



PRESS RELEASE

For Immediate Release

For additional information, contact:

David Cerniglia
Vice President Sales & Marketing
DCerniglia@preferredmaterials.com
(239) 992-1400

Florida's Rainy Season is No Match for DrainReady™ Concrete *Preferred Materials introduces DrainReady™, a durable concrete with extreme permeability*

Sept. 29, 2011 (Bonita Springs, Fla.) – Preferred Materials, the innovators in ready mixed concrete, block, and other building materials, has created DrainReady™, a durable and extremely permeable concrete that is ideal for parking lots, drives, walkways, and other areas where water must quickly pass.

"DrainReady takes pervious concrete to the next level," said Jeremy Minnillo, Preferred Materials' director of quality control and technical services. "We have designed this product to overcome the issues that usually arise with standard pervious pavement; it's stronger, easier to finish, highly durable, and helps to maximize GBC LEED credits."

A pervious paving solution similar in appearance to standard concrete, DrainReady has been specifically engineered to provide enhanced wear and abrasion resistance versus typical pervious concrete mixes. It contains a system of interconnected voids, which facilitate the movement of large quantities of water through the pavement and away from the surface. In addition to effectively handling Florida's rainy season, DrainReady appeals to developers because it can reduce the size of retention areas and increase building footprints.

As quoted in the Winter 2008 issue of *Concrete InFocus*, a publication of the National Ready Mixed Concrete Association: "Pervious concrete is a perfect material for the environmentally conscious business owners for use in parking lots, drives, plazas, and walkways. With its environmental and safety benefits, pervious concrete can provide a low-maintenance and durable paving material that will assist in gaining the highly regarded LEED certification," according to the article's author, Erin Ashley, PhD, former Director of Codes and Sustainability, NRMCA.

DrainReady helps projects earn LEED credits from the U.S. Green Building Council, including sustainable sites, water efficiency, materials and resources, as well as innovation in design credits.

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.

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Preferred Materials Inc.
25061 Old 41 Road • Bonita Springs, FL 34135
Phone: (239) 229-0085 • Web: www.preferredmaterials.com



Photo Caption

DrainReady With Water.jpg DrainReady™ contains a system of interconnected voids, which facilitate the movement of large quantities of water through the pavement and away from the surface.



Photo Caption

DrainReady Close-Up.jpg A durable and extremely permeable concrete, DrainReady™ is engineered to provide enhanced wear and abrasion resistance versus typical pervious concrete mixes.