



PRESS RELEASE

For Immediate Release

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PLACEREADY™ CHANGING THE LANDSCAPE OF CONSTRUCTION INDUSTRY
Preferred Materials introduces a new, fast flowing, self-consolidating concrete to its array of building materials.

August 17, 2010 (Tampa, Fla.) – Preferred Materials, Inc. is answering the construction industry’s call for a new kind of concrete, designed to lower the cost of construction. The Florida company specializing in providing ready mixed concrete, block, and other building materials, is proud to announce the launch of PlaceReady™, a unique, highly flowable concrete product.

“It was the easiest concrete I have ever worked with,” said Jan Natoli, masonry contractor, Jan Natoli Masonry, who recently used PlaceReady™ in an LEED-certified construction project in St. Petersburg.

PlaceReady™ is a self-consolidating concrete, which offers unique benefits over conventional ready mixed concrete, including ease of placement, less labor and little or no segregation. Self-consolidating concrete also proves effective for the budget-minded builder. Its liquid-like property allows it to pass freely through narrow openings and congested reinforcement, eliminating the need for mechanical or vibration related costs, and in certain applications, allows the contractor to bypass the need for concrete pumps which reduces associated labor costs.

PlaceReady™ requires significantly less manpower and less placement time than conventional concrete. A level surface can easily be achieved with bull floating and final finishing with a hand trowel. PlaceReady’s durability exceeds conventional concrete and offers an excellent form finish.

“We wanted to provide our customers with a new, proprietary product that would make their work easier and lower their construction costs,” said Scott Bronson, regional sales manager for Preferred Materials, Inc. “After a year in development, we are very proud to introduce PlaceReady™ to the market.”

About Preferred Materials, Inc.

Preferred Materials, Inc. strives to provide the highest product quality and service in the construction industry. The company was formed in 2007 through the acquisition of multiple Florida plants specializing in ready mixed concrete, concrete block, and building materials. With headquarters in Tampa and operations in five key Florida markets, Preferred Materials provides municipalities, developers, architects, engineers, contractors, builders and suppliers a wide variety of construction materials and products. From groundbreaking to ribbon cutting, Preferred Materials is Florida’s one-stop source for choosing the right construction products for efficient and cost-effective production. Website: www.preferredmaterials.com

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A level surface can be easily achieved with **Preferred Materials PlaceReady™** self-consolidating concrete, recently used at an LEED-certified construction project in St. Petersburg.

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