



## PRESS RELEASE

**For Immediate Release**

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### **Preferred Materials Adds a Splash of Color to Florida's Construction Industry** *Introducing ColorReady™, an easy-to-apply, durable, decorative concrete in hundreds of colors.*

**April 12, 2011 (Bonita Springs, Fla.)** – Decorative concrete is quickly becoming the preferred medium for coupling aesthetic appeal with the long-term strength of concrete. As innovators in ready mixed concrete, block, and other building materials, Preferred Materials has created ColorReady™, a liquid pigment integrally colored concrete available in an array of colors for flatwork, driveways, roadways, walkways, flooring, and more.

"I used Preferred Materials' ColorReady integrally colored concrete on a large decorative stamped concrete job in Tampa," said Marc Schwabach, of Curb Systems of SW FL & Sarasota, LLC. "This product not only satisfied the owners' requirements but outperformed another supplier's product on the same job."

ColorReady uses computer controlled dosing of synthetic iron oxide pigments for consistent color in every load. As opposed to conventional methods with mixing powders and surface-applied treatments, ColorReady produces more consistent results and does not blemish due to chipping or scraping. The primary applications are cast-in-place, slab-on-grade, precast, tilt-up, and other cementitious products, such as premix concrete and mortars.

In addition to filling bulk orders for contractors and developers throughout the Southeast, Preferred Materials now bottles and sells ColorReady in its showroom. Anyone from a restaurateur looking to add beautifully versatile flooring in their dining areas, to a homeowner looking to out shine their neighbors in curb appeal, can purchase ColorReady and begin laying concrete in unlimited colors with confidence.

#### **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 Bonita Springs 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](http://www.preferredmaterials.com)

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**Preferred Materials Inc.**  
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As innovators in ready mixed concrete, block, and other building materials, Preferred Materials has created ColorReady™, a liquid pigment integrally colored concrete.



A beautiful surface can be easily achieved with Preferred Materials' ColorReady™, a liquid pigment integrally colored concrete available in an array of colors for flooring as well as driveways, roadways, walkways, and flatwork.

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