



**March 8, 2007**

## **GUNDLACH CHAMPION OFFICE BUILDING & PARKING LOT WINS CONCRETE DESIGN AWARD**

**Iron Mountain, Mich.** – The reinforced concrete parking lot at the new Iron Mountain offices of Gundlach Champion has been named the recipient of a 28<sup>th</sup> Annual Concrete Design Award.

The award is part of a prestigious program showcasing best uses of ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula (UP). The Wisconsin Ready Mixed Concrete Association (WRMCA) and the Wisconsin Chapter of ACI International cosponsor the annual award program. A distinguished panel of Wisconsin/UP educators and construction professionals determines award winners.

One of the first things customers see when they arrive at an office building is the general aesthetics surrounding it. A key part of these surroundings is the facility's parking lot.

(According to America's Research Group, nearly half of a consumer's perception of a retail brand is formed in the parking lot. Styles and selection are judged before consumers even walk through a store's front door, and many consumers simply drive away when they don't like what the experience while parking.)

When Gundlach Champion decided to build a new office building, one of the first decisions made was what type of material to use for its parking lot. Since Michigan's UP has winters that can span a period as much as six months, with cold, snow, and freezing and thawing weather, having a parking lot that can hold up to this harsh environment needs to be addressed prior to construction.

Gundlach Champion selected ready-mixed concrete as the construction material of choice for its new office.

Approximately 420 cubic yards of concrete were placed by laser screed over a period of two days, using a 4-inch slump, 5000 psi concrete mix (30% cement replacement with ground granulated blast furnace slag (GGBFS)) and Fibermesh 300 polypropylene fibers (for secondary concrete reinforcement and crack control over the life of the pavement).

GGBFS is a byproduct of iron production and enhances concrete properties in both the plastic

(wet) and hardened states. In addition to creating a very light colored, highly-reflecting parking lot requiring less lighting, the impermeability qualities of GGBFS will provide Gundlach Champion with an exceptionally durable parking lot, in a cost-effective manner.

The award-winning Gundlach Champion parking lot creates a positive first impression for employees and guests, complements the masonry exterior of office building, and provides a durable, easy-to-maintain pavement that will provide decades of profitable service.

In addition to owner Gundlach Champion, project construction team members included:

- Short Elliott Hendrickson, Inc. | Architect
- Gundlach Champion, Inc. | Contractor
- Champion Concrete | Ready-Mix Supplier

The Wisconsin Chapter of the American Concrete Institute works statewide to develop, share, and disseminate knowledge and information needed to utilize concrete to its fullest potential.

The Wisconsin Ready Mixed Concrete Association (WRMCA) is a statewide trade association consisting of ready-mixed concrete producer and associate members throughout the state and Michigan's Upper Peninsula. Its mission is to advance the ready-mix industry through legislative action, promotion, and education. Champion Concrete is a proud and active member of the WRMCA.