NCMA ANNUAL CONVENTION  FEBRUARY 12 – 14
MARKETPLACE  FEBRUARY 14 – 16
B2B EXCHANGE  FEBRUARY 15 – 16
HILTON ORLANDO LAKE BUENA VISTA
ORLANDO, FLORIDA

PRODUCED BY
NCMA
EQUIPPING BETTER BUILDING
www.iconxchange.org
Masa covers the complete range of plant, machinery and auxiliary equipment for the building materials industry: Mixing and Batching, production of Concrete Blocks, Pavers, Curbstones, Concrete Slabs, Sand Lime Bricks and Aerated Autoclaved Concrete (AAC) Products.

All technical solutions are individually planned, designed, adapted and executed to meet each customer’s needs. Our in-house technical solutions result in one supplier with an individual contact person.

Masa Retrofit = Economical Modernization
Excitement happening at ICON-Xchange

ICON-Xchange 2019 has returned after last year’s highly successful ICON EXPO. ICON-Xchange brings the excitement and energy of the manufactured concrete masonry and hardscape industry to Orlando. Our annual gathering provides industry producers and suppliers with a unique venue to expand business relationships.

The NCMA Annual Convention is packed with programs and events — learn about the latest industry trends, attend social events and participate in association meetings. With more than 30 committees convening at the Annual Convention, the association looks to its members and partners to shape the industry’s direction and determine priorities. The Virtual Plant Tour is an annual highlight of ICON-Xchange and will feature four plants located across the globe.

The passage of the CMU Checkoff authorizing legislation thanks to a significant grassroots effort is something that we will celebrate this week. Now, the hard work begins. What will this program look like? How will it affect our industry and businesses? How can you get involved? Join us for some informative sessions on Thursday from 1:30 – 5:00 pm to answer these questions that will begin moving us forward and putting a plan of action in place. (See page 6)

Then, more than 600 meetings will take place over two days during the ICON-Xchange B2B. The Marketplace will be open to allow for informal meetings and give supplier companies additional exposure and networking opportunities with producers. On Friday and Saturday, the B2B Exchange will include focused, one-on-one pre-scheduled meetings to give suppliers and producers an efficient way of connecting with each other.

There is so much excitement happening in the industry and I am so glad that you are here to be a part of it.

Have a great week in Orlando and enjoy ICON-Xchange 2019!

Kent Waide
NCMA Chairman of the Board

Table of Contents

ICON-Xchange & NCMA Annual Convention Highlights ............... 4
CMU Checkoff Session .................. 6
NCMA Spouse/Companion Program ............. 7
ICON-Xchange/NCMA Annual Convention Detailed Schedule ........8
ICON-Xchange B2B & Marketplace Schedules ............ 10
ICON-Xchange B2B Kickoff Breakfast .................. 11
ICON-Xchange Virtual Plant Tour ............. 11
Marketplace Floorplan & Exhibitors ............ 12
ICON-Xchange 2019 Participating Companies ........... 14
What’s Included in Your ICON-Xchange Registration? ............. 34
NCMA and ICON-Xchange Highlights

- **B2B Exchange Hours**
  Back by popular demand!
  For participating producers and host associates over two days

- **Expanded ICON-Xchange Marketplace**
  More than 25 hours of Marketplace over three days

- **ICON-Xchange Virtual Plant Tour**
  Featuring four concrete masonry, hardscape and paver production facilities

- **ICON-Xchange Networking Receptions**
  Where the Marketplace, networking and fun continues

- **NCMA PAC Reception**
  Your Capitol Hill connection – JOIN THE CLUB! See you Wednesday, February 13, 6:30 pm – 8:00 pm in the Grand Ballroom

- **Family Business/Small Business Forum**
  Important information exchange among NCMA members and featuring discussions on the issues affecting family-owned and/or small businesses

- **Young Professionals Group**
  The Young Professionals Group (YPG) is encouraging all emerging leaders to join their peers at the YPG meeting on Tuesday, February 12, 3:30 pm – 5:00 pm. The YPG Welcome Reception will immediately follow the meeting. The PAC Reception on Wednesday, February 13, 6:30 pm – 8:00 pm will include a special discounted registration rate for members of the YPG and they are all encouraged to attend this very special event and take advantage of the greatly discounted registration fee

**Member Networking Reception**
Tuesday, February 12 | 6:00 pm – 7:00 pm
Join NCMA members for a reception to connect outside of the meeting room. The reception is sponsored by:

**Town Hall Meeting**
Wednesday, February 13 | 8:00 am – 9:30 am
The Town Hall Meeting is a great way to get an overview of what’s going on in the association and the industry throughout the week. Presentations include Florida’s promotions program and resilience strategies; new masonry design tools; and an overview of the CMU Checkoff program. Each topic will be expanded upon in committee meetings and other sessions. The Town Hall Meeting is sponsored by:

**Industry Reception**
Thursday, February 14 | 5:00 pm – 6:00 pm
The new Industry Reception will immediately follow the CMU Checkoff session. It will be an ideal time to continue the discussion and network with the entire industry.

**NCMA Business Breakfast**
Thursday, February 14 | 8:00 am – 10:00 am
Don’t miss the NCMA Business Breakfast. Join members for several award presentations to well-deserving colleagues and hear NCMA Chairman of the Board Kent Waide deliver his state of the association update. Former NCMA Chairman of the Board Don Gordon and Karl Watson, Sr., past president of Rinker Materials, will be inducted into the NCMA Hall of Fame for their commitment to the industry. The Breakfast is being held in lieu of the Business Luncheon and is included in your ICON-Xchange and Annual Convention Registration.

The NCMA Business Breakfast is sponsored by:
Thank you to our ICON-Xchange 2019 Sponsors

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<thead>
<tr>
<th>NCMA Hospitality &amp; Refreshment</th>
<th>ICON-Xchange B2B &amp; Marketplace Lunch</th>
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NCMA Town Hall Meeting

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NCMA Member Networking Reception

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| ![gcp applied technologies](gcp.png) | ![krete](krete.png)                   |
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NCMA Business Breakfast

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NCMA Pocket Guide

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Hotel Dark Channel

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Hotel Key Card

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International Foyer Entrance Wall

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International Foyer Column

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International Foyer Windows

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International Foyer Floor Cling

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Registration Area Floor Cling

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ICON-Xchange B2B Kickoff Breakfast
The industry witnessed President Trump sign into law the Concrete Masonry Products Research, Education and Promotion Act on October 5. The Act authorizes a commodity checkoff program that could generate the funding necessary for our industry to successfully implement, develop and manage programs needed to grow market share in today’s competitive construction environment.

Now that this grassroots lobbying effort has come to fruition after years of industry rallying, what does it mean for the industry and concrete block manufacturers?

