



**CEMENT & CONCRETE PRODUCTS™**

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**QUIKRETE® LAUNCHES NEW WEBSITE WITH ADVANCED CAPABILITIES**  
*Homeowners and Contractors Enjoy Customized Experience from Any Device*

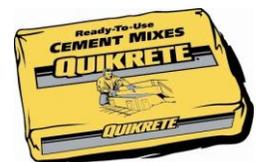
**ATLANTA (March 17, 2015)** – In 2014, nearly four million people visited [www.QUIKRETE.com](http://www.QUIKRETE.com) for building, repair, remodeling and home improvement inspiration, education and other helpful project and product information. Building on its proven value as a leading online resource for homeowners and construction professionals, The QUIKRETE® Companies launched a new advanced website featuring a comprehensive set of tools and information for an array of concrete, masonry and stucco projects. In addition, the new website is mobile-responsive so that users have access on a desktop computer, laptop computer, smartphone or tablet.

“Over the years, we’ve enhanced QUIKRETE.com based on extensive research and insights from homeowners and contractors with the goal of providing the best possible user-experience,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “The new website provides homeowners and contractors different experiences through navigation that leads to information that fits their needs. For example, our how-to videos are very popular with homeowners while contractors are more interested in technical product info, so we’ve made that specific content easy for each visitor to find. In addition, our data shows that almost 50 percent of visitors to QUIKRETE.com are on mobile devices or tablets, so it was a priority to make the latest version mobile-responsive.”

All visitors to [www.QUIKRETE.com](http://www.QUIKRETE.com) are immediately welcomed by a rotating collection of dynamic home improvement and commercial projects illustrated through product call-outs and bold images. While no content is exclusive, navigation does provide homeowners and construction professionals a clear path to desirable information. The “For Homeowners” path features concrete, masonry and stucco project ideas, product descriptions and step-by-step how-to application videos. The “For the Pro” path features information for commercial, residential and municipal projects including product performance and technical data, guide specifications and case studies.

**The QUIKRETE Companies Inc.**

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QUIKRETE® anticipates heavy traffic from both homeowners and contractors to the Quantity Calculator, which follows a trend dating back nearly two decades when [www.QUIKRETE.com](http://www.QUIKRETE.com) was originally launched. The website also features a QUIKRETE® Company Store, FAQs (Frequently Asked Questions), Customer Service, Media Center and Dealers Only Area. In addition to [www.QUIKRETE.com](http://www.QUIKRETE.com), more information on QUIKRETE® products and projects is available at [Facebook](#), [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®, Target Technologies®, Daubois® and QPR®. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 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](http://www.quikrete.com) or call (800) 282-5828.

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