

News Release

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Crimson Construction LLC Relies on Superior Walls **Precast Concrete Foundations**

NEW HOLLAND, PA. – For the past three years, when it's time for Crimson Construction, LLC. to start constructing a custom home in the Florham Park area of New Jersey, this builder's first step is to pick up the phone to call Northeast Precast. According to Laura DeLuca, beginning with a Superior Walls precast concrete foundation is key to the home's overall success.

"I keep coming back to Superior Walls because it's a proven winner," says DeLuca of Crimson Construction LLC. "There's no curing process involved and each wall comes to the jobsite insulated and ready to install. Many of our homeowners use us to finish the basement for them and the Superior Walls products makes this a fast project."

Crimson Construction specializes in custom-built homes in the one million to two million dollar price range.

"Some years we build more than 10 homes, and every one of them starts with a Superior Walls Xi foundation," says DeLuca. "We rely on this foundation because it's faster and better than hand-built masonry."

"With masons there are too many variables. The process is too long and the results are not within our control. There can be ongoing issues with leaks and shifting of the foundation. Superior Walls are consistent and reliable --- and the homeowners love the 'almost finished stage' the basements are in when they move into their homes."

In addition to individual homes, Crimson Construction LLC has just completed a townhome project in **Berkeley Heights** that includes 9 different units. The entire project started with a Superior Walls precast concrete foundation that was installed in just a day.

"We appreciate the holes in the steel portions of the Superior Walls panels for electric outlets that ensures the stability of the product is not compromised. In our years of using them, these walls have never leaked and they keep the temperature reasonable without any heat or air. We've found them to be extremely energy efficient. Best of all, we've never had a single complaint on any home and our customers tell us they love this foundation."

Superior Walls Xi wall panels feature steel reinforced concrete and 2-1/2-inches of DOW® Styrofoam™ insulation to create a barrier against sidewall water penetration. The panels are custom designed and constructed in a factory-controlled setting. Unique features of the Xi wall panels include:

- 5,000+ PSI concrete
- Steel-reinforced top bond beams, concrete studs and footer beams
- Horizontal steel rebar inside top and bottom beams
- Vertical steel rebar inside each stud
- Access holes for ease in wiring and plumbing
- Galvanized steel stud facing ready for drywall finishing
- Insulated corners, studs and bond beams
- Earned the Green Approved Product designation by the National Association of Home Builders (NAHB) Research Center.

For homeowners, the benefits of Superior Walls foundations systems are substantial. The energy-efficient walls help lower energy costs and reduce energy leakage while providing increased

living space in a comfortable setting. Builders also benefit from saved job site time and labor when certified Superior Walls installation crews set the walls in place in less than one day, so that home construction can immediately begin the following day.

Superior Walls products are resource efficient, using up to 70 percent less concrete in a new home than conventional foundations. The energy-efficient walls help lower energy costs and reduce energy leakage while providing increased living space in a comfortable setting. For details on Superior Walls products, visit www.superiorwalls.com.