

ENVIRONMENTALLY SAFE

There's no compromise in Strong Products' concrete form release

BIODEGRADABLE FORM RELEASE

Adapted from an article by Larry Storer

One of the objections to using environmentally safe chemical products has long been that to do so required compromise; always on cost and frequently on performance – it always costs more and it usually didn't work as well or you had to use more to make it work, adding to the cost.

The growth of the biodegradable concrete release products by Strong Products LLC of Battle Creek, MI, has disproved that notion. "Our SP-CR series of biodegradable form releases are perhaps the most worker- and environmentally-friendly form releases offered to the concrete industry," said Sam Strong, who with his wife, Jane, started Strong Products LLC in 1995. **"Our primary missions are the quality of performance, environmental concerns and providing competitive costs,"** he said.

"Our growth rate is due to the performance of our product.

We have almost a 100 percent success rate with anyone who evaluates our products," Strong said. Growth has been so dramatic in the last decade that a new manufacturing facility was built in Quincy, MI, while the headquarters remain in Battle Creek, MI.

Sam has been in the chemical industry for about 40 years, and has worked with the concrete construction industry for 12 years. He holds membership in the NPCA, the ACPA and PCI.

THEIR PRODUCTS

Strong Products LLC's concrete release products include the SP-CR series (the SP is for Strong Products and the CR for Concrete Release) of barrier form releases; and the SP-PT/S (a Spatter Release for equipment, mixers and pump trucks).

The SP-CR series was developed to provide optimal performance on all forms: steel, aluminum, regular and oiled plywood, rubber, epoxy, urethane and expanded polystyrene (EPS) forms and formliners. Strong said it can be sprayed, swabbed, brushed, sponged, or rolled. "We believe that excessive amounts of form release may be used in many applications," he said. "A light, even coat is the best application for maintaining clean forms and equipment while reducing 'bug holes' on finished concrete surfaces." Coverage of products on all form types exceeds or has met all competitive expectations. An 800067 spray tip at 50-80 psi for a fine mist will result in a thin, even film thickness, and because the product contains no waxes or silicones, there are no plugged spray tips.

ENVIRONMENTALLY DESIGNED

All products are water clear, contain no evaporative solvents, are biodegradable and are VOC compliant. They do not contain water or vegetable oil, and have almost zero odor. **"Environmentally designed, all of our concrete releases are barrier releases that work well with all concrete specifications, including self-consolidating concrete (SCC), offering exceptionally clean concrete surfaces while reducing costs with less man hours required cleaning forms,"** Strong said. "Because we are solvent- and water-free, we offer almost zero evaporation, often resulting in less material required per application. The performance is what makes the product so valued." Each formula has nearly non-detectable levels of ground water volatile organic compounds (VOCs) and the products qualify under EPA standards as low VOC air-quality products.

WHAT MAKES IT BETTER

Strong said his products can be distinguished from competitors in several ways.

"First is our choice of raw materials. There's a big range in the quality of materials that go into form release products. **Our careful selection of raw materials, our water clarity, our biodegradability and foremost our product performance distinguishes the SP-CR series products from competitors.** Again, because our products are solvent and water free, we have almost zero evaporation. Our customers worry less about the evaporation rate even in hot climates like Texas, Arizona and Florida. Our almost zero evaporation rate is true regardless of the climate, hot or cold, windy or calm. **Obviously, the less product used, equals more money saved.** Often we are told that forms come off so clean that they look as if they have not been used at all. Our products are biodegradable and environmentally friendly and have presented no environmental problems. **Companies make steep investments in concrete forms and know that the longer their forms perform without having to be replaced or repaired results in significant cost savings.** To date, not one form has had a negative effect from the use of our products, and that includes using it on prepared, expanded polystyrene (EPS) forms." Strong cited an award winning bridge in Dayton, OH, that used the Strong SP-CR series products on its forms, including its prepared, expanded polystyrene (EPS) forms. They made six (6) to ten (10) passes on those forms without any damage to the Styrofoam.

SUPERIOR PERFORMANCE –

"Our being biodegradable and environmentally safe is just the icing on the cake," Strong said. **"The performance is what makes the product so valued.** We have had great success with all concrete applications. That's important for three reasons: **less man-hours** cleaning forms and repairing concrete surfaces, **extending longer form life** and **reducing man hours cleaning mixers and equipment.**"

Customers say that the SP-CR series provides exceptional performance on all precast, pipe, architectural, prestress, and construction applications. It has established itself in the construction of apartments, condos and office buildings; on highway and bridge construction projects; highway median barriers; interlocking rock wall projects; concrete pipes and box culverts; septic tanks; burial vaults; cement stairs; and sound walls for freeways. The products have been used in the construction of parking structures, university and professional sports complexes, municipality and airport projects, water treatment plants, prestress beams, precast arches and for maintenance of mixers, equipment and pump trucks.

MOVING THE PRODUCT –

Sales have become nationwide. "We ship product west to California, northwest to Oregon, east to Maine, south to Florida and southwest to Texas and Arizona, we have customers all over the country. We are looking for additional stocking distributors and customers to help connect the dots."

Strong Products ships product in returnable/reusable 275 or 330 gallon tote tanks, 55 gallon drums, 5 gallon pails and 6,000 gallon tank wagons.

For more information, call 888-959-9539 ,
fax 269-962-1371 or
visit www.strongproductsllc.com.

