



# VERTI-CRETE NEWS

"THE EVOLUTION OF PRECASTING"

Strengthening Concrete and  
Credibility  
p. 1

Verti-Crete Wall: Official Sound  
Transmission Testing  
p. 1

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

Annual Verti-Crete Association  
Meeting  
p. 3

## Strengthening Concrete and Credibility

How C&M Precast made its business stronger than ever

You might not expect that a solid concrete wall would turn into a door of opportunity. Yet such was the case for C&M Precast, Inc.

Headquartered in Kerrville, Texas, C&M got its start producing precast products for the growing cities of the state's Hill Country. Septic tanks, burial products, and waste water treatment systems for residential customers and small municipalities helped make a name for the company. But as the business grew, owner Bob Barker saw the opportunity to move precast products above ground and make C&M more noticeable as well.



Barker began investigating architectural precast walls as a new product offering. At first, C&M designed its own system for producing textured walls and columns. Then the company came across Verti-Crete. "We were really impressed by the exterior finishes, installation process, and quality of the end product," says General Manager Chris Barker. "The system was far superior to what we were doing independently, so we became a Verti-Crete licensee."

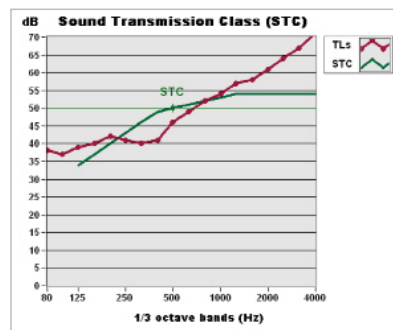
### From walls to wider opportunities

C&M initially sold Verti-Crete walls as an aesthetic complement to surround electrical substations. "These were going in people's back yards," explains Barker. "The walls offer a way to hide the substation in an attractive way and with a material that won't need maintenance for a

*(continued on page 2)*

## Verti-Crete Wall: Official Sound Transmission Testing

For the first time, a Verti-Crete wall has been the subject of an Airborne Sound Transmission Loss ASTM E90. The test and data analysis, conducted by Stork Twin City Testing Corporation located in Saint Paul, MN, concluded that the wall scored a "strong 50" which was better than expected.



**STC = 50 def: 22**  
**OITC: 45**

The panel that was tested was a Verti-Crete Ledge Stone, manufactured by Fabcon. Fabcon is a Verti-Crete licensee based in Savage, MN and is working on a sound wall project for the city of Naperville, near Chicago. Several Departments of Transportation specify a minimum STC (Sound Transmission Class) score with the city of Naperville requiring that the installed walls test at an STC of 20 or higher. A typical estimate for a plain smooth concrete panel is an STC of 40.

The Stork Twin City Testing Corporation has been accredited by the U.S. Department of Commerce and the National Institute of Standards and Technology (NIST, formerly NBS) under the National Voluntary Laboratory

*(continued on page 3)*

## Strengthening Concrete and Credibility (cont'd from page 1)

very long time.” Not only did residents of Texas enjoy the precast walls, a natural gas and electric provider for a major municipality took a liking to



C&M's Verti-Crete products as well. The company requested a bid for decorative precast fencing, and also asked C&M to bid on other concrete work it needed. “The Verti-Crete products got us in

doors we wouldn't have before,” says Barker. C&M now provides retaining walls, concrete drainage channels, and other products for the city. “The new projects have turned into three times the amount of work from our original precast fence bid.”

### Finding new support for growth

Success with Verti-Crete brought a new set of challenges to C&M, however. The company needed to adjust in order to keep up with the increased work. At the same time, the Barkers demanded that the company's reputation for quality remain as strong as their products.

In order to meet the wind resistance needs that would withstand Texas-size weather, C&M had been using rebar with a welded wire mat in their Verti-Crete walls. Demonstrating a wall's strength to public utility entities was crucial, yet the company needed to keep its own cost benefit analysis in mind—the more steel added to a wall, the more expensive it was to produce. In addition, C&M wanted to be able to definitively state a wall's strength in engineering terms.

To do so, C&M partnered with FORTA® Corporation, a leading producer of synthetic fiber additives for concrete reinforcement. Together, they tested several different ratios of steel and fiber in wall construction and had an independent third-party engineering team, Delta Engineers, measure their strength.

Originally, C&M had produced its precast walls using a perimeter of #4 bar with a welded wire mat in the middle and no fiber additives. The structure had always proven strong, but the test results of walls reinforced with fiber and less steel were surprisingly impressive. A wall built with a perimeter of #4 bar and a structural mixture of FORTA-FERRO fiber withstood wind loads in excess of 200 mph. By eliminating the material and labor expenses of wire mesh and tying steel together, C&M found FORTA-FERRO fiber to be a very cost effective way to deliver even greater strength.

C&M now uses synthetic fiber reinforcement in approximately 80% of its products.

### Bigger orders needed better batching

Besides their investigations into fiber, C&M took another innovative move to grow the business: the purchase of a planetary batch mixer.

“We knew that we had to change the way we batched because our old system was fairly wasteful, and there was only so much we could produce per day. We had reached our maximum. For us to continue to grow, we had to do something.” That something turned out to be the purchase of a planetary mixer from Mixer Systems.