Join us for an afternoon that will address the goals of the CMU Checkoff Program, how it would operate, and how your company can get involved to support success in an industry referendum. A well-funded, properly planned and carefully monitored program can create product awareness, business opportunities and product sales for all producers.

“There is more work and collaboration ahead of us, but I don’t see us backing down from that challenge either. I hope that manufacturers, suppliers, contractors and industry partners will join us for this event as we march down the field to our next goal line,” Major Ogilvie, chair of the CMU Checkoff Program.

CMU Checkoff Session

Thursday, February 14 | 1:30 pm – 5:00 pm
Grand Ballroom

Speaker William Watson, who facilitates the Commodity Checkoff CEO Roundtable, will share his perspective on the benefits of checkoffs. The General Session will be followed by Regional Breakouts for Regions I through V.

Industry Reception

Thursday, February 14 | 5:00 pm – 6:00 pm
Pool Deck/Grand Ballroom Foyer

Following the CMU Checkoff Session, join the industry as we celebrate the passage of the Checkoff bill with members and industry partners. (The Checkoff Session and the Industry Reception are included in the Annual Convention and B2B registration.)
Welcome Breakfast and Book Talk
Wednesday, February 13 | 9:00 am – 11:00 am

Join NCMA spouses and companions for a “Welcome to Orlando” breakfast and discussion about Bill Browder’s memoir Red Notice: A True Story of High Finance, Murder, and One Man’s Fight for Justice.

This is a story about an accidental activist. Bill Browder started out his adult life as the Wall Street maverick whose instincts led him to Russia just after the breakup of the Soviet Union, where he made his fortune.

Along the way, he exposed corruption, and when he did, he barely escaped with his life. His Russian lawyer Sergei Magnitsky was not so lucky: he ended up in jail, where he was tortured to death. That changed Browder forever. He saw the murderous heart of the Putin regime and spent the last half decade on a campaign to expose it. Because of that, he became Putin’s number one enemy, especially after Browder succeeded in having a law passed in the United States—The Magnitsky Act—that punishes a list of Russians implicated in the lawyer’s murder. Putin famously retaliated with a law that bans Americans from adopting Russian orphans.

A financial caper, a crime thriller and a political crusade, Red Notice is the story of one man taking on overpowering odds to change the world, and also the story of how, without intending to, he found meaning in his life.

A Taste of Winter Park Tour
Wednesday, February 13
12:00 pm – 5:00 pm

This culinary tour takes participants through historic and picturesque Winter Park. The local guide will share fun facts, interesting anecdotes and local insider’s tips as participants cross brick-laid streets that are both rich in history and culture. The tour will include several stops along famed Park Avenue, where you will be treated to several signature bites while having an opportunity to meet the owner, chef or manager from each establishment. The guide will also take the group slightly off the beaten path into quaint hideaways, where even more gourmet finds will be revealed.

Disney Springs® is a one-of-a-kind retail, dining and entertainment district located in the heart of the Walt Disney World Resort® in Florida. It’s also home to a collection of more than 180 shops, entertainment venues and restaurants, including top-name retail brands, specialty boutiques and dining experiences created by celebrity and award-winning chefs. As an NCMA Annual Convention attendee your badge allows you to receive special discounts at participating shops and restaurants. An up-to-date list of participating vendors will be provided prior to the convention. Visit Disney Springs® at www.disneysprings.com to see all the area has to offer.
### Tuesday, February 12, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>ICON-Xchange &amp; Annual Convention Registration</td>
<td>East/West Registration</td>
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<tr>
<td>9:00 am – 10:00 am</td>
<td>Executive Committee Meeting</td>
<td>Grand Ballroom 6/7</td>
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<tr>
<td>10:00 am – 12:00 pm</td>
<td>Board of Directors Meeting</td>
<td>Grand Ballroom 6/7</td>
</tr>
<tr>
<td>1:00 pm – 1:30 pm</td>
<td>SRW and Hardscape Products Committee – OVERVIEW MEETING</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>1:30 pm – 2:30 pm</td>
<td>SRW and Hardscapes Education Subcommittee</td>
<td>Grand Ballroom 1/2</td>
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<tr>
<td>2:30 pm – 3:30 pm</td>
<td>NCMA Foundation National Endowment Council</td>
<td>Grand Ballroom 3</td>
</tr>
<tr>
<td>2:30 pm – 3:15 pm</td>
<td>Hardscape Products Subcommittee</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>3:00 pm – 4:15 pm</td>
<td>NCMA Foundation Investment/Finance Committee</td>
<td>Grand Ballroom 3</td>
</tr>
<tr>
<td>3:15 pm – 5:00 pm</td>
<td>SRW Technical Subcommittee</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>3:30 pm – 5:00 pm</td>
<td>Young Professionals Group (YPG)</td>
<td>Grand Ballroom 7</td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>YPG Welcome Reception</td>
<td>Grand Ballroom 8</td>
</tr>
<tr>
<td>6:00 pm – 7:00 pm</td>
<td>Member Networking Reception</td>
<td>Pool Deck/Grand Ballroom Foyer</td>
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### Wednesday, February 13, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 am – 6:00 pm</td>
<td>ICON-Xchange &amp; Annual Convention Registration</td>
<td>East/West Registration</td>
</tr>
<tr>
<td>8:00 am – 9:30 am</td>
<td>Town Hall Meeting</td>
<td>Grand Ballroom 5</td>
</tr>
<tr>
<td>9:00 am – 11:00 am</td>
<td>Spouse/Companion “Welcome Breakfast &amp; Book Talk”</td>
<td>Governor’s Suite (2nd Floor)</td>
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<tr>
<td>9:45 am – 10:45 am</td>
<td>Future Plant Tour Task Group</td>
<td>Grand Ballroom 6</td>
</tr>
<tr>
<td>9:45 am – 11:00 am</td>
<td>SRW Strategic Market Communications Subcommittee</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>9:45 am – 11:00 am</td>
<td>NCMA Foundation Program Review Committee</td>
<td>Grand Ballroom 3</td>
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<tr>
<td>10:45 am – 12:15 pm</td>
<td>Tradeshow Subcommittee</td>
<td>Grand Ballroom 6</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>Production Technology &amp; Operations Committee</td>
<td>Grand Ballroom 7</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>SRW and Hardscape Products Committee</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>NCMA Foundation Board of Trustees</td>
<td>Grand Ballroom 3</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Council of the Past Chairmen of the Board</td>
<td>Narcissus (Mezzanine Level)</td>
</tr>
<tr>
<td>12:00 pm – 5:00 pm</td>
<td>Spouse/Companion “A Taste of Winter Park Tour”</td>
<td>Registration</td>
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<tr>
<td>1:00 pm – 2:30 pm</td>
<td>Family Business/Small Business Forum</td>
<td>Grand Ballroom 6</td>
</tr>
<tr>
<td>2:00 pm – 2:30 pm</td>
<td>Masonry Committee — OVERVIEW MEETING</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>2:30 pm – 4:30 pm</td>
<td>Masonry Technical Subcommittee</td>
<td>Grand Ballroom 1/2</td>
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<tr>
<td>2:45 pm – 4:00 pm</td>
<td>Membership Recruitment Committee</td>
<td>Grand Ballroom 3</td>
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<tr>
<td>4:00 pm – 5:15 pm</td>
<td>Membership Dues &amp; Bylaws Committee</td>
<td>Grand Ballroom 3</td>
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<tr>
<td>4:00 pm – 5:30 pm</td>
<td>Education &amp; Training Committee</td>
<td>Grand Ballroom 6</td>
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<tr>
<td>6:00 pm – 6:30 pm</td>
<td>Women’s Networking Reception</td>
<td>Magnolia (Mezzanine Level)</td>
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<tr>
<td>6:30 pm – 8:00 pm</td>
<td>PAC Reception</td>
<td>Grand Ballroom 7</td>
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*As of 1/24/19*
### Annual Convention Schedule

