



CEMENT & CONCRETE PRODUCTS™

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NEW QUIKRETE® MOBILE APP IS THE TOOL FOR EVERY PROJECT
Win an iPad by Downloading the QUIKRETE® Mobile App

ATLANTA (March 30, 2015) – On average, people over the age of 18-years-old spend more than 30 hours per month using mobile apps, according to media analytics expert Nielsen. Understanding this growing trend, The QUIKRETE® Companies launched an interactive mobile app that is a comprehensive resource for building, repair, remodeling and home improvement projects for contractors and homeowners.

“Our goal is to make important concrete, masonry and stucco information easily accessible from any location during any phase of a project,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “In a few quick steps, contractors can quickly access product specifications or calculate product quantities from a job site, while homeowners can watch how-to project videos or locate stores from their backyard. The QUIKRETE® mobile app provides professionals and homeowners distinctive paths to the relevant information they need for a specific job at the right time. It’s the tool no one should be without.”

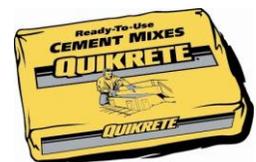
Built for use on iPhones and Android phones, the free QUIKRETE® mobile app provides a robust menu of interactive options that are helpful for completing a variety of projects.

Features

- “Product Search” with downloadable and shareable technical data
- “Project Search” with downloadable and shareable shopping list
- “How-To Videos” with step-by-step project instructions
- “Quantity Calculator” associated with both products and projects
- “Favorites” for collecting and tagging product and project information
- “Where To Buy” for geo-targeting locations that sell QUIKRETE® products
- “Quickshare” for posting project photos and videos on social media
- “Scanner” for accessing product information via QR codes or bar codes
- “Customer Service” telephone access with one-touch

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QUIKRETE® will randomly award two people iPads for downloading the mobile app during April. More information on QUIKRETE® products and projects is available at www.quikrete.com, [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 or call (800) 282-5828.

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