



Verti-Crete News

"The Evolution of Precasting"

Special Interest Articles

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Verti-Crete Association's First Annual Banquet Huge Success

Verti-Crete is proud to announce that the Verti-Crete Association meeting in Las Vegas is to become an annual event. This exciting evening of quality cuisine, stimulating conversation, and inspiring stories was hosted by Verti-Crete for all licensees and their guests.

The meeting was, in fact, a banquet held at Treasure Island during the 2007 World of Concrete Trade show in Las Vegas. The catering staff of Treasure Island played their role quietly and expertly, offering up a delicious meal for guests at the event. As guests ate, they had the opportunity to listen to several speakers from the Verti-Crete team.

First, guests heard from Mike Sharp who detailed several new marketing initiatives that Verti-Crete has recently introduced to support each of our licensees. A number of these new tools stood out in particular, for example: the creation of a customizable brochure for licensees to distribute to potential customers; the availability of two new 10-foot wide booths and a PowerPoint presentation for licensees to use as they exhibit at their own local trade shows; and a full-color pop-up sign for each licensee to keep as a display.

One of the most helpful things Verti-Crete has been able to offer licensees, though, was the Verti-Crete Association meeting itself. After hearing from the leadership of Verti-Crete, guests at the banquet listened to presentations by several licensees who shared stories of their own innovative applications of Verti-Crete products. This, according to Sharp, was one of the most important benefits of the entire meeting. He says, "All of our licensees are



very talented and experienced, and the great thing is that they are all talented in different areas. When they get together like this, each person brings something special to the table."

Veteran Verti-Crete licensees had been hoping for a venue like this to facilitate communication between producers and enable better working relationships. "It really helps everyone just to know that they aren't alone out there. It also creates a feeling of unity to see other people who are working hard to meet and beat the same kinds of challenges," says Sharp.

Since the last Verti-Crete Association meeting, a number of licensees have carried out successful, unique projects. Guests at the upcoming meeting in January 2008 can expect to hear their stories, better acquaint themselves with Verti-Crete peers, and enjoy a fabulous evening of fine dining and entertainment. Keep your eyes open for more information about the meeting. We hope to see you there!

Verti-Crete Welcomes Four New Licensees In Arizona, Oklahoma, Florida, Texas and California

We would like to give a warm welcome to our five new licensees.

In East-Central Arizona, we are joined by Jason Hatch and his team at Verti-Crete of Northern Arizona. Hatch was raised and trained in the family concrete business. Recently, Hatch decided to branch out into the precast business by becoming a Verti-Crete licensee.

Hatch is located in Taylor, Arizona, a city about 175 miles northeast of Phoenix. Because Verti-Crete of Northern Arizona is in the eastern mountains of Arizona, some distance from highly developed urban areas, Hatch and his team are poised to meet the growing demands of various surrounding communities. Hatch's previous experience in concrete construction and ready-mix will no doubt prove to be valuable assets in serving this market. Congratulations to Jason Hatch and his team!



Next, we are pleased to welcome Brad Davis and Liberty Precast of Tulsa, Oklahoma to the Verti-Crete family. Liberty has been in the precast business for years and has become one of the top producers in the area for underground drainage and retaining block products. Now with Verti-Crete walls and columns in his arsenal, he's prepared to dominate the perimeter fence and sound wall markets. Davis will continue to build upon the solid client base he's created with Liberty Precast and has the opportunity to expand far beyond the Tulsa area. We look forward to watching his continued growth. Congratulations to Brad Davis and his team!



Next, we welcome Ernesto Garcia and Danilo Leyva, owners of American Stamp Concrete Corporation in Miami, Florida. Before becoming Verti-Crete licensees, Garcia and Leyva had built up two other companies: a decorative concrete contracting company and a logistics/trucking company. Shoring itself up against the



New Sandstone Wall Design

winds of competition, American Stamp was able to receive approval from Dade County (the county with the strictest building codes in Florida) to begin installing Verti-Crete fences and walls in Miami and surrounding areas. Verti-Crete and American Stamp are both very enthusiastic about potential growth in this area. Congratulations to Ernesto Garcia, Danilo Leyva, and their team!



Finally, we welcome Antonio Esparza, our new licensee in Mission, Texas. Esparza joins Verti-Crete with significant experience in decorative concrete stamping and concrete overlays. Esparza's company, Texas Precast Walls, joins four veteran Verti-Crete licensees in the Lone Star State; Esparza's team will serve the area of southern Texas. After years of successful work in the concrete business, Esparza has a strong base of loyal customers. Texas Precast Walls is highly optimistic about the strides that can be made in the near future with the addition of Verti-Crete precast walls to their repertoire. Congratulations to Antonio Esparza and his team!

