

GEOFOAM SP™ LIQUID FOAM CONCENTRATE NAMED MOST INNOVATIVE PRODUCT BY WORLD OF CONCRETE INDUSTRY EXPERTS AND ATTENDEES

Rare Double-Win for the Allentown-Based Cellular Concrete LLC Spotlights Company Commitment to Product Innovation

Allentown, PA – The votes are in and tabulated 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 recently completed World of Concrete.

Held each year at World of Concrete (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 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™ 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, backfilling and void filling, and landscaping.

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 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.' Cellular Concrete LLC is grateful to World of Concrete attendees and to our customers, who have helped make Geofoam SP's debut a success."

About Cellular Concrete LLC

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.

[\(more\)](#)

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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.

Pre-formed foaming agent products include:

- **Mearlcrete** – for low-density, insulated concrete roof deck and floor applications
- **Geofoam** – for low-density geotechnical construction applications
- **Mearlcell 3532** – for pre-cast construction applications
- **Geofoam SNP** – for geotechnical, grouting, and tremie applications
- **Geofoam SP** – for pervious geotechnical applications
- **CellFlow** – for the production of CLSM materials.

Cellular Concrete LLC also sells foam generation systems designed specifically for producing consistent foam for cellular concrete production, including jobsite-tough tank generators, tankless auto generators, and portable lab-foam generators for producing accurate results in the laboratory.

More information about patent-pending Geofoam SP™ and Cellular Concrete LLC is available online at www.cellular-concrete.com.

More About the MIP Contest

Each year since 2003, World of Concrete (WOC) exhibitors have pit their products and equipment against the best in the industry to compete in WOC'S Most Innovative Products contest. Online and at the show, these exhibitors spotlight their revolutionary advancements and exciting new products, which help ready-mix producers and their concrete customers improve project quality, productivity, and safety, and save time and money.

This year's MIP contest included 144 product entities, grouped into 14 categories.

2008 MIP categories included Concrete Making Materials; Concrete Delivery; Concrete Production Equipment; Masonry Materials; Masonry Tools and Equipment; Business Tools; Construction Supplies; Decorative; Demolition and Repair; Equipment; Formwork; Placement and Finishing; Tools; and Other.

The Most Innovative Products contest is sponsored by *Concrete & Masonry Construction Products* magazine, which is published by Hanley Wood. Winners will be published in the March/April 2007 issue of the magazine, as well as in post-show magazine and online issues of *Concrete Construction*, *Masonry Construction*, and *The Concrete Producer*, which are also Hanley Wood publications.