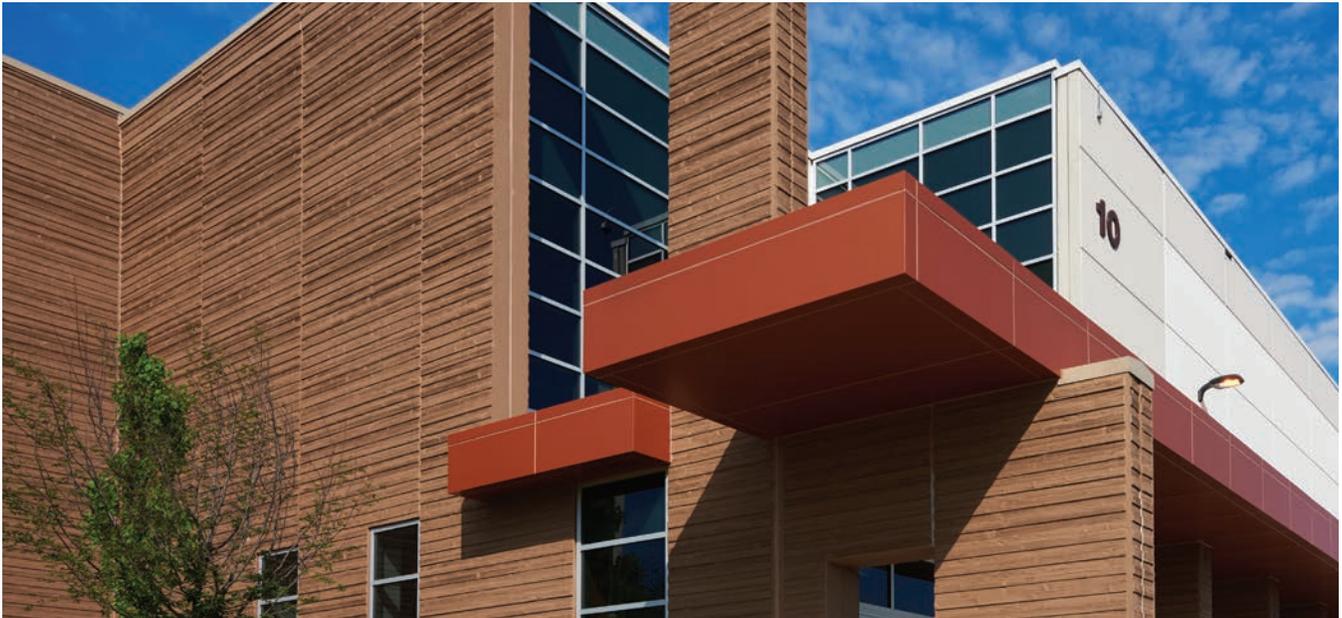


FEATURE BRIEF

# SURPRISE! THAT'S PRECAST



CONCRETE WILL SURPRISE YOU. I'm betting you've never read that sentence before in your entire life. If you've read this column you know I'm somewhat biased toward this particular building material. And why not? Concrete's appeal and function is ancient. Rome's Pantheon and Coliseum are living proof of the enduring beauty and versatility of concrete. To say a few product innovations have been made over the centuries would be an understatement—structural and thermal performance have improved greatly in the last 2,000 years...and so has appearance.

Unknowingly you pass by precast concrete buildings every day. There are literally thousands of buildings in the Twin Cities constructed of structural precast wall panels. If you've ever been to a home center, bought groceries, been to movie or taken in a hockey game, you've been in one of our buildings. A precast building can have a brick finish, be brightly colored, fool you into thinking it is limestone or be any one of hundreds of finishes. Our ability to create a broad range of looks quickly and cost effectively is what has made precast construction the darling of world-class organizations like UPS, Pepsi Co., Frito Lay, Amazon, Walmart, Home Depot and Bass Pro Shops.

The big guys know and love our product, for sure, but some of our most interesting projects are commissioned by privately- or family-owned companies. A personal passion for their brand and their business has brought them to us. They want something unique, something singular. These are projects that have challenged us to take a building product with ancient origins and move it forward to the present. We've worked with craft breweries, tribal casinos, charter schools, bike makers, third-generation shoemakers and a host of other business types to develop custom finishes that give them precisely what they were looking for. For companies looking to create a new home, structural precast is an option that has earned consideration. It might be 2,000 years old, but we have a few new tricks.