



**Contacts:**

Chad Corley  
The QUIKRETE® Companies  
(404) 634-9100  
[ccorley@quikrete.com](mailto:ccorley@quikrete.com)

## **QUIKRETE® HOW-TO VIDEOS EMPOWER HOMEOWNERS** *Most Viewed Home Improvement Projects Focus on Building*

**ATLANTA (Aug. 27, 2012)** – According to the National Institute of the Remodeling Industry, nearly 50 percent of homeowners plan to stay in their current homes at least six more years, so an increase in homeowner remodeling is logical. In fact, the National Association of Home Builders and Harvard University’s Joint Center for House Studies projects homeowner spending on remodeling to increase 12 percent in 2012 followed by another eight percent in 2013. The QUIKRETE® Companies is empowering homeowners with online how-to videos to tackle projects previously left to professional remodelers and contractors.

“While homeowners are certainly driven to find the most economical approach to home improvement these days, it’s also the easily accessible and user-friendly online resources that give homeowners the confidence and know-how to take on more advanced projects,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “Our research shows that more than 90 percent of consumers use the Internet, and specifically online how-to videos for home improvement direction. Furthermore, on our website the most popular how-to videos involve building rather than repair and maintenance, which supports a growing trend in home improvement projects with concrete.”

Since the beginning of 2012, QUIKRETE how-to videos have been viewed more than one million times at QUIKRETE.com and Youtube.com. The top four videos in order of views:

1. Building deck supports
2. Pouring and finishing concrete
3. Building a block wall
4. Resurfacing concrete

**The QUIKRETE Companies Inc.**

One Securities Centre  
3490 Piedmont Road, Suite 1300  
Atlanta, GA 30305  
404.634.9100 • 404.842.1424 Fax • [www.quikrete.com](http://www.quikrete.com)



“The ability to pour a concrete patio, build a deck or add some other structural element without using a professional can save a homeowner money that might be better used to enhance other areas of the home,” said Owens. “Concrete doesn’t have to be intimidating or complicated and I think the how-to videos are helping demonstrate that to homeowners.”

To view any of the 26 QUIKRETE how-to videos, visit [www.quikrete.com](http://www.quikrete.com). For additional product information as well as project ideas and tips, “Like” QUIKRETE on [Facebook](https://www.facebook.com/QUIKRETE) and “Follow” it on Twitter [@QUIKRETE](https://twitter.com/QUIKRETE).

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

###

***The QUIKRETE Companies Inc.***

One Securities Centre  
3490 Piedmont Road, Suite 1300  
Atlanta, GA 30305  
404.634.9100 • 404.842.1424 Fax • [www.quikrete.com](http://www.quikrete.com)