#### Thursday, February 14, 2019

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<td>ICON-Xchange &amp; Annual Convention Registration</td>
<td>East/West Registration</td>
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<tr>
<td>8:00 am – 10:00 am</td>
<td>NCMA Business Breakfast</td>
<td>Grand Ballroom 4</td>
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<tr>
<td>10:00 am – 5:00 pm</td>
<td>ICON-Xchange Marketplace</td>
<td>International Ballroom</td>
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<tr>
<td>10:15 am – 11:30 am</td>
<td>Masonry Communications Subcommittee</td>
<td>Grand Ballroom 1/2</td>
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<tr>
<td>10:30 am – 11:30 am</td>
<td>Government Affairs Committee</td>
<td>Grand Ballroom 7</td>
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<tr>
<td>10:30 am – 12:00 pm</td>
<td>Associate Member Division Board</td>
<td>Grand Ballroom 6</td>
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<tr>
<td>11:30 am – 12:15 pm</td>
<td>Masonry Committee</td>
<td>Grand Ballroom 1/2</td>
</tr>
<tr>
<td>1:30 pm – 5:00 pm</td>
<td>CMU Checkoff Session (open to all industry representatives)</td>
<td>Grand Ballroom</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td>Industry Reception</td>
<td>Pool Deck/Grand Ballroom Foyer</td>
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#### Friday, February 15, 2019

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<td>ICON-Xchange Registration</td>
<td>East/West Registration</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>ICON-Xchange B2B Kickoff Breakfast</td>
<td>Grand Ballroom 4</td>
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<tr>
<td>8:00 am – 12:00 pm</td>
<td>Manufactured Stone Veneer Meeting Track</td>
<td>Grand Ballroom 3</td>
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<tr>
<td>9:00 am – 12:00 pm</td>
<td>ICON-Xchange B2B Meetings</td>
<td>Floors 6, 7, 8</td>
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<td>10:00 am – 7:00 pm</td>
<td>ICON-Xchange Marketplace</td>
<td>International Ballroom</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>ICON-Xchange B2B Lunch with Marketplace</td>
<td>International Ballroom</td>
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<tr>
<td>1:30 pm – 3:30 pm</td>
<td>ICON-Xchange B2B Meetings</td>
<td>Floors 6, 7, 8</td>
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<tr>
<td>4:00 pm – 6:00 pm</td>
<td>ICON-Xchange Virtual Plant Tour</td>
<td>Grand Ballroom 1/2</td>
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<tr>
<td>6:00 pm – 7:00 pm</td>
<td>ICON-Xchange Networking Reception with Marketplace</td>
<td>International Ballroom</td>
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#### Saturday, February 16, 2019

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<td>ICON-Xchange Continental Breakfast with Marketplace</td>
<td>International Ballroom</td>
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<td>12:00 pm – 1:30 pm</td>
<td>ICON-Xchange B2B Lunch with Marketplace</td>
<td>International Ballroom</td>
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<td>ICON-Xchange B2B Meetings</td>
<td>Floors 6, 7, 8</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td>ICON-Xchange Networking Reception with Marketplace</td>
<td>International Ballroom</td>
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<tr>
<td>6:30 pm – 10:00 pm</td>
<td>Board of Directors Dinner</td>
<td>Departs Lobby</td>
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#### Sunday, February 17, 2019

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<td>8:00 am – 11:00 am</td>
<td>Board of Directors Meeting</td>
<td>International Ballroom North</td>
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The ICON-Xchange Marketplace provides tabletop displays for easy networking and an opportunity to learn about the latest in manufactured concrete masonry and hardscape products and services. The Marketplace continues to be an excellent venue for networking and building business relationships.

**B2B Exchange**

**Friday, February 15**

7:30 am – 8:30 am  B2B Kickoff Breakfast

9:00 am – 12:00 pm  B2B Meetings

12:00 pm – 1:30 pm  B2B Lunch with Marketplace

1:30 pm – 3:30 pm  B2B Meetings

**Saturday, February 16**

9:00 am – 12:00 pm  B2B Meetings

12:00 pm – 1:30 pm  B2B Lunch with Marketplace

1:30 pm – 4:00 pm  B2B Meetings

**EVENTS ARE EXCLUSIVE TO B2B PARTICIPANTS**

The B2B Exchange offers high impact one-on-one discussions in reserved hotel rooms or suites, bringing new opportunities to producers and suppliers of the manufactured concrete masonry and hardscape industry. B2B participants will begin the day with a Kickoff Breakfast and Welcome from 7:30 am to 8:30 am.

**ICON-Xchange Networking Receptions**

**Friday, February 15 | 6:00 pm – 7:00 pm**

**Saturday, February 16 | 5:00 pm – 6:00 pm**

Immediately following the day’s events and before heading out for an evening with your customers and clients, continue to enjoy the Marketplace and network with friends and colleagues over cocktails and hors d’oeuvres.

