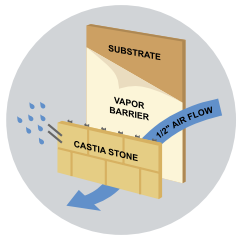


FOR THE CONCRETE INDUSTRY

WHAT'S NEW AT CONCRETE RESULTS

Castia Stone has got to be one of the most exciting, beautiful and innovative products to come along in our industry in quite a while. With the dramatic growth of the renovation and remodeling market, Castia Stone is your ticket to tapping into this market as well as new commercial and residential construction.

"Rainscreen" Technology



Unlike other cladding materials, the Castia Stone system creates a true rain screen, or air space, between the exterior of your building and the internal wall structure. This makes your building healthier, less prone to water and moisture damage, and virtually eliminates the potential for mold and mildew to take up residence in your wall. It can be installed directly onto OSB and other traditional materials because it is mechanically fastened to the wall with no mortar required or needed.

Castia Stone is not just functional, it's beautiful! High density concrete, combined with richly textured profiles, will provide you with classic elegance, tremendous detail, and architectural design features not available in most products. Castia Stone's improved speed of construction allows it to be installed by carpenters or masons, in virtually any kind of weather, and a price that can fit into most budgets.

Castia Stone made its debut at the NAHB International Builders Show in Orlando on January 12-15th 2011. The show featured a full scale display of Castia Stone's innovative rain screen technology along with an entire series of new color blends.

Castia Stone was selected by the producers of HGTV as one of the most innovative and beautiful products at this year's show and will be producing a video on Castia Stone to run on their website! Keep in touch with us via Facebook for more details on when the video will be aired!

In April 2011, Castia Stone will introduce a similar line of products specifically targeting the needs of commercial and industrial builders. These components are larger in scope and naturally adapt to the unique construction needs of the marketplace.

To learn more about how Castia Stone can add value to your manufacturing, distribution or design business go to www.castiastone.com, scan the QR code to the right or contact our CEO **Alice Muratore** at alice@castiastone.com.



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ABOUT CONCRETE RESULTS

THE IMPORTANCE OF ELECTRONIC MARKETING TECHNOLOGIES

As concrete product producers we have a dilemma; creating and implementing the right marketing plan that fits our products, the correct distribution channels and our unique target customers.

Now, with the advent of social and electronic marketing innovations, the landscape of marketing concrete products just got a little more complicated and a lot more exciting! But don't worry, we can help you take advantage of them and get your sales moving forward!

For example, how familiar are you with the use of QR Codes? Did you know that they can be used by concrete product manufacturers to promote their business and communicate with their customers on levels that only years ago could not even be imagined! If you are one of the millions of people that use a smart phone you can download a QR code reader for free, then scan these images and see what we are talking about.

This technology and others will "pave" the way for our industry to grow and it is imperative that your business begin to include these latest marketing tools in your overall 2011 marketing plan.

We at Concrete Results have created a professional graphics and marketing department with many years of experience in graphic design, logos, brochures, cut sheets, e-marketing and social media.

We can assist your company in developing results-driven marketing campaigns that can include:

- Creation of a QR Code marketing plan and its impact on your entire marketing program
- Social media and electronic marketing programs to get in touch with your customers and keep them apprised of your latest developments and solicit their feedback
- Targeted electronic advertising and SEO PPC programs
- Updates and changes to your website
- Developing, enhancing and structuring your customer database
- Engaging your customers with real information and opportunities for them to interact with you

Our marketing department is well versed in concrete pavers, retaining walls, block, wetcast, stone veneer and much more. If you want to get started on selling to and communicating with your customers on THEIR terms, then give us a call! You can email **Angela Skees** our Director of Marketing angela@concrete-results.com or call her directly at **(817) 690-2371**.

PRODUCT LICENSING OPPORTUNITIES

**Do you have an idea that you think can become the next big thing in the concrete industry?
Are you looking for new product ideas to introduce to your customers?**

Concrete Results can help you get your product to the market or help you locate an innovative product that fits the needs of your customers. Contact us today and we can discuss how to launch your great idea or sort through the maze of products and concepts to get you exactly what you are looking for.



QR CODES

You might not be able to tell the difference but your phone can! Scan the left to visit concrete-results.com and the right to visit castiastone.com.