Perhaps the greatest advantage, however, has been the efficiencies achieved. Barker explains, “With our old batch plant, we used to clean the wash-out material once every one to two weeks. It was a lot of labor and downtime for the business. We've had the Mixer Systems plant for about seven months now, and haven't had to clean the containment area yet. We now have the ability to mix almost exactly what we need and have very, very little waste.”

### Opening doors to the future

Barker acknowledges that it's not easy to put a monetary amount to the reductions in waste and labor. However, the overall cost savings achieved through fiber reinforcement and planetary mixing have been significant to the company's profitability. “Our investments in Verti-Crete, FORTA products, and the Mixer Systems plant not only help us produce better products for our customers, we're doing it in less time and with significantly less waste.”

“The [Verti-Crete] walls offer a way to hide the substation in an attractive way and with a material that won't need maintenance for a very long time.”

-Chris Barker

C&M added two new product offerings last year and in Barker's words, the company is “always looking for new ways to grow. We anticipate making a bigger push in marketing this year and expect our Verti-Crete fencing and other products to be big.” With improved quality control and testing results in hand, C&M also hopes to soon become both NPCA and PCI certified. “A lot of doors open with those certifications,” says Barker. And judging from the company's expansion, C&M knows just how to make those doors open wide. 


*This article is also published in the August 2009 issue of CPI Magazine.*

## Sound Testing (cont'd from page 1)

Accreditation Program (NVLAP) for conducting ASTM E90 test procedures. This was the first official ASTM E90 test



Ledge Stone panel produced by Fabcon

performed on a Verti-Crete wall by a fully accredited testing laboratory. We were pleasantly surprised and proud that our walls out-performed a typical sound wall. It's just one more reason to love the Verti-Crete product! 

## Annual Verti-Crete Association Meeting

Save the date for the Fourth Annual Verti-Crete Association Meeting. The banquet will be held on Wednesday, February 3, 2010 in conjunction with the World of Concrete show in Las Vegas, Nevada. The trade show is February 2 - 5 at the Las Vegas Convention Center. Our Verti-Crete Association dinner/meeting will be from 6:30pm to 9:30pm at the Treasure Island Hotel.

This annual gathering has become one of the highlights of the year, serving as a platform for training and for meeting other Verti-Crete licensees. It's a great time to take advantage of learning from your fellow Verti-Crete producers. We will also focus on the company's accomplishments, expansions, and opportunities.



This banquet will be the best way for you to stay in tune with Verti-Crete's support network and enable you to make the most of your pre-cast fence business. It is very exciting and valuable experience for everyone, so don't miss out on this opportunity!

Verti-Crete will be exhibiting at the

World of Concrete show from February 2 - 5, 2010. Come visit us at Booth N637. We hope to see you there!

Verti-Crete will also have a booth at the Precast Show in Phoenix, Arizona, February 18 - 20, 2010. 

## Introducing: Verti-Crete's Newest Licensees

### Al Falah Ready Mix - Abu Dhabi, United Arab Emirates

#### Sam Rifki

Al Falah Ready Mix is a well established and fast growing U.A.E. company, with head offices based in Abu Dhabi.

Al Falah Ready Mix was founded in 1997, with the first plant built in Al Saad, near Abu Dhabi. Since then, the company, with its 36 current plants, has produced more than fifteen million cubic meters of high quality concrete.

### FabCon - Savage, Minnesota

#### Tony Markgraf

Fabcon's first plant began operations in 1971, producing slabs for use in apartment buildings and retail projects. As their business grew, they refined their engineering and enhanced their equipment to expand their capabilities and the markets they served. Fabcon now manufactures and erects precast concrete wall panels for virtually every type of structure and has manufacturing plants in Minnesota, Indiana, Ohio, and Pennsylvania.

### Jibe ("hee-bay") Construcciones y

#### Pavimentos - Terreon, Mexico

#### Diego Jimenez

Jibe Construction and Paving, SA of C.V. is a national company with more than 30 years experience. They primarily provide engineering services and construction of civil works.

### Novi Industries - Algeria

#### Osman Tatar

Novi Industries, Inc. represents a complete range of services including system integration, surveillance, consulting, equipment and hardware, installation, and training.

### Temkat - Larisa, Greece

#### Behlivanis Antonios

Temkat provides general engineering contractors for general construction of buildings and civil engineering works, as well as construction of motorways, roads, airfields and sport facilities.

## 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  
(928)445-9900

**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  
mmoore@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  
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  
www.precaststonewalls.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

**Pour in Place, Inc.**  
Lenoir City, TN  
jvanhoose@pourinplace.com  
(865)986-0702

**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

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

**Verti-Crete of Northern Nevada**  
Reno, NV  
swdlc@att.net  
(775)575-5050

**Wally Walls**  
Casper, WY  
chrishepp@hotmail.com  
(307)237-7170

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

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

**International**

**Advantage Concrete Products**  
Lethbridge, AB  
Canada  
wayne@hublite.com

**Al Falah Ready Mix**  
Abu Dhabi, UAE  
dm@alfalahreadymix.com  
971 (4) 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

**Contact Verti-Crete Headquarters**

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

www.verti-crete.com