**Host Companies**

**PLATINUM**

- Besser Company*
- Columbia Machine, Inc.*
- Pathfinder Systems*

**GOLD**

- Krete Industries, Inc.*
- TOPWERK AMERICA LTD.*

**SILVER**

- ACM Chemistries, Inc.
- Cathay Industries USA, Inc.*
- LANXESS Corporation*
- Venator*

**BRONZE**

- BASF Corporation*
- CDS Curing*
- CornerStone Wall Solutions, Inc.
- Everloc Retaining Walls
- GCP Applied Technologies*
- Haarup North America, Inc.
- Industrial Services International (ISI), LLC*
- iwi Concrete Equipment Group*
- Johnson Concrete Curing Systems*
- KBH Maschinenbau*
- Kraft Curing Systems, Inc.*
- Masa*
- Masonry iQ by 3DiQ, Inc.*
- Poyatos/ISI, LLC*
- QUADRA USA INC.
- Rampf Molds Industries, Inc.*
- Rekers NA, Inc.*
- Rosetta Hardscapes, LLC*
- Sika Corporation*
- Slab Corporation*
- Solomon Colors, Inc.
- Standley Batch Systems, Inc.*
- TEKA North America, Inc.
- The Euclid Chemical Company
- WASA AG*

*These companies will participate in the Marketplace in addition to the B2B Exchange.*
Join ICON-Xchange B2B participants for a welcome breakfast to kickoff ICON-Xchange 2019. Highlighting the morning breakfast will be speaker Dr. Adam Rapp, Professor of Marketing at Ohio University and Executive Director of the Schey Sales Centre. Dr. Rapp will discuss the importance of practicing effective time management skills which helps managers establish better resource allocation processes and cultivate strong overarching goals.

This session will specifically spotlight internal factors, rather than external factors like technology, time inhibitors and interruptions. External factors are outside forces that we don’t have control over, while internal factors are things that we can control. We choose how we perform in each of these areas. It’s up to us to change our behavior to move forward and become better time managers. Rather than point fingers at those around us, this session will highlight what we can do with the things that are in our control. The breakfast is sponsored by:

Virtual Plant Tour
Friday, February 15 | 4:00 pm – 6:00 pm

A highlight of ICON-Xchange 2019 is the Virtual Plant Tour. The tour will include four concrete masonry and paver production facilities worldwide. Refreshments will be served before and during the tour and there will also be prize drawings for producers in attendance. Must be present to win. The featured plants will include:

- **Basalite Concrete Products**
  LLC in Dixon, CA, is presented by **Columbia Machine, Inc.** For over 80 years, Basalite Concrete Products has been one of the largest manufacturers of products in the Western United States and Canada. Basalite makes a wide variety of products including blocks, pavers, SRW systems and a full line of packaged concrete/mortar and other bagged materials. The Dixon location spans over 50 acres and includes a high output, state-of-the-art bagging line with automatic bag placing and robotic palletizing. **Prize: YETI Hopper Flip 12 and $250 cash**

- **Cambridge Pavers** in South Amboy, NJ, is presented by **Pathfinder Systems.** Cambridge Pavers provides quality PavingStones, wall systems, backyard patios and outdoor living solutions to homeowners. Utilizing Tiger machinery, the plant will showcase precision height control, triple-splitting lines with a built-in corner splitter. **Prize: Monoprice MP Voxel 3D Printer**

- **Laird Brothers** in Scotland is presented by **Rekers (NA), Inc.** Laird Brothers has been a family run company since quarry operations commenced at Lochhead quarry in Forfar in 1958 and are now a flourishing fourth generation independent company. Their new state-of-the-art concrete products factory features a Rekers KRS4 double plant with KBH grinding and shot blasting. It is the most advanced facility of its type within northern Europe with the capacity to output over 1 million m2 per annum! **Prize: Six months of Wine Club selections delivered directly to your home. Four bottles per month (usually 2 whites and 2 reds) from superb medal winning wines from California or Canada’s best boutique wineries**

- **Santerra Stonecraft** in Ontario, Canada, is presented by **Besser Company.** Santerra Stonecraft is a third-generation family-owned business. They produce an impressive range of concrete products including architectural and standard concrete masonry units, paving stone, slabs, retaining wall units and accent pieces all in an extensive array of sizes, shapes and colors. They fabricate limestone, supply clay brick and stone and sell accessories. A Servopac® Select is being installed to produce their full line of specialty concrete products. **Prize: Two Bose SoundLink Resolve Bluetooth Speakers and Portable SoundLink Battery**
<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Tabletop Number</th>
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<tbody>
<tr>
<td>Advanced Concrete Technologies*</td>
<td>27</td>
</tr>
<tr>
<td>Alabama Pallets*</td>
<td>30</td>
</tr>
<tr>
<td>Arcosa Lightweight*</td>
<td>36</td>
</tr>
<tr>
<td>Automacad, inc.*</td>
<td>40</td>
</tr>
<tr>
<td>BASF Corporation</td>
<td>8</td>
</tr>
<tr>
<td>Besser Company</td>
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<td>BFT International*</td>
<td>17</td>
</tr>
<tr>
<td>BlockUp*</td>
<td>34</td>
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<tr>
<td>Cathay Industries USA, Inc.</td>
<td>5</td>
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<td>CDS Curing</td>
<td>21</td>
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<td>Columbia Machine, Inc.</td>
<td>19</td>
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<tr>
<td>Comfort Block*</td>
<td>38</td>
</tr>
<tr>
<td>Concrete Plant International*</td>
<td>13</td>
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<tr>
<td>Concrete Products Magazine*</td>
<td>16</td>
</tr>
<tr>
<td>CornerStone Wall Solutions, Inc.</td>
<td>4</td>
</tr>
<tr>
<td>Direct Design Software*</td>
<td>15</td>
</tr>
<tr>
<td>Egan Company*</td>
<td>3</td>
</tr>
<tr>
<td>GCP Applied Technologies</td>
<td>23</td>
</tr>
<tr>
<td>Haarup North America, Inc.</td>
<td>7</td>
</tr>
<tr>
<td>Hydronix, Ltd.*</td>
<td>11</td>
</tr>
<tr>
<td>Industrial Services International (ISI), LLC</td>
<td>45</td>
</tr>
<tr>
<td>iwi Concrete Equipment Group</td>
<td>46</td>
</tr>
<tr>
<td>Johnson Concrete Curing Systems</td>
<td>48</td>
</tr>
<tr>
<td>KBH Maschinenbau</td>
<td>10</td>
</tr>
<tr>
<td>Kraft Curing Systems, Inc.</td>
<td>31</td>
</tr>
<tr>
<td>LANXESS Corporation</td>
<td>43</td>
</tr>
<tr>
<td>Marcotte Systems*</td>
<td>37</td>
</tr>
<tr>
<td>Masa</td>
<td>24</td>
</tr>
<tr>
<td>Masonry iQ by 3DiQ, Inc.</td>
<td>14</td>
</tr>
<tr>
<td>National Concrete Masonry Association*</td>
<td>6</td>
</tr>
<tr>
<td>Op-Smart*</td>
<td>29</td>
</tr>
<tr>
<td>Pathfinder Systems</td>
<td>28</td>
</tr>
<tr>
<td>Poyatos/ISI, LLC</td>
<td>44</td>
</tr>
<tr>
<td>PROSOCO, Inc.*</td>
<td>33</td>
</tr>
<tr>
<td>Rampf Molds Industries, Inc.</td>
<td>12</td>
</tr>
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<td>ReCon Retaining Wall Systems*</td>
<td>35</td>
</tr>
<tr>
<td>Rekers NA, Inc.</td>
<td>41</td>
</tr>
<tr>
<td>Rosetta Hardscapes, LLC</td>
<td>2</td>
</tr>
<tr>
<td>Signode Industrial Group*</td>
<td>32</td>
</tr>
<tr>
<td>Sika Corporation</td>
<td>25</td>
</tr>
<tr>
<td>Slab Innovation, Inc.</td>
<td>42</td>
</tr>
<tr>
<td>Standley Batch Systems, Inc.</td>
<td>22</td>
</tr>
<tr>
<td>Tenax Corporation*</td>
<td>26</td>
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<tr>
<td>TOPWERK AMERICA LTD.</td>
<td>9</td>
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<tr>
<td>Venator</td>
<td>47</td>
</tr>
<tr>
<td>WASA AG</td>
<td>49</td>
</tr>
<tr>
<td>World Center for Concrete Technology*</td>
<td>20</td>
</tr>
<tr>
<td>Wuerschum North America, Inc.*</td>
<td>39</td>
</tr>
</tbody>
</table>

