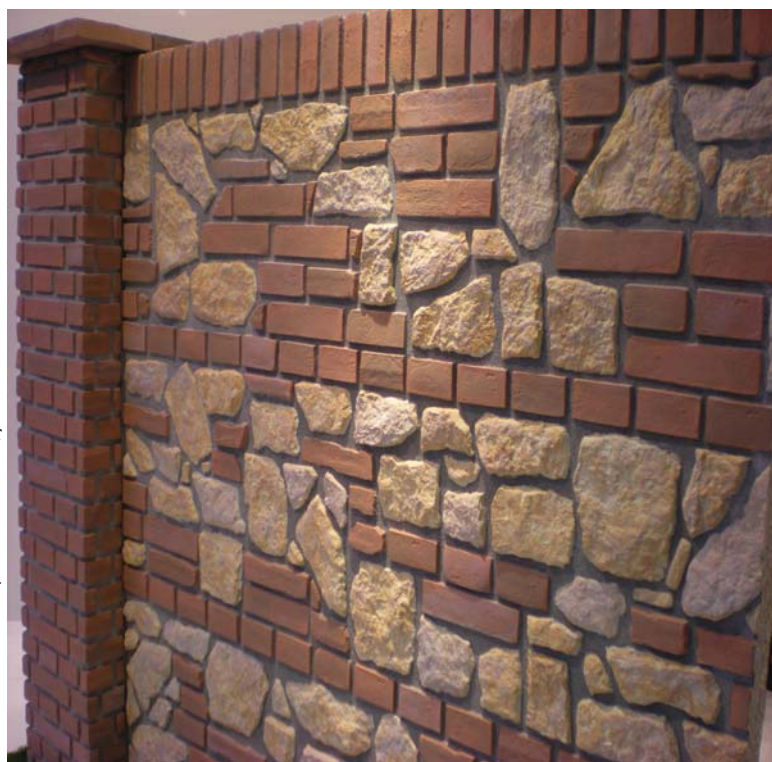
New and Improved Website
p. 3

Introducing: Verti-Crete's
Newest Licensee
p. 3

Precast success - Italian style

The name Verti-Crete might not be common in Italian vocabulary, but “beautiful precast” is a concept that’s easily translated—and appreciated by Cappellari SRL. Located in Poggio Rusco, Italy, the company has been in the precast business for more than 50 years and enjoys a good share of business creating prefabricated concrete buildings. The idea of producing additional precast products had always been appealing to the company, but Cappellari executives understood the need to balance innovation and tradition in their country. So with the results of a market research study in hand, Cappellari partnered with Verti-Crete to create a new business, Recap. In Italian, the name is an abbreviated translation of “fence” (recinzioni) and the parent company’s name “Cappellari.” And it’s created a thoroughly new way for Italy to see concrete.

Since both the parent company, Cappellari, and its sister company, Truzzi Prefab bricati, were already well known in the construction industry, Recap approached more than 100 business connections to gauge interest in the possibility of precast boundary walls. “We felt good about the quality of Verti-Crete walls,” explains Emanuele Bocchi, Marketing Director of Recap. “But we wanted to know if his application would be interesting to engineers and architects who normally do buildings. Italy is a very old country with a lot of very old fences. We wanted to know if architects would put our fences alongside the historical ones.”



(continued on page 2)

Spreading the Verti-Crete News

Verti-Crete had a busy exhibition schedule to kick off the New Year! Attending several tradeshows and working with new and old licensees, Verti-Crete is expanding more and more every day.

