



*Double-Win for Cellular Concrete LLC
in Most Innovative Product Contest
Spotlights Company Commitment to Product Innovation*

The votes are in and contest officials report that 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.

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 sub-bases, backfilling and void filling, and landscaping.

Held each year at World of Concrete (WOC), the concrete industry's largest trade show, the Most Innovative Product (MIP) contest showcases new products exhibited at WOC 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.

"We are honored to be both the experts' and attendees' choice for Most Innovative Product," said Richard Palladino, 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 – specifiers' and the 'boots – contractors.' Cellular Concrete LLC is grateful to World of Concrete attendees and to our customers, who have helped make Geofoam SP's debut a success."

Follow the links below to request your free copy of the Geofoam SP Material Innovation Paper written by our VP of Geotech, Bob Freeman, or call 888-235-5315.

About Cellular Concrete LLC

Founded in 1945, Cellular Concrete LLC is the world leader in the manufacture and supply of engineered foam liquid concentrates and foam generators. Product innovation and unmatched quality, service, and project support define the leadership hallmarks of Cellular Concrete LLC – from its founding in the 1940s through today.

The innovative Cellular Concrete LLC product line includes both synthetic and protein liquid foam concentrate formulations used in insulated concrete roof deck and floors construction, low slump and lightweight concrete applications, and geotechnical applications, including pervious cellular lightweight concrete.

Contact: Bob Freeman
Phone: (888) 235-5315
bfreeman@cellular-concrete.com
www.cellular-concrete.com