



**CEMENT & CONCRETE PRODUCTS™**

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**POPULAR QUIKRETE® HOW-TO VIDEO SERIES STARS AT BUILDERS SHOW**  
*New Mobile App Provides Contractors and Homeowners Robust Virtual Project Tool*

**Las Vegas (Jan. 19, 2016)** – According to a Google report in 2015, how-to searches on YouTube were projected to grow 70 percent year-over-year with home improvement being one of the most popular categories. In addition, 91 percent of smartphone users search for how-to project ideas on mobile devices. [The QUIKRETE® Companies](#), the leading manufacturer of packaged concrete products for the building and home improvement markets, is leveraging these trends with an interactive mobile app that provides users access to a comprehensive library of how-to project videos. QUIKRETE® will be highlighting the mobile app while demonstrating a variety of its building, repair and home improvement products at the International Builders’ Show (IBS) in booth C7519 at the Las Vegas Convention Center from Jan. 19-21, 2016.

“The power of video as project tool has grown exponentially with the evolution of mobile technology, which is why developing a mobile app for our customers was critical,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “With more than 20 million views of QUIKRETE how-to videos on our mobile-optimized website and YouTube channel representing more than one million hours of project and product education since 2011, we know they work. We’re simply making the videos more easily accessible along with other useful project resources from any home, job site or store with the mobile app.”

In addition being invaluable for step-by-step instruction, the how-to videos also help identify the most popular building, repair and home improvement projects.

Top 5 QUIKRETE.com Videos	Top 5 QUIKRETE YouTube Videos
How to set concrete posts with concrete	How to resurface concrete
How to resurface concrete	How to build deck footings
How to pour and finish concrete	How to build a block wall
How to repair concrete cracks	How to build a paver patio
How to build deck footings	How to pour and finish concrete

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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

A comprehensive display of QUIKRETE® products along with hourly demonstrations will be conducted daily in booth C7519 at IBS hourly from 9:30 a.m. to 4 p.m. with a lunch break from noon – 1 p.m. QUIKRETE® will randomly award two people \$1,000 each day for attending a product demonstration as verified by having a show badge scanned at the booth. In addition, one iPhone will be awarded to one randomly selected attendee that downloads the QUIKRETE® mobile app during the show.

More information on QUIKRETE® products and projects is available at [www.quikrete.com](http://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](http://www.quikrete.com) or call (800) 282-5828.

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