Reno Licensee Expansion into California

In addition to our four new licensees, our licensee in Reno, Nevada—Verti-Crete of Northern Nevada—is expanding into California by opening up a production facility in Paso Robles, California, serving the Central Coast region.

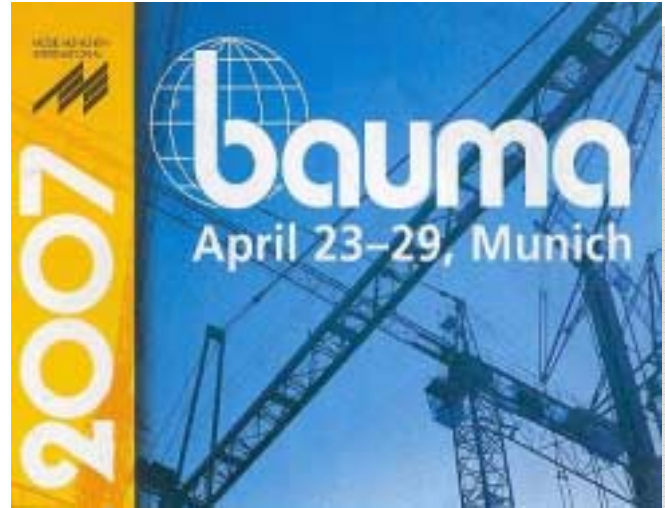
Congratulations on your expansion, Verti-Crete of Northern Nevada!

Highlights from 2007 bauma Show in Munich

Verti-Crete was pleased to attend the twenty-eighth annual bauma Trade Show in Munich, Germany this past April. Verti-Crete participated in the exhibit with the U.S. Department of Commerce at the North American pavilion. This year's show was bigger and better than ever—in fact, it's being touted as the most successful bauma ever. Major companies from across the globe showed exhibits in Munich this spring, including highly recognizable corporations like Volvo and Caterpillar. Organizers said there were approximately 500,000 visitors at the 2007 show; and of those, 160,000 were from countries other than Germany. Over 190 countries in total were represented at the show. (www.bauma.de)

Bauma is an international trade show that occurs only once every three years, alternating with two other international shows—CONEXPO-CON/AGG in Las Vegas and Intermat in Paris. bauma is a show for all industries related to or part of construction and isn't limited by an emphasis on one particular field, so visitors and exhibitors come with highly varied areas of interest. Because of the diversity of companies who show at bauma, and because of the incredibly high number of attendees, this show offered Verti-Crete an outstanding opportunity to gain exposure and strengthen existing relationships. Verti-Crete was able to connect with a number of European companies eager to supply precast fence walls as part of the Verti-Crete family.

The weaker U.S. Dollar has made American products more attractive to European investors. As such, Verti-



Crete is enjoying an increase in interest from the International community—and the trend is expected to continue well into 2008. Because of this, Verti-Crete recognizes the importance of increasing public awareness of its double-sided precast walls and is expanding its international exhibition schedule. Verti-Crete will attend and exhibit at the upcoming Big 5 show in Dubai, United Arab Emirates November 25-29, 2007; they will also show at the International Concrete Conference and Exhibition (ICCX) in Johannesburg, South Africa February 19-21, 2008.

Mike Sharp observed, "Shows like these are such a great opportunity for international exposure. For example, at the bauma show, Verti-Crete was able to gain unprecedented exposure to the European market. Shows like Big 5 and ICCX will offer us similar opportunities." Security concerns in these growing markets are fueling a boom in the precast concrete fence markets in each of these regions of the world. Verti-Crete with its patented mold and form systems is in a unique position to offer a decorative solution that's not only durable and easy to install but also more cost effective than alternatives currently being used. In coming months, Verti-Crete looks forward to a busy exhibiting schedule and the development of relationships within the international business community.

"This is a fun business to be in. Customers really love the wall and can't believe it's installed so quickly and can look so great. I guess it just feels good to be so appreciated."

—Dave Balls, O Well Precast





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About Verti-Crete

Verti-Crete, LLC is the leading producer of vertically poured precast wall and post systems. Our patent-pending system design outperforms traditional cast methods by dramatically improving product quality and functionality while actually reducing production and installation costs.

Verti-Crete's mold and form systems produce beautiful, seamless, double-sided commercial-grade walls and posts. Made from pre-cast concrete, they have the look and feel of real stone. Produce more square feet in less space and less time.

Standard privacy wall systems come in 4-foot, 6-foot, 8-foot, or 10-foot heights; all wall systems are 12 feet long. Commercial sound wall systems, including walls that are pre-stress enabled, can be designed to your specifications.

For more information on how you can license and purchase your Verti-Crete system, please contact us at 801-571-2028 or visit us at www.verti-crete.com.

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