*These companies will be participating in ICON-Xchange Marketplace only.
ACM Chemistries, Inc.
www.acmchem.com

B2B Room #848

Producer and supplier of color- and performance-enhancing admixture products and treatment systems for machine-made concrete products. ACM Chemistries features RainBloc® Water Repellent Systems for CMU and mortar, and ColorScape® EverBold® color enrichment and protection systems for concrete pavers. ACM Chemistries is a strong and reliable resource for industry expertise and technical assistance, including laboratory and on-site services.

Advanced Concrete Technologies
www.concretebiz.com

Marketplace #27

Advanced Concrete Technologies (ACT) is your single source supplier of concrete mixing and batching equipment solutions designed to produce the most consistent, highest quality concrete possible. ACT specializes in the design and manufacturing of custom concrete batching and mixing plants for the Concrete Block & Paver industry.
Alabama Pallets manufactures, markets, distributes steel pallets and racks for concrete block/paver machines worldwide.

Arcosa Lightweight is uniquely situated to supply expanded shale and clay lightweight aggregate to markets in most of the 48 contiguous states. With plants located with access to America’s extensive inland river system, as well as the nation’s railroad network, Arcosa Lightweight is able to serve the construction industry from California to Virginia, and from Minnesota to Florida, and most points in between.
EXPERIENCE.
BEاسر
Trusted Since 1904

The Servopac® Family of Machines
RESPONSIVE, RELIABLE, ROBUST

3 MODELS STRONG

Servopac® Premier
Servopac® Classic
Servopac® Select

PRODUCTION SYSTEMS
CURING SYSTEMS
EDUCATION & TRAINING
TECHNICAL SERVICE
MACHINE UPGRADES

PROACTIVE PRODUCER SUPPORT
- Responsive technical and maintenance assistance, extensive parts inventory
- Maintenance contracts and plant evaluations
- Blockmakers Workshops® at the WCCT and custom onsite training for masonry, hardscape, pipe and precast Partnerships for research and assistance with development and commercialization of waste materials into concrete products
- Access to a global network of Strategic Alliances to bring NEW, value added units and systems to your product line

CONCRETE PRODUCTS STRATEGIC ALLIANCES:
- BLOCK
- PAVE
- Omni Block
- Rosetta
- ECOncrete
- Aircrete
- Automacad
- National Concrete Masonry Association
- OpSmart
- National Precast Pipe Association
- NPCA

EQUIPMENT/TECHNOLOGY ALLIANCE PARTNERS:
- CDS
- EGAN
- Standley
- Egan
- +1.989.354.4111
- besser.com

Proud to be an employee-owned company since 2004
ICON-Xchange 2019 Participating Companies

Automacad, inc.
www.automacad.com
Marketplace #40
Alternative masonry - Ask us about ways to manufacture it! Automacad offers both standard and custom wet-cast solutions adaptable to a wide range of clients, from the young, limited in production volume to the more experienced and high production volume manufacturers.

BASF Corporation
www.master-builders-solutions.basf.us
B2B Room #752
Marketplace #8
BASF delivers innovative Master Builders Solutions chemical admixtures and fibers, technologies and sustainability tools for specialty concrete used in manufactured concrete products to create new solutions for production, performance, and aesthetics. For more than 100 years, BASF products and services have helped reduce operating costs, improve plant efficiency, and enhance finish products.

Besser Company
www.besser.com
B2B Room #664/674
Marketplace #1
Besser supplies the industry’s most innovative, reliable and versatile product line for producing a vast range of concrete masonry and hardscape units supported by an inventory of machine and mold parts, machine upgrades, custom/standard molds, technical services, including service and maintenance of all brands of curing systems, and plant staff training.

BFT International
www.bft-international.com
Marketplace #17
Bauverlag BV GmbH is part of the Docu Group, the largest supplier of specialist information to the architecture and construction sectors in German-speaking areas. Approximately 135 employees produce 18 trade journals and numerous special publications.

When the right people partner side by side for the right solution...
...that’s Chemistry At Work.
RAW MATERIALS TO THE HIGHEST QUALITY FINISHED PRODUCTS

We manufacture equipment for every aspect of concrete products production. Our machines work as hard as you do to create valuable, profit-driven products year after year. It is how we have set the standard for over 80 years.

BATCHING & MIXING
Cutting-edge automation, precisely engineered batching solutions, industry-leading line of mixers.

ACCESSORIES
Boost productivity, reduce expenses, improve product quality by adding the right accessory.

PRODUCTION MACHINES
Our machines are engineered to produce a wide variety of concrete products for every market.

PRODUCT HANDLING
Pallet handling to move green product safely and efficiently, and cubers for every sized operation.

MOLDS
We create long-lasting custom designed and out-of-the-box molds that set the industry standard.

BAGGING SOLUTIONS
Our line of bag fillers, conveyors and bag palletizers can handle a wide variety of materials.

Columbia
PROUD PLATINUM SPONSOR

PRODUCTION MADE EASY
PAVE // RETAIN // BUILD

WWW.COLUMBIAMACHINE.COM
ICON-Xchange 2019 Participating Companies

BlockUp
www.block-up.com

Marketplace #34

BlockUp is a patented fast-build dry-stack concrete block system. Precise interlocking blocks are installed in a quick and simple stack and fill logic on an accurate starting course. In addition to the self-aligning characteristic of the block shape, a water weeping system is designed into the face shell enhancing the weatherability of the installed system.

Cathay Industries USA, Inc.
www.cathayindusa.com

B2B Room #869
Marketplace #5

Cathay Industries USA is an internationally recognized leader in innovative product development, and the third largest manufacturer of Iron Oxide pigments. We are committed to producing the highest quality product, utilized in a multitude of applications. Cathay Industries USA currently manufactures and supplies High Purity, Coatings, and Construction Grade Iron Oxides.

