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**Media Contact:**

Aaron Ayer  
(201)-763-9227  
[aayer@hycrete.com](mailto:aayer@hycrete.com)

## **INDUSTRY VETERAN RICHARD GUINN TAKES THE HELM AT HYCRETE**

**Founder David Rosenberg assumes Executive Chairman role with the growing company**

**CARLSTADT, N.J., March 2, 2010** – Richard Guinn has joined Hycrete as Chief Executive Officer. Richard comes to Hycrete with 35 years of management experience in the building envelope industry, bringing deep experience growing new building materials businesses.

Most recently Richard served as President of Invelope, a division of CENTRIA, a leading architectural panel manufacturer. During his tenure there, he and his team created a new and innovative approach to building high performance exterior wall systems. He has also served as Vice President of Business Development. In that role he was responsible for company wide business activities, primarily focusing on creating new market enterprise market and product opportunities. During his years with CENTRIA, he served in various areas of the company's sales and marketing operations. His role as Vice President of International Sales included significant emphasis on the Pacific Rim developing markets.

Richard serves as a member of the advisory board to Cradle to Cradle, the cutting edge certification program for sustainable materials. He was instrumental in securing the first-ever Cradle to Cradle certification for an exterior architectural product. He speaks frequently in construction industry forums regarding various topics relating to sustainability.

Richard earned his MBA from Temple University and a BS in Civil Engineering from the University of Illinois.

Hycrete founder David Rosenberg has assumed the role of Executive Chairman, and continues his leadership role in the world of sustainable innovation for the construction industry.

For more information, please visit [www.hycrete.com](http://www.hycrete.com)

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**About Hycrete Inc.**

Based in Carlstadt, N.J., Hycrete, Inc. provides concrete producers, builders, designers, and owners with modern concrete construction technology that delivers long-term waterproofing and corrosion protection, accelerating construction schedules, delivering cost savings and providing sustainable construction solutions in the process. The company delivers integral waterproofing that eliminates the need for external membranes, coatings and sheeting treatments. Concrete is batched with Hycrete liquid admixtures to achieve hydrophobic performance (less than 1 percent absorption under BSI 1881-122). The company focuses on subgrade, grade, and super grade water and corrosion protection. Applications include deep foundation slabs and walls, podium and plaza decks, roof, water treatment, parking and tunnel structures. For more information, please visit [www.hycrete.com](http://www.hycrete.com).

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