NEW RETAIL STORE SERVICE

Through our Retail Store Service Program, Concrete Results can provide services to stores that stock your products. A few of our services include:

- » Facilitate any store reset
- » Construct and manage Point of Sale (POS) displays, retail displays, stands, display racks, etc.
- » Ensure proper signage and labels are installed
- » Regularly service stores with literature and/or brochures
- » Conduct product knowledge training
- » Clean and maintain product displays during store visits
- » Assist in order placement with store personnel
- » Provide in store promotional DIY events
- » Research proper inventory levels Coordinate return-to-vendor process for all damaged goods
- » Monitor product quality for defects and report concerns
- » Ensure that all product displays are properly marked

INTRODUCING THE BRESCIA SYSTEM: THE MOST COST-EFFICIENT MANUFACTURING SOLUTION FOR SPECIAL FINISHES

Concrete Results, Inc. introduces the Brescia System, an innovative technology that provides an enhanced finish to concrete products. This first-of-its-kind integrated system utilizes proprietary chemicals and processing equipment to expose the aggregate matrix in concrete products. The result is a unique aesthetic surface with naturally appealing features.

Product Benefits

- » Unique aggregates provide distinct finishes
- » Preferred by design community
- » Creates various finishes and textures
- » Provides increased slip resistance
- » Enhanced profitability
- » Multiple product applications

Production Benefits

- » Minimal Capital Equipment Investment
- » Fully integrated in-line processing
- » No additional labor requirements
- » No double-handling of material
- » Zero waste
- » Non-hazardous chemical properties

Through its Product Specifications Services division, Concrete Results, Inc. has created an aggressive marketing plan to assist concrete products manufacturers in driving designs and specifications of the Brescia System through design firms in targeted markets. This specialized service introduces Brescia to architects, landscape architects and other designers resulting in an increase in product specifications

and ultimate sales opportunities. To learn more about licensing opportunities in your area, please contact: **Ray Clark** at (678) 449-5494 or ray@concrete-results.com.

The Brescia System

Application and Removal Equipment



KEY STRATEGIES FOR 2011

As the national economy continues to struggle along, it is imperative for concrete product producers to keep focused on the items that you can control and not focus on those things we cannot control. Back when business was booming we all got a little lax in our attention to solid business practices and those details that are critical to operations engaged in the production of concrete pavers, retaining walls, block, wet cast and stone veneer. So, in the spirit of making the best of a bad situation, here are five items you should consider initiating to help capture market opportunities, facilitate customer growth, and revisit plant processes to maximize your results.

Hit the Road – Because dealers and installers are impacted by the same economic challenges it is critical that you and your sales team get out there and determine how your customers are faring and what your company can do to assist them. They need your support and now is a great time to step up and solidify your plans and your relationships.

Re-Evaluate the Competitive Landscape – Many companies are shifting territories, realigning sales staff, and in some cases making staffing reductions. Make sure that you are on top of all the changes taking place in your market and insure that you are taking advantage of any unique opportunities that might be taking place. That customer you haven't had any success with might just have lost his favorite sales rep!

Move to Solution Based Selling – Do you really know what your customer needs? Have you taken the time to actually visit with your customers to ask them what problems keep them awake at night? Do you *really* understand their short and long term goals? Stop trying to sell your product and start selling solutions to your customer's problems. Also, make sure you respect your customer's time and set appointments. Your customers are busy trying to grow their business and they are not waiting around for you to just stop by and chat. Have a plan and an agenda that centers on learning more about them.

Specify Your Goals – Make sure that each member of your sales team has clearly spelled out performance indicators other than just sales numbers. How many new accounts should they call on each week? How many box lunch presentations? Typically these will center on successful behavior patterns and tasks that will have a long term impact on growth.

Seek Out New Products and Services – Obviously expanded offerings stand to increase revenue and allow for additional uptime in the plant. When engaged in your solution based sales call, make sure your team identifies the needs of your customers. What products are they asking for that they do not have? What are the hot new trends in their markets? Innovation and creative ideas will always be of interest to a customer and can often be a great way to strengthen your sales and your relationships.

We wish you much success this coming year!

ABOUT CONCRETE RESULTS



Concrete Results can positively impact and support your company on virtually every level of your business and in nearly every phase of your business's life cycle.

Mark J. Muratore

Whether you are new to the industry, have been around a while, are looking to expand, or are considering an exit strategy, our 30 years of experience will provide significant benefits to your organization. We don't take a cookie-cutter approach. We realize that all of our client's needs are unique and therefore require a truly customized solution to meet their goals.

SERVICES OFFERED

The following is a partial list of the services we can provide:

- » Product Specification Services – Sales Outsourcing
- » Strategic Planning & Growth Modeling
- » Tactical Market Positioning
- » Financial Analysis and Opportunity Discovery
- » Mergers & Acquisitions – Target Development & Integration Support
- » New Facility Site Searches
- » Raw Material Identification & Purchase Assistance
- » Operational & Manufacturing Efficiencies
- » Cost Reduction Analysis
- » Waste Reduction and Quality Control Initiatives
- » Sales & Competitive Market Analysis
- » New Technology Development and Product Innovation
- » New Plant Construction – Breakeven Analysis