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**CONCRETE HOME IMPROVEMENT PROJECTS APPEAL TO DIVERSE FANBASE
 NEW QUIKRETE® FAST-SETTING CONCRETE BONUS BAGS MAKE IT EASY**

ATLANTA (March 28, 2017) – With consumer confidence high¹ and a positive outlook for home improvement spending², spring is poised for a very active do-it-yourself (DIY) season. Based on annual traffic to the [QUIKRETE®](#) website, there are several unexpected affinity groups including technophiles, celebrity news junkies and travel buffs exploring concrete projects. With that in mind, QUIKRETE® is making it fast and easy for anyone to successfully complete a concrete project with new [Fast-Setting Concrete Mix Bonus Bags](#), which contain 60-pounds or 20 percent more material in each bag.

“We’d expect home décor enthusiast and do-it-yourselfers to be heavy users of our website, but not necessarily art aficionados, cooking enthusiast, comic fans or some of the other surprising affinity groups in our top 100,” said Frank Owens, Vice President Marketing, The QUIKRETE® Companies. “We’re committed to helping people from a broad range backgrounds and skill levels with projects, which is why we recommend QUIKRETE® Fast-Setting Concrete for beginners. Literally, there is no experience mixing, pouring or finishing concrete needed for a variety of entry level projects using this proven concrete mix.”

QUIKRETE Top 20 Affinity Groups	
1. Home Decor Enthusiasts	11. Shutterbugs
2. Movie Lovers	12. Outdoor Enthusiasts
3. TV Lovers	13. Political News Junkies
4. Technophiles	14. Music Lovers
5. Entertainment/Celebrity News Junkies	15. Aspiring Chefs
6. Shoppers/Shopaholics	16. Cooking Enthusiasts
7. News Junkies	17. Mobile Enthusiasts
8. Do-It-Yourselfers	18. Health & Fitness Buffs
9. Travel Buffs	19. Sports Fans
10. Auto Enthusiasts	20. Football Fans

1. U.S. consumers are the most confident in the U.S. economy in 15 years, according to the Conference Board
 2. 59 percent of homeowners are planning to spend money on home improvement projects in 2017, according to a survey by LightStream, the national online lending division of SunTrust Banks, Inc.

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Designed to require no mixing, harden in 20-40 minutes and gain enough strength to build on in two hours, QUIKRETE® Fast-Setting Concrete Mix is ideal for setting a variety of posts including fences, decks, mailboxes, trellis and basketball goals. It's also recommended for pouring sidewalks, patios, driveways and other concrete surfaces that need to reopen for foot or vehicle traffic quickly. The new QUIKRETE® Fast-Setting Concrete Mix Bonus Bags are available nationwide starting on March 31 as part of Spring Black Friday, which is the annual promotion of home improvement by retailers.

For more information on QUIKRETE® products and projects visit 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®, Contech®, Rinker Materials, 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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