CDS Curing
www.cds-concrete.com

B2B Room #776
Marketplace #21

CDS Curing are industry leaders in the design and manufacture of Curing Systems, Curing Racks & Chambers and Acoustic Sound Rooms. Through ongoing research and product development, as well as the use of innovative technologies, CDS provide solutions that exceed the demands of concrete producers the world over.

Columbia Machine, Inc.
www.columbiamachine.com

B2B Room #764/774
Marketplace #19

Columbia Machine, Inc. designs, manufactures and supports equipment for every aspect of concrete products production. Ruggedly built, precisely engineered, adaptable to any environment, our machines work as hard as you do to create valuable, profit-driven products year after year.

Comfort Block
www.comfortblock.com

Marketplace #38

Comfort Block designs and develops modern precision ground masonry systems assembled with adhesive. Comfort Block is committed to improving the efficiency of building with masonry so that it can more easily be available for everybody to build with to create long-lasting, resilient, comfortable and healthy homes.

Concrete Plant International
www.CPI-worldwide.com

Marketplace #13

Trade journals for the concrete products industry

NCMA
EQUIPPING BETTER BUILDING
www.ncma.org
**ICON-Xchange 2019 Participating Companies**

**Concrete Products Magazine**  
www.concreteproducts.com  
**Marketplace #16**  
Concrete Products covers the issues that attract producers of ready mixed and manufactured concrete. With an editorial focus on equipment and material technology, market development and management topics, Concrete Products provides practical information for management professionals on how to run their day-to-day business.

**CornerStone Wall Solutions, Inc.**  
www.cornerstonewallsolutions.com  
**B2B Room #761**  
**Marketplace #4**  
CornerStone Wall Solutions, Inc. develops innovative products, molds and tools for the dry- and wet-cast concrete industry with the end users, environment and producers in mind. From our engineered big-block wet-cast MagnumStone; to our flagship dry-cast CornerStone retaining wall, installed for over 25 years worldwide; modular GrassnPave paver slab product, we keep the industry and our business partners moving forward.

**Direct Design Software**  
www.directdesignsoftware.com  
**Marketplace #15**  
Direct Design Software 3.0 is the next generation of masonry design. Easily perform complete structural design of nearly any masonry building in minutes. The software includes an OPTIMIZER system that allows the user to set design targets and the software will automatically design the optimal building. Come learn more about this program and how to leverage its power to sell more block in your market.

**Egan Company**  
www.eganco.com  
**Marketplace #3**  
Egan’s premier class of batching automation is as user-friendly and customizable as you’ll find on the market. With advanced intuitive features geared perfectly toward quality and control, KFBatch II covers all the bases for any new or existing concrete plant. Egan's been building on promises kept since 1945.

**Everloc Retaining Walls**  
www.everlocretainingwalls.com  
**B2B Room #676**  
EverLoc® is a patented, lightweight retaining wall system. Some of EverLoc’s many features include radius edges, finished corners, clean aesthetics, and WeatherDome™ caps. New for EverLoc® is the Yorktown Series offering a fresh new look with its new matte finish. Licensing opportunities available.
**GCP Applied Technologies**  
www.gcpat.com  
**B2B Room #858**  
**Marketplace #23**  
GCP Applied Technologies has provided innovative admixtures for dry-cast concrete products for over 50 years. The maker of DRY-BLOCK® System, GCP also manufactures a full line of plasticizers, efflorescence control admixtures, strength enhancers and densifiers for CMUs, SRWs and concrete pavers. GCP offers on-site technical support, dispensing equipment and a world-class laboratory.

**Haarup**

**Haarup North America, Inc.**  
www.haarup.com  
**B2B Room #671**  
**Marketplace #7**  
Haarup North America provides the following:  
Batching Equipment; Batching/Mixing Controls; Batch Plants; Computer Hardware/Software (Mix Design and Batching); Conveyors; Mixer Liners; Other Mixer Products; Other Batching Equipment; Conveyor Systems; Silos; Moisture Probes; Other Plant Equipment; Planetary Mixers

**Hydronix**

**Hydronix, Ltd.**  
www.hydronix.com  
**Marketplace #11**  
Hydronix is the world’s leading manufacturer of digital microwave moisture sensors with 65,000+ sensors installed globally. Designed for concrete production, Hydronix sensors can easily be installed in aggregate bins and most types of mixer. Integration into a new or existing system is as simple as calibration, configuration and remote monitoring.
ICON-Xchange 2019 Participating Companies

**ISI**

Industrial Services International (ISI), LLC  
www.isi-na.com  
**B2B Room #748**  
**Marketplace #45**

ISI offers a complete range of Machinery, Equipment and Services for the Concrete Masonry and Landscape Products Industry: Production Machinery, Handling Equipment, Splitter lines Batching and Mixing, Curing and Quality Control Systems, After Treatment Equipment (Grinding, Polishing, Shot-Blasting and Digital Printing) as well as Molds, Brushes, Brush Machines and Abrasion Resistant Wear/Spare Parts for Mixers and Machinery.

**iwi Concrete Equipment Group**

www.iwigroup.com  
**B2B Room #756**  
**Marketplace #46**

iwi Concrete Equipment Group is the largest broker of used concrete products manufacturing equipment in North America, serving all segments of the industry including concrete block, tank, pipe, precast, prestress, paver and ready mix. iwi Group reps manufacturers of new equipment and provides technical consulting on concrete products curing systems, kiln panels, roll-up doors and mist curing systems; confidential consulting concerning appraisals, mergers or acquisitions.

**Johnson Concrete Curing Systems**

www.johnsonccs.com  
**B2B Room #871**  
**Marketplace #48**

Curing systems for concrete: Block, Paver, Pipe, Precast, Prestress and Rooftile industries engineered for reliability and durability with standard or customized controls, circulation and exhausters since 1961.
KBH Maschinenbau
www.k-b-h.de

B2B Room #766
Marketplace #10

KBH - German based, family-owned company producing secondary processing and handling equipment for the concrete industry: Colorist, Dancing Weight System, Curling System, Snake Tumbler, Mould Changer, Printing Lines, Coat Applicator, Grinding Machines, Split Lines, Shot Blast Machines, Surface Washing Machines, Cubers, Robotic Handling & Conveyors, Transport Pallet Handling Gear.

Kraft Curing Systems, Inc.
www.kraftcuring.com

B2B Room #853
Marketplace #31

Kraft Curing supplies curing technologies and equipment for the controlled hardening of concrete. Our systems control the concrete curing process with a precisely calculated amount of heat and humidity.

