

FOCUS

CEO VISITS WHITE HOUSE

David Rosenberg, CEO, **Hycrete, Inc.**, joined seven other heads of leading cleantech firms at the White House on July 2, 2009, to discuss how innovative clean technology companies can help jumpstart the U.S. economy. During the meeting, Rosenberg briefed President Barack Obama on Hycrete's technology and system approach, which integrally waterproofs concrete and guards it against corrosion using an environmentally friendly admixture. The material, coupled with Hycrete's field support service, makes concrete more easily recyclable by eliminating the need for external membranes that can contain toxins and VOCs.

"When you hear the innovation that's taking place... [including] new concrete materials that last longer and are waterproofed from the inside out, and that can mean that bridges and roads and buildings can last 20 or 30 years longer than using conventional concrete...that gets you excited," Obama said after the meeting.

PROGRAM REWARDS LOYAL CUSTOMERS

Payback Points is **Husqvarna Construction Products'** newest customer rewards program. Customers accumulate points for purchasing most Husqvarna-labeled products from within Husqvarna's dealer network. Customers enter their purchases at www.husqvarnapayback.com to track and redeem their points. The program allows users to choose their own rewards from a variety of options including cameras, TVs, jewelry, GPS navigation systems, books, CDs, DVDs, clothing, grills, and much more.

ELCOMETER EXPANDS ITS COMMITMENT IN EUROPE

Elcometer has opened an office in Utrecht, The Netherlands. Elcometer NL, the fifth European office, provides customers with technical support, full sales, after-sales service, and repair capabilities across the whole Elcometer product range. The service and support staff, equipped with a testing laboratory, is available to help find solutions for all inspection needs, including recertification, calibration, and repair. Elcometer NL can be reached at +31-30-210-7005 or nl_info@elcometer.com.

TRADE-IN PROGRAM OFFERED FOR HANDHELD TOOLS

Atlas Copco Construction Equipment is offering a special trade-in program for handheld tools regardless of age, working condition, or brand. Until December 31, 2009, customers can trade in their old tools for a new Atlas Copco tool and receive 10% off the price of the new unit.



Hycrete CEO David Rosenberg (back row, second from the right) visited the White House in July to discuss with President Obama how innovative clean technologies can jumpstart the economy

The offers include:

- Atlas Copco pneumatic tools: Quantity trade-in of five or more (any mix) on the purchase of chipping hammers, rivet busters, and T-handle breakers up to the 40 lb class (TEX 140 and TEX 180). Single tool trade-in on the purchase of rock drills, 60 and 90 lb breakers, clay diggers, tampers, and pumps;
- Atlas Copco handheld hydraulics: Customer must purchase the same type and quantity unit(s) as is being traded in; and
- Atlas Copco motor drills and breakers: Any motor drill breaker trade-in can be used toward the purchase of the MK1, TT, or Cobra Combi.

For more information, call (800) 760-4049 or visit www.atlascopco.us.

FRTZ-PAK'S HEADQUARTERS WINS AWARD

The newly constructed Fritz-Pak Corporation headquarters in Mesquite, TX, has been honored with the 2009 Outstanding Project Summit Award for projects under \$5 million. The facility was built to Fritz-Pak specifications by Raymond Construction, Dallas, TX, under the project management of Brandon Fuller. The tilt-up concrete building incorporates many environmentally friendly features such as the use of skylights for natural lighting, Low-E glass to reflect heat and reduce energy consumption, positive air flow ventilation in the warehouse for comfort, and concrete floors in the offices to reduce VOCs and allergens. The Summit Awards are presented yearly by TEXO, the joint North Texas chapters of Associated Builders and Contractors (ABC) and The Associated General Contractors of America (AGC).