February 2-5, 2010: World of Concrete Tradeshow- Las Vegas, Nevada

February 3, 2010: Verti-Crete Annual Association Meeting- Las Vegas, Nevada

February 18-20, 2010: The Precast Show- Phoenix, Arizona

May 4-5, 2010: PCI Central Region 2010 Spring Event- Louisville, Kentucky

In conjunction with the WOC tradeshow- the 4th annual Verti-Crete Association Meeting was held at the Treasure Island Hotel Wednesday evening- February 3- as a start to this new and great year for the company! Thank you to all who attended and participated to make this such a successful event. It was an exciting and valuable time for producers and associates of Verti-Crete to better familiarize themselves with other licensees, introduce and discuss new marketing tactics, as well as review and receive new product information. Mingling and building camaraderie with one another provided the opportunity to

(continued on page 3)

Precast success - Italian style (cont'd from page 1)

The feedback was clear: builders were very enthusiastic about the simple installation and cost savings that Verti-Crete walls offer in comparison to traditional masonry. The patented Verti-Crete system produces twosided concrete wall panels and seamless posts that mimic the look of real stone. However, Recap learned that not just any precast wall would do. It was extremely important to find a design that would specifically fit the Italian market.

An American solution meets Italian design



To personalize the wall systems, Recap employed the services of a prominent Italian designer who studied masonry patterns in the local area. They then collaborated with Verti-Crete—a hemisphere away in the United States—to create mock-ups of new wall designs.

“We are quite far away from Verti-Crete,” says Bocchi, “but this process was very interesting going from design drawings and photos to working models. We were very particular about the impression we want to make.” Verti-Crete worked through several variations of wall textures with Recap, even importing actual bricks from Italy to create new molds. The extra efforts paid off. “The response from our customers was very good,” reports Bocchi. “We also had many compliments from our designer about how the process was managed and how true the patterns are to our local architecture.”

“Customers are impressed because our wall textures look very real...people like the value and the quality of the product. You can't see scratches, and the texture is all very detailed and clear. It looks very expensive, but it is not.”

~Emanuele Bocchi

Recap builds opportunities with five new designs

Recap launched its precast wall offerings with five custom patterns that are unique to the Italian market:

- Recap Mattone recreates a traditional brick wall, but with a texture, size and shape of bricks that are commonly used in Italy. Because these differed so much from American brick, Verti-Crete obtained local materials from Recap to create accurate impressions.
- Recap Rustico mixes stone and brick and mimics many Italian walls built during and after the World Wars. Because of the economic situation when built, the original walls were fashioned with rubble, rocks and broken brick, using as little mortar as possible. The

challenge for Verti-Crete with this product was actually to make the pattern “less perfect” so that it would blend in with the irregular walls nearby.



- Recap Scanalato and Recap Scanalato Spot mimic long, overlapping horizontal planks. The result is a very clean, modern look the architectural market in Italy loves. A hexagonal, rather than a square post and the halting pattern of Recap Scanalato Spot add to the uniqueness of the design.

- Also very modern looking, Recap Ondulato suggests a basket weave pattern with long horizontal strips that undulate in depth. This pattern shows excellent relief when the sun shines on it and customers enjoy the simplicity and eye-catching effect.

The designs were put to the test in a country recognized worldwide for its sense of style. And it worked. After being trained by Verti-Crete in the concrete staining, Recap meticulously creates realistic stone colors in a process that's surprisingly fast. Architects and customers alike appreciate the flexibility of the look—and the difficulty telling Recap's product apart from actual masonry.

Beyond aesthetics – customized production solutions

The collaboration between Recap and Verti-Crete didn't end with custom designs. With a different operational setup than many Verti-Crete licensees in the U.S. and elsewhere, Recap had some specific system requirements. A largely automated operation with machinery throughout the plant, Recap needed to automate the forming system and the precast panels to be removed from the side rather than the top. This required a completely new frame design.



“We decided to ask Verti-Crete to modify the mechanism bearing the divider sheets so that the panels would be connected to a hydraulic moving rail system,” said Alberto Truzzi, the company's owner. “By automating the opening and closing of the system, we can use less manpower while maintaining very high quality.”

Spreading the Verti-Crete News (cont'd from page 1)

exchange ideas and different ways of doing things; this resulted in a renewed motivation and focus to address business challenges in ways typically not thought about. Thank you to all those who participated and for the presentations demonstrating not only Verti-Crete's accomplishments but how we can expand our business and take advantage of the opportunities that surround us!




