



The votes are in and tabulated and contest officials report Geofoam SP™, an engineered foam liquid concentrate manufactured and distributed by Cellular Concrete LLC, was named Most Innovative Product – Concrete Making Materials Category – at the 2008 World of Concrete (WOC).

Held each year at WOC, the concrete industry's largest trade show with over 900,000 net square feet of exhibit space, the Most Innovative Product (MIP) contest showcases new products and gives show attendees a chance to vote for the products they believe are the most innovative.

A panel of industry experts also reviews the products and determines category winners based on the innovation they bring to the industry. Geofoam SP™ was the only MIP in the 2008 contest to win both Attendees' and Experts' choice.

Geofoam SP™ enables the production of pervious cellular lightweight concrete, a permeable, open-cell material that reduces hydraulic pressure and dead load, stabilizes soil, and filters contaminants from the soil. Construction applications for pervious cellular lightweight concretes include sports fields, golf courses, pervious parking lot and pavement subbases, back-filling and void filling, and landscaping.

“We are honored to be both the experts' and attendees' choice for Most Innovative Product,” said Richard Pallidino, president of Cellular Concrete LLC. “The rare double win shines the spotlight on our company innovation and shows Geofoam SP™ has gained market acceptance from both the 'suits' (project specifiers) and the 'workboots' (concrete contractors).”

Site Links:

[Geofoam SP Data Sheet](#)

[Geofoam SP Case Study](#)

[Frequently Asked Questions About Geofoam SP](#)