

ENVIRONMENTALLY SAFE

There's no compromise in Strong Products' concrete form release BIODEGRADABLE FORM RELEASE

By Larry Storer

One of the objections to using totally 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 they are planning a major expansion of their facilities this year. Currently the headquarters and sales office are in Battle Creek and the manufacturing facility is in Homer, MI.

Sam has been in the chemical industry for about 38 years, and has worked with the concrete construction industry for 10 years. He holds membership in the National Precast Association and the American Concrete Pipe Association.

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 (Pump Truck and Splatter Release).

The SP-CR series was developed to provide optimal performance on all forms: aluminum, steel, regular and oiled

plywood, rubber, epoxy, urethane and expanded polystyrene (EPS) forms and formliners. Strong said it can be swabbed, brushed, sponged, rolled or sprayed. "We believe that excessive amounts of form release used in any application is typical," 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 simply 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

The products contain no solvents, are biodegradable, are VOC compliant and are proven non-carcinogenic. They also 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 exception-

ally clean concrete surfaces while reducing costs with less maintenance man hours required for any type of 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

"Our careful selection of raw materials, our water clarity, our biodegradability and our product performance distinguish the SP-CR Series product from competitors."

CONCRETE Monthly

Count on Concrete

News from the cement and concrete industries

Vol. 4 No. 3 March 2006

the quality of materials that go into form release products. Our careful selection of raw materials, our water clarity, our biodegradability and 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 of a product used, the 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. Non-compliant form releases may require removal of dirt, cause delays lost to testing and perhaps a fine. 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 as well. To date, not one form has had any 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 contractor groups on poured wall foundations for new homes.” “That’s important for three reasons: man-hours saved cleaning forms; clean, smooth surfaces; and longer form life.”

Customers say that the SP-CR series provides exceptional performance on all construction, precast, pipe and architectural applications. In addition to the poured wall foundation 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 pump truck and equipment maintenance.

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 distributors and customers to help connect the dots.”

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

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