



Message from Dayton Superior CEO Rick Zimmerman

I am frequently asked "When is Dayton Superior returning to World of Concrete?" The short answer is "in 2011." However, the truth is that while we have not had an exhibit in recent years, Dayton Superior continued to have a presence, albeit limited, at this important industry event.

As the commercial construction industry continued to face economic challenges, we felt this provided an opportunity to develop a strategic approach to our participation in World of Concrete. Through this evaluation, we determined a significant presence on the exhibit floor every three years provided ample opportunity to showcase Dayton Superior's continued leadership in product innovation and technology deployment from engineering to customer service.

I am pleased to announce that Dayton Superior will be making our return to the World of Concrete exhibit floor in 2011. So, as you plan your World of Concrete itinerary, I personally invite you to add our booth, #C5614, to your must-see list.

Here, you'll be among the first to get an up close look at the lifeblood of our growth - an impressive selection of innovative new products, systems, and services for the concrete construction industry. Let us show you how Dayton Superior continues to revolutionize the industry, from the pioneering threading technology of Taper-Lock and the ground-breaking Sleeve-Lock reinforcing bar connection system to advancements in repair and restoration chemicals, cutting edge forming solutions and much, much more.

In addition to our new product focus, you'll discover how our recent acquisitions play an integral role in the expansion of our product offering and Dayton Superior's continued success. Of particular note is our acquisition of Unitex. Their well-respected product line will be instrumental as Dayton Superior continues to significantly expand our presence within the concrete repair and restoration market.

Another key element of our booth is the emphasis on our vast array of products that are proudly made in America. For you, Dayton Superior's made in America products are solid investments that yield higher quality standards, simpler distribution and eligibility for reinvestment projects. Just as important, buying made in America products is an investment that supports the American manufacturing and construction industry workforce by creating and retaining American jobs. Buying made in America isn't just the right thing to do, it is vital to the success of our industry and the health of our country.

For our distributors, a visit to our booth will underscore how partnering with Dayton Superior gives you the competitive advantage. You'll discover how our unmatched engineering expertise and technologies that incorporate the spirit of American-made innovation will help drive your business in an ever-changing marketplace.

Our collection of innovative new products, strategic acquisitions and our commitment to provide the best in American-made products for the commercial construction industry make 2011 the perfect time for Dayton Superior to exhibit at World of Concrete. When you visit our booth, I think you'll agree.

I look forward to seeing you at the show.