On May 4th-5th, Verti-Crete will be attending the PCI Central Region 2010 Spring Event in Louisville, Kentucky. Verti-Crete most recently became an Associate Member for PCI - This will be new and great opportunity to market and meet new clientele as we continue to build the business! 

Precast success - Italian style (cont'd from page 2)

Verti-Crete also helped modify the system with external vibrators to fit the automation needs. "The support and collaboration we had from Verti-Crete to develop this solution was excellent."

The look of success

Production of Recap precast fencing has been going since April 2009 and the response has been overwhelmingly positive. "Customers are impressed because our wall textures look very real," comments Bocchi. "Precast fencing is something completely new in this area, and people like the value and the quality of the product. You can't see scratches, and the texture is all very detailed and clear. It looks very expensive, but it is not."

Recap is building its business through a variety of marketing tactics. The company continues to receive high interest at tradeshow throughout Italy. To educate builders on this new precast offering, Recap has instigated an intensive web marketing and direct mail plan. "We've received more than 1,000 inquiries from direct mail in just these few months," says Bocchi. His outlook for the future of Recap is as attractive as the company's products. "We are selling and getting great customer feedback," he says. And that's a success easy for anyone to understand. 



(Left to Right): Mirco Belluzzi, Mike Sharp, Butch Baker
(Concrete Plant International ~ February 2010)

New and Improved Website

We are excited to announce that as of March 2, 2010, Verti-Crete launched a new and improved web-site providing more information and easy to use navigation. Many of the changes were made to help customers better understand all that Verti-Crete can customize and do- as well as locate and contact the nearest producer for a quick and timely response. Some of these updates include: a photo gallery of products and projects, an interactive map leading prospects to the nearest licensee, greater content and company information for each licensee, published articles, product documents, engineering drawings, etc.

One of the greater improvements this web-site now offers is a live chat session. Customers can log in and directly speak with a Verti-Crete representative. This is located in the upper, right-hand corner reading, "Questions? Chat Live Now."



Additionally, customers can quickly be in touch with a local producer using the interactive map. With the click of the mouse, the map zones in on the area of choice and allows the user quick and easy access to Verti-Crete Licensee and company information. Questions, comments, and concerns can now be emailed directly to Verti-Crete producers.

This website is designed to be a more robust sales tool to drive to our customers. It has a stronger product focus on the walls of Verti-Crete and less on the forms. The web-site includes the Verti-Crete slide show video, which you can also find on www.youtube.com.

Please take a minute and come visit us at:
www.verti-crete.com.

Introducing

Verti-Crete's Newest Licensee: Verti-Crete Precast Nigeria

Based in Lagos, Nigeria, Africa- Verti-Crete is proud to welcome our Newest Licensee: Verti-Crete Precast Nigeria! We look forward to the work ahead with Manny Ofodile and Seyi Ajagbule.

Please visit their web-site at:
www.verticretenigeria.com.

VERTI-CRETE LICENSEES

United States

Afco Precast Corp.
Middle Island, NY
afco@oldcastleprecast.com
(631)924-7400

American Precast Products
Phoenix, AZ
preber@cox.net
(480)748-3590

American Stamp Concrete
Miami, FL
tico-70@juno.com
(305) 742-8147

Andale Ready Mix
Wichita, KS
rchazen@aol.com
(316)832-0063

Associated Construction Products
Tampa, FL
lfalls@acpfl.com
(813)973-4425

C&M Precast
Kerrville, TX
bob@candmprecast.com
(830)367-5988

Carolina Wall-Crete
Shelby, NC
joy@carolinawallcrete.com
(704)487-8557

Color Country Precast
Washington, UT
brock@colorcountryprecast.com
(435)627-2355

Crest Precast, Inc.
La Crescent, MN
info@crestprecastconcrete.com
(507)895-2342

Delta Precast
Houston, TX
joseo@deltaprecast.com
(713)805-5996

Front Range Verti-Crete
Colorado Springs, CO
dschanel@aol.com
(719)634-2828

Fabcon
Savage, MN
(also located in IN, OH, PA)
tony.markgraf@fabcon-usa.com
(952)890-4444