Please visit our media sponsors during the ICON-Xchange 2019 Marketplace

BFT International
www.bft-int.com

Concrete Plant International
www.cpi-worldwide.com

Concrete Products
www.concreteproducts.com
Krete Industries, Inc.
www.krete.com
B2B Room #844
Since its founding in 1990, Krete has manufactured a full line of concrete admixtures to service the zero-slump, cast stone, wet-cast hardscape, self-consolidating concrete, and precast concrete markets. Contact us to see why concrete producers all over the world are making the concrete choice in admixtures.

LANXESS Corporation
www.bayferrox.com
B2B Room #769
Marketplace #43
LANXESS produces Bayferrox® color pigments in powders and granules. Our manufacturing process is ISO-certified and Bayferrox® iron oxide pigments have earned Recycled Content Certification from SCS Global Services. LANXESS has warehouses across North America, 24/7 on line order placement, and unsurpassed technical service. Sales to contractors and LTL producers are handled by distributors. (See our ad on the inside back cover.)

Krete makes concrete easier. By offering innovative admixtures, production consulting services, and laboratory research support with a personalized touch, Krete provides customized assistance through every step of concrete production.

krete.com
Marcotte Systems
www.marcottesystems.com
Marketplace #37
Marcotte Systems is a North American leader in the design and implementation of smarter, faster, flexible, adaptable and easy-to-use software solutions for the construction industry.

Masa
www.masa-group.com
B2B Room #658
Marketplace #24
Founded in 1905, Masa has grown from a small machinery company to a global leader in the design, manufacturing, and installation of equipment for precast concrete products. The range of equipment includes concrete mixing and batching plants, color and control systems, block and paver machines, hermetic slab presses, AAC, and sand lime brick plants, transport systems, and value added lines. (See our ad on the inside front cover.)

NCMA
National Concrete Masonry Association
www.ncma.org
Marketplace #6
NCMA unites, supports and represents the producers and suppliers of concrete masonry systems — including concrete masonry, manufactured stone veneer, segmental retaining walls and other hardscape systems. From small family-owned businesses to large corporations, our membership reflects the full spectrum of companies that provide the foundation for resilient building construction.

Op-Smart
www.op-smart.com
Marketplace #29
We have one goal at Op-Smart — to help you be the best you can be. We provide the Op-Smart manufacturing management system, insight and service. Op-Smart will have a positive impact on every member of your team and will accelerate your team’s pursuit of excellence.

Masonry iQ by 3DiQ, Inc.
www.3DiQinc.com
B2B Room #866
Marketplace #14
3DiQ Inc. is a software development company specifically focused on bringing BIM solutions to the masonry industry. Masonry iQ is the first commercially available product allowing the design community to easily manage the technical aspects of modeling masonry. Masonry iQ also harnesses the MUD database and renders masonry in spectacular fashion.
**ICON-Xchange 2019 Participating Companies**

**PATHFINDER**

Pathfinder Systems  
www.pathfindersystem.com

**B2B Room #864/874**

**Marketplace #28**

Pathfinder Systems represents state-of-the-art equipment for the concrete industry. Tiger Machine is our flagship line; also offered are CureTec; Bergen; GMM; MERTS; Optimas; B+S; Vollert and Nordimpianti. Pathfinder has recently expanded into the precast sector and now offers MERTS batching. Pathfinder is excited to now offer turnkey solutions for both dry-cast and precast. *(See our ad on the back cover.)*

**PROSOCCO, Inc.**  
www.prosoco.com

**Marketplace #33**

Since 1939, PROSOCO has led the industry with products to improve the appearance and prolong the life of newly constructed and existing masonry buildings. Our extensive range of specially formulated products remove unwanted soiling and enhance the durability of all types of brick, concrete and natural stone. Generations of construction professionals have relied on PROSOCO to clean and protect some of the most recognizable buildings in the world.

**Poyatos/ISI, LLC**  
http://en.poyatos.com

**B2B Room #779**  
**Marketplace #44**

We provide a full range of Production Machinery for the Concrete Masonry and Landscape Products Industry as well as Mixing and Batching Plants, Handling Equipment and Splitting Lines. Our equipment is renowned for being long-lived and robust, easy-to-operate, highly cost effective and providing extremely fast ROI. Our exclusive Agents in North America, Bea and Bernd Andreas, provide unequalled service and solutions for practically all your production needs.

**QUADRA USA INC.**  
www.quadra-concrete.com

**B2B Room #856**

Quadra Concrete offers the most innovative production systems for manufactured concrete products. Quadra's patented features enable the most cost-effective means of producing high quality concrete blocks and pavers in high volumes using the most modern automation technologies. We can also automate labor-intensive operations with our custom-designed wet-cast production equipment.
Rampf Molds Industries, Inc.
www.rampf.com

B2B Room #879
Marketplace #12

Rampf Molds is the leading molds manufacturer for the concrete industry with 92 years of excellent quality, innovation and service.

ReCon Retaining Wall Systems
www.reconwalls.com

Marketplace #35

A wet-cast big block (PMB) system. ReCon Retaining Walls provides to its licenses, a proven and profitable business model to include: manufacturers territory protection, training and support.

Rekers NA, Inc.
www.rekers.com

B2B Room #652
Marketplace #41

REKERS is a world leader in Concrete Production Machinery including; Turnkey plants for Blocks, Pavers, SRWs, etc., Patented, Six-Color Blending, In-line Antiquing, Computer Controlled Batching, Pipe and Manhole testing and handling. Come talk with us about our new sophisticated RS series block machines; loaded with options. 15mm PRODUCT? YES WE CAN...

Rosetta Hardscapes, LLC
www.rosettahardscapes.com

B2B Room #656
Marketplace #2

Rosetta Hardscapes is an advanced wet-cast hardscape manufacturing system and your key to expanding into the profitable and ever growing wet-cast market. Rosetta provides concrete manufacturers with molds, equipment, training and ongoing support for the most attractive suite of landscaping products in the industry.
Signode Industrial Group is a $2.4 billion leading global manufacturer of strap, stretch and protective packaging consumables, tools and equipment. The company’s products protect goods during manufacturing, transport and warehousing. Signode sells products under brands, including the Octopus automatic rotary ring stretcher and Lachenneier stretch hood machines. Both are used to unitize concrete masonry and hardscape pallet loads.

Slab Innovation is an equipment manufacturing company specializing in customized, ROBOTIC solutions and automated production line for the concrete industry. Flexible robotic packaging, servo clamp cuber, product handling, quality control, vision systems, pallet handling, secondary process as antiquing, curling, splitting lines. Robotic wet-cast demoulding and packaging. Authorized FANUC Robotics integrators. We work with you to design automated solutions based on YOUR SPECIFIC NEEDS.

