



**CEMENT & CONCRETE PRODUCTS™**

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**QUIKRETE® MOBILE APP AND Q-MAX PRO HEADLINE WORLD OF CONCRETE**  
*Digital Tool and Unique Concrete Mix Enhance Jobsite Performance and Results*

**LAS VEGAS (Feb. 2, 2016)** – The growing need for real-time information and a mobile workforce is driving mobility as the number one technology trend for construction companies, according to a 2015 study by IDG Research Services. [The QUIKRETE® Companies](#) has reinforced its commitment to serving contractors, architects, specifiers, dealers, distributors and other construction industry professionals with the introduction of an interactive mobile app. It along with the new QUIKRETE® Q-MAX Pro, the only concrete mix that delivers one-hour working time, three-hour walk-on time and 6,500 PSI compressive strength with crack, freeze-thaw and corrosion resistance, will be on display at the World of Concrete (WOC) in booth S10227 at the Las Vegas Convention Center from Feb. 2-5, 2016.

“Increasing productivity and efficiency while reducing material and labor cost as well as minimizing call backs is the priority of every construction project today,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “Our mobile app makes that happen by giving real-time access from any location to information like spec data sheets, a material calculator and product locator that can prove critical to successfully completing a project on schedule and within budget. That same customer-driven approach and commitment applies to our new QUIKRETE® Q-MAX Pro, which allows contractors to complete projects quickly while delivering the necessary construction or repair requirements.”

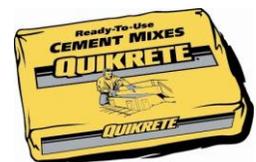
Built for use on iPhones and Android phones, the free [QUIKRETE® mobile app](#) provides a menu of interactive options for completing a variety of residential or commercial projects.

**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

**The QUIKRETE Companies Inc.**

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- “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

QUIKRETE® Q-MAX Pro Concrete Mix, which along with the mobile app is being considered as a WOC [Most Innovative Product](#), provides the working time and rapid strength gain ideally suited for horizontal concrete applications such as slabs, parking garages, bridge decks, roads, balconies, steps, floors, ramps, sidewalks and patios. In addition, QUIKRETE® Q-MAX Pro features alkali-resistant fiberglass fibers for crack resistance, an air-entraining admixture for a superior finish, easy workability and freeze-thaw durability, and an integral corrosion inhibitor. Applied at a minimum thickness of 2”, QUIKRETE® Q-MAX Pro reaches 1,000 PSI in three hours, 3,000 PSI in 24 hours and 6,500 PSI in 28 days. QUIKRETE® Q-MAX Pro, which meets ASTM C387/C387M specifications for packaged, dry, combined materials for concrete and high strength mortar, is available in 80-pound bags for about \$10.

A comprehensive display of QUIKRETE® products along with hourly demonstrations will be conducted daily in booth S10227 at WOC 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. 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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