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Cresco Concrete Products, LLC Introduces Innovative Liteblok™ Integrated Building System

(Houston, TX – October 18, 2007) Cresco Concrete Products, LLC will open its doors early next month offering customers a unique option to their current choice of building materials. Cresco will be manufacturing and selling Liteblok™ building blocks from its facility in Houston.

Liteblok™ is an aerated concrete block. Unlike autoclaved aerated concrete (AAC) found in the marketplace, Liteblok™ is not autoclaved. Rather, a non-toxic foaming agent is introduced into the concrete mixture creating numerous discrete air pockets. These tiny air pockets dramatically improve the insulating characteristics of the concrete and reduce its weight. The blocks are interlocking and laid without mortar allowing for significant savings in construction time and cost reductions over traditional wood frame construction. As Neil Rock, President of Cresco stated, “these are like Lego® blocks for adults.” Liteblok™ has high insulation values and is fire and termite resistant. Liteblok™ built structures are strong and perform well in high winds and during seismic activity. Liteblok™ is a very flexible and simple design that is patented worldwide. Liteblok™ is also a “green” product. Long lasting, affordable, and energy efficient homes can be constructed with non-toxic materials that generate minimal job site waste.

Liteblok™ is a technology invented ten years ago in Australia by the Pan Pacific Group of Companies and has been applied to home construction in more than forty countries worldwide. As the inventor of the technology, Joe Maier, recently stated, “we have taken all of the short comings of concrete and eliminated them.” Applications for Liteblok™ include residential construction, fire walls, safe rooms, fences and retaining walls.

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