

## **FOR IMMEDIATE RELEASE**

For more information contact:

Neil Rock

Cresco Concrete Products, LLC

Phone: (713) 589-5043

Fax: (713) 589-9025

Email: [nrock@crescoconcrete.com](mailto:nrock@crescoconcrete.com)

Website: [www.CrescoConcrete.com](http://www.CrescoConcrete.com)

## **Cresco Concrete Products, LLC Introduces Liteblok™ 69**

**(Houston, TX – January 31, 2008)** Cresco Concrete Products, LLC has developed a new version of its innovative Liteblok™ aerated concrete block. Liteblok™ 69 was created, primarily, to satisfy the needs of the landscaping community. The original Liteblok™ will now be called Liteblok™ 38 and will continue to offer the strong insulating characteristics which make it well suited for air conditioned residential and commercial structures. Liteblok™ 69, a heavier and less expensive block, is targeted at mostly outdoor applications where good insulating properties are not as important.

The qualities of Liteblok™ 69 have wide appeal in many different applications. As Neil Rock, President of Cresco recently stated, "Liteblok™ 69 is great for fences, retaining walls, sheds, flower beds, freestanding carports and many other applications". Liteblok™ 69 is lighter in color than the original product and almost twice as heavy yet still half the weight of traditional concrete.

###