Great Wall Systems
Denver, CO
cboortz@asrcompanies.com
(303)991-9255

Hawk Construction
Dallas, TX
john@hawkconst.com
(972)547-6652

Liberty Precast / Verti-Crete of OK
Tulsa, OK
bdavis@libertyprecast.com
(918)298-9080

Lubbock Concrete Service
Lubbock, TX
lubbockconcrete@yahoo.com
(806)797-1059

Marzano and Sons
Mammoth Lakes, CA
mrm@schat.com
(760)648-7455

McCann Concrete Products
St. Louis, IL
mark.melvin@sbcglobal.net
(618)377-3888

Northeast Precast
Millville, NJ
cdougherty@superiorwallsnj.com
(866)699-2557

Norwalk Concrete Industries
Norwalk, OH
jmalcolm@nciprecast.com
(419)668-8167

Owell Precast
Salt Lake City, UT
ryan@owellprecast.com
(801)571-5041

Stone-Cast, LLC
Topeka, KS
dave.gary@wolfks.com
(785)862-2474

Teknafab
Vancouver, WA
pblundell@ultrablock.com
(800)377-3877

Tektoniks
Walla Walla, WA
shawn@tektonikscorp.com
(509)529-8424

VanHooseCo.
Loudon, TN
jvanhoose@vanhoseco.com
(865) 458-3998

Verti-Crete of Northern Arizona
Taylor, AZ
jaromhatch@yahoo.com
(928)243-4362

Verti-Crete of Northern Nevada
Reno, NV
rick@verticrete-nevada.com
(775)575-5050

Walker Industries
Maui, HI
wcambra@walkerprecast.com
(808)877-3430

Wilson Concrete Products
Idaho Falls, ID
robert@wcpidaho.com
(208)521-2764

Wyoming Precast Products
Casper, WY
chrishepp@hotmail.com
(307)237-7170

International

Advantage Concrete Products
Lethbridge, AB
Canada
wayne@hublite.com
(403)381-9252

Al Falah Ready Mix
Abu Dhabi, UAE
dm@alfalahreadymix.com
971 (+) 880425

Atlantic Pipe Corp.
San Juan, PR
igarcia@atlanticpipe.com
(787)788-5400

Cappellari SRL
Poggio Rusco, MN
Italy
marketing@truzzi.it
0386/51298

Carlow Pre-Cast Tanks
Dublin, Ireland
engineer@carlowprecasttanks.com
011 353 1 80

Jibe Construcciones y Pavimentos
Terreon, Mexico
diegojimenez@jibe.com.mx
52 871 750 62-17

Lac la Biche Garage, Ltd.
Lac La Biche, AB
Canada
c-greb@hotmail.com
(780)623-3222

Mision XXI
Hermosillo, Sonora
Mexico
arq.cuellar@yahoo.com.mx
52 662 285 51-39

Novi Industries
Algeria
osman@noviindustries.com
(619)596-4501

Pre-Con Limited
Saskatoon, SK
Canada
ellery@preconltd.ca
(306)931-9229

Ruggiero
Potenza, Italy
pasquale.ruggiero@virgilio.it
390975386001

Shamrock Stone Walls
Perth
Western Australia
colm@shamrockstonewalls.com
011614130077

Temkat
Larissa, Greece
temkatab@gmail.com
0030 2410 555790

Tube Decorado
Monterrey, Mexico
ramirogarza@tubodecorado.com.mx
528183139722

Verti-Crete Precast Nigeria
Nigeria
sale@verticretenigeria.com
+234-17358001

Contact Verti-Crete Headquarters

P.O. Box 2347
Sandy, UT 84091
(801)571-2028

www.verti-crete.com