



CEMENT & CONCRETE PRODUCTS™

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QUIKRETE® HOW-TO VIDEOS SUPPORT HOME IMPROVEMENT DURING COVID
Setting Posts Stands Tall as Top 2020 Concrete Project

ATLANTA (Jan. 12, 2021) – With people spending significantly more time at home as a result of COVID-19, home improvement activity hit unexpected levels in 2020. Whether it was making small concrete repairs or pouring large concrete patios, people across the country turned to QUIKRETE® as their concrete resource based on nearly 37 million views of its how-to project videos. Accessed on the QUIKRETE website, YouTube channel and other social media channels, this robust library of videos provides detailed instructions for completing a wide variety of projects including the construction of decks and fences, installation of mailboxes and basketball goals, and other post-setting applications without mixing concrete, which was the most popular video last year.

“QUIKRETE strives to be an invaluable customer resource for concrete projects from start to finish—from project inspiration to project instruction and product selection to project sharing,” said Frank Owens, senior vice president of marketing for The QUIKRETE® Companies. “Engaging our customers through inspirational and informative videos that are easily accessible online and through social media allows us to establish meaningful two-way relationships that truly support their individual project success. 2021 is a new year, but customers can expect the same QUIKRETE commitment on concrete projects of all shapes and sizes as they seek to get to get more out of their homes.”

QUIKRETE® Top 2020 Project Videos

1. How to Set Posts in Concrete without Mixing
2. How to Pour & Finish Concrete
3. How to Resurface Concrete with Re-Cap
4. How to Build Deck Footings
5. How to Build Concrete Lawn Borders

For more information about QUIKRETE, visit www.QUIKRETE.com and/or connect at [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [Pinterest](#) and [YouTube](#).



The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Contech®, Rinker Materials™, Target Technologies®, Daubois® and QPR®. Collectively, The QUIKRETE® Companies operates about 250 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. Technical centers across the QUIKRETE® network also ensure that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For more information on The QUIKRETE® Companies or its products, visit www.quikrete.com or call (800) 282-5828.

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