Solomon Colors is an employee-owned manufacturer of iron oxides for concrete products and masonry. We offer a complete line of SG Granular, ColorFlo liquid and dry iron oxides. With production facilities in Springfield, Illinois; and Rialto, California; Solomon Colors can provide you with quality products to meet your requirements.
Standley Batch is a leader in the concrete industry in the customization and personalization of complete and integrated material handling systems. They can design and produce an entire batch plant from start to finish in-house – with all components from truck Hoppers, cement silos to the discharge of mixed product, proudly made in the USA.
ICPI’s Annual Meeting will be held in conjunction with ICON-Xchange 2020 on February 17-20
TEKA North America, Inc.
www.tekamixers.com

B2B Room #771

TEKA manufacturers various types of concrete mixers, including THZ Turbine Pan Mixers and TPZ & THT Planetary Concrete Mixers, each in many sizes and layouts.

Tenax Corporation
www.tenaxus.com

Marketplace #26

Tenax manufactures a wide variety of netting solutions that are used for protection, reinforcement, containment, separation and stabilization for markets that include: Agriculture, Building, Construction, Erosion Control, Ground Stabilization, Filtration, Material Handling, Packaging, Pipeline Protection, Transportation and other industrial applications, such as Paver Manufacturing.

The Euclid Chemical Company
www.euclidchemical.com

B2B Room #661

Provider of innovative admixture products, systems and topical treatments including EUCON FOR-CAST plasticizers, HYDRAPEL multi-functional admixtures, and the HYDRAPEL SYSTEM for water repellent-specified concrete masonry construction. We provide local and remote technical consulting, dispenser services, marketing/specification support, training, in-plant evaluations, and full lab support from our Cleveland, OH, Technical Center.
When Technology is Your Passion, 
Innovation Comes Standard

TopWerk Group leads the way in innovative technology that is both reliable and flexible. Our unsurpassed technological advancements have resulted in proven equipment capabilities that allow our passion for technology to become the standard in innovation. From finish to size to quality, we help your unique products come to life by turning thinking into doing, efficiently and cost-effectively.

We turn thinking into doing.
ICON-Xchange 2019 Participating Companies

**TOPWERK AMERICA LTD.**
www.topwerk.com

**B2B Room #744**
**Marketplace #9**

TopWerk America Ltd. is the North American division of the TopWerk Group, the largest global manufacturer of production equipment systems for concrete products and shapes. TopWerk Group leads in advanced technology for complete plant solutions for products of the highest quality standards and the widest range of value-added treatment finishes.

**VENATOR**

Venator
www.venatorcorp.com

**B2B Room #669**
**Marketplace #47**

Venator is a leading producer of color additives and automatic dosing systems for concrete masonry, pavers and retaining wall products. We manufacture powders, Hydortint liquids and Granufin dust-free colors and install turnkey automatic dosing systems.

**WASA AG**

www.wasa-technologies.com

**B2B Room #666**
**Marketplace #49**

The WASA UNIPLAST® is famous for its high quality — for over 27 years. This fibre glass-reinforced board is for the top level of making concrete products. The possibility of regrinding makes all WASA UNIPLAST® the most cost-effective long-term solution. In addition, we offer WASA SOFTWOOD and our wood-plastic-compound board WASA WOODPLAST®.

**World Center for Concrete Technology**
www.wcct.net

**Marketplace #20**

The World Center for Concrete Technology (WCCT) is located on the campus of Alpena Community College (ACC) in Alpena, Michigan. The WCCT is a state-of-the-art facility for hands-on, material-based training, education, research and testing for concrete-related industries. Built in 2000, the WCCT is an $8 million premier research and educational facility unique to the concrete industry.

**Wuerschum North America, Inc.**
www.wuerschumnorthamerica.com

**Marketplace #39**

Wuerschum North America, Inc. is the sales office of the German company Wuerschum GmbH, which has been developing and manufacturing pigment dispensers for over 50 years. With our long-standing reputation of highest quality and accuracy, innovation and customer satisfaction, we are dedicated to serve our many North American customers.
What’s Included in Your Registration?

**B2B Registration:**
- B2B Kickoff Breakfast and Welcome
- B2B Exchange Meetings *(Prior registration required)*
- Two B2B lunches with Marketplace
- ICON-Xchange Marketplace
- ICON-Xchange Virtual Plant Tour
- Two ICON-Xchange Networking Receptions
- Town Hall Meeting
- Committee Meetings
- Member Networking Reception
- NCMA Business Breakfast
- Family Business/Small Business Forum
- Industry CMU Checkoff Session
- Industry Reception

**NCMA Annual Convention Registration:**
- ICON-Xchange Virtual Plant Tour
- ICON-Xchange Marketplace
- Town Hall Meeting
- Committee Meetings
- Member Networking Reception
- NCMA Business Breakfast
- Family Business/Small Business Forum
- Industry CMU Checkoff Session
- Industry Reception

**NCMA Spouse/Companion Registration:**
- Spouse/Companion Welcome Breakfast and Book Talk
- Member Networking Reception
- NCMA Business Breakfast
- ICON-Xchange Marketplace
- A Taste of Winter Park Tour
- Town Hall Meeting
- Industry Reception

**NCMA Child Registration (Ages 10-17):**
- Spouse/Companion Welcome Breakfast and Book Talk
- Member Networking Reception
- NCMA Business Breakfast
- ICON-Xchange Marketplace
- Town Hall Meeting
- Industry Reception

**NCMA Child Registration (Ages 10-17):**
- Spouse/Companion Welcome Breakfast and Book Talk
- Member Networking Reception
- NCMA Business Breakfast
- ICON-Xchange Marketplace
- Town Hall Meeting
- Industry Reception

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What's Included in Your Registration?

QUALITY COLORS.

Coloring concrete.

Our Bayferrox® and Colortherm® pigments are used to create distinction to concrete building materials. LANXESS quality adds beauty to urban areas.
TIGER MODEL

OVERVIEW

- Utilizes existing production pallets, return conveyors, frontal product delivery conveyors and most existing molds
- Capable of producing a wide range of products (from 2-3/8” up to 8-15/32”)
- Allows for height changes in only an additional 2 minutes
- Can be placed on most existing machine foundations
- Frequency control on vibrators

MOLD CHANGE SYSTEM

The S Series is equipped with a quick mold change system which releases the mold compression head directly. This is done from the control panel, requiring only the manual release of V-belts. The release is aided by a hydraulically operated inflation system (air bags) for the mold. The mold delivery system is also panel actuated and hydraulically operated. This will allow for mold changes in a shorter amount of time.

ADVANTAGES

- Built To Last Rugged Construction
- Exterior Components For Ease Of Maintenance
- Fast Mold Change
- Fast Height Change
- Use Of Existing Foundation

CONTROLS

- User-friendly
- Ease In Operation
- Highly Adjustable
- Mold Life Reporting
- Production Reporting

616-395-8447
Sales@PathfinderSystem.com