



CELLULARTM
CONCRETE LLC
MEARLCRETE[®] DIVISION

CELLULAR CONCRETE APPLICATIONS GM-800

I. Pull-Through Sales:

Solicitation of specifications for cellular concrete from Engineers, Architects, and specifying agencies, including government agencies, for projects in:

A. Geo-Tech & Underground

- Load stabilization
- Erosion Control
- Sound dampening
- Land-use expansion
- Mines and tunnels
- Cavity and annular fill
- Fire dampening
- Area stabilization

B. Building Construction

- Roofing, for lightweight construction and thermal/sound
- Insulation
- Walls, for thermal/sound insulation & lightweight construction
- High-rise patios, lightweight concrete fill over metal deck
- Cavity Wall Insulation for Refrigerated Warehouses
- Cavity Wall Insulation for Residential forms
- Firewalls - Pumped between Installed Housing Modules
- Bedding and Backfill for Uniform Support of Large Diameter
- Pipelines and Buried Tanks
- Foundations and Fill for Fiberglass Reinforced Plastic or Steel
- Tanks, above and below grade
- Underground Pipe Insulation for Hot and Cold Lines
- Insulation of Cryogenic Storage Tanks for Liquefied Gases
- Slab on Grade leveling sub base or insulation
- Insulating Blocks of Slabs for Concrete or Masonry Wall Back-Up
- Insulating Cores for Prefabricated Sandwich Panels.
- Roof Deck Planks and Tiles.
- Fireproofing Panels and Assembled Fire Walls.

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C. Highway and Road Construction

- Base stabilization
- Enhanced berm design
- Bank stabilization

D. Parking Lot Designs

- Base stabilization for concrete and asphalt pavements
- Bank stabilization
- Parking & riding surfaces

E. Marine Construction

- Docks
- Erosion control
- Pier stabilization & enhancement

II: Push-Through Sales

A. Aimed at Specialty Contractors. Locate and define sales involvement, such as marketing alliances, with specialty contractors involved in:

- Insulating Cellular Concrete Roof Decks. 2 Hour UL Fire Rating
- Underground construction (tunnels & mining)
- Road construction for pavement base, berms, and land stabilization
- Underlayment for metal deck assemblies
- Concrete pumping
- Geo-tech work for land stabilization & erosion control

B. Aimed at Ready-Mix Producers. Develop profitable, value-added marketing programs for their promotion in:

- Flowable fill
- Rip-rap construction
- All lightweight concrete requirements
- High-rise balcony decking
- Small commercial flat roofing
- All non-structural concrete where a reduction in weight or sound & thermal transfer is required or desirable

C. Aimed at Pre-Cast Concrete manufacturers involved in producing:

- Panel units for walls, flooring and roofing
- Fill for pipes -Concrete statuary units and fill for vinyl units
- Lightweight concrete blocks & building units

D. Aimed at housing developers involved in general or low-cost concrete housing. Benefits include

- fire resistance
- tornado resistance
- faster construction and erection
- higher quality homes