



CEMENT & CONCRETE PRODUCTS™

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QUIKRETE® PROJECT VIDEOS DELIVER CONCRETE CONFIDENCE
Imagination Drives Creative Modern Home Furnishings and Decor

ORLANDO, Fla. (Jan. 10, 2017) – With nearly 30 million views of how-to project videos on the [QUIKRETE®](#) website, YouTube channel and mobile app since 2011, the growing popularity of concrete related home improvement, home furnishing and home décor projects is undeniable. QUIKRETE, the leading brand of concrete mixes, and [HomeMade Modern](#), an online resource for smart do-it-yourself (DIY) ideas, will share this modern approach to concrete projects with demonstrations at the International Builders Show (IBS) in booth W3171 at the Orange County Convention Center from Jan. 10-12, 2017.

“Learning the basics of building with and repairing concrete as well as other traditional applications with the material remain some of our most watched how-to videos,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “However, during the past few years, we’ve seen more people turning to concrete as a medium for making tables, chairs, lamps, vases and other creative, fun, durable and functional home furnishings and decorations. It also doesn’t hurt that many of these projects cost a fraction of buying them in a store.”

The recent [QUIKRETE® One Bag Wonder](#) contest reinforced the seemingly endless array of creative possibilities for DIY concrete projects with more than 100 entries. A wide variety of one-of-a-kind interior and exterior home improvement, furnishing and décor projects were represented in the contest, but it was a toilet tank sink topper designed to conserve water that took home first prize as the true embodiment of concrete’s versatility.

“The power of concrete has captured the interest of DIYers the past few years. During that time, we’ve collaborated with QUIKRETE on how-to videos that truly highlight the versatility of concrete,” said Ben Uyeda, founder of HomeMade Modern. “We look forward to demonstrating how easy it can be to make planters, stools and other concrete projects at IBS. Our experience has been that once someone gets comfortable with concrete, they tend to stretch their imaginations by trying lots of cool and unique projects they can share with others.”

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For example, [Mother Daughter Projects](#) is a duo that was introduced to concrete DIY projects at [Haven Conference](#), an annual blogger event, and built on that experience by entering the QUIKRETE® One Bag Wonder contest. While their projects did not win, it encouraged them to make a simple cast concrete pumpkin decoration for Halloween. Their 60-second how-to video was viewed about 15 million times, shared nearly 400,000 times and hundreds of people across the country duplicated similar concrete Halloween decoration projects.

Hourly project demonstrations will be conducted daily in booth W3171 at IBS 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.

Access QUIKRETE® how-to projects videos with supporting step-by-step instructions and shopping lists on the [website](#) and [YouTube](#). More information on QUIKRETE® products and projects is also available at [Facebook](#), [Twitter](#) and [Pinterest](#).

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

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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