



CEMENT & CONCRETE PRODUCTS™

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QUIKRETE® HOW-TO VIDEOS REVEAL PROJECT DEMAND
Nearly 12.5 Million Views Finds Pouring & Finishing Concrete Most Popular

ATLANTA (Feb. 8, 2018) – [The QUIKRETE® Companies](#), the leading manufacturer of packaged concrete products for the building and home improvement markets, identified the most popular concrete projects last year based on nearly 12.5 million how-to video views. In 2017, the Pouring & Finishing Concrete how-to project video was viewed by more than two million people on the [QUIKRETE® website](#) and [YouTube channel](#). Setting Posts without Mixing was the second most popular how-to project video with more than 1.5 million views.

“Statistics show that four out of five people find demo videos helpful, so the annual assessment of our how-to video views is a good gauge of project interest,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “While making tables, lamps, vases and other modern home furnishings with concrete is an exciting and growing trend, our video views reaffirm the importance of understanding concrete basics like mixing, pouring, finishing and repairing. With a solid foundation of knowledge, the project possibilities with concrete are practically unlimited. Not to mention, our videos provide contractors and other pros best practices for using QUIKRETE® products to meet project specifications.”

QUIKRETE® Website Video Rankings	QUIKRETE® YouTube Video Rankings
1. How to Pour & Finish Concrete	1. How to Pour & Finish Concrete
2. How to Build a Paver Patio	2. How to Set Posts without Mixing
3. How to Set Posts without Mixing	3. How to Repair Concrete Cracks
4. How to Build a Concrete Block Wall	4. How to Hand Mix Concrete
5. How to Build Deck Footings	5. How to Make Thin Repairs to Concrete
6. How to Repair Concrete Cracks	6. How to Resurface Concrete
7. How to Resurface Concrete	7. How to Build Deck Footings
8. How to Install Stucco	8. How to Build a Concrete Block Wall
9. How to Install Veneer Stone	9. How to Repair Cracks in Stucco
10. How to Build a Block Wall w/out Mortar	10. How to Repair Concrete Edges & Corners



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®, Keystone® Hardscapes, Custom® Building Products, Contech®, Rinker Materials, Target Technologies®, Daubois® and QPR®. Collectively, The QUIKRETE® Companies operates about 250 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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