



**FOR IMMEDIATE RELEASE**

## **SAKRETE® Completes Its Web Presence with Addition of Social Media Pages, Website Supplements and More**

**CHARLOTTE, N.C. (January 24, 2012)** – SAKRETE® has added to its web presence with a host of new tools, social media pages and even an online store to purchase all of your official SAKRETE® merchandise.

### New SAKRETE® Store

The new SAKRETE® store is linked from the sakrete.com homepage and can be found at sakrestore.com. It is home to apparel for purchase such as shirts, jackets, sweatshirts and caps/visors. Also available are duffels, totes, messenger bags, travel mugs, sports bottles, ceramic mugs, umbrellas and seat coolers. The SAKRETE® store has something for everyone.

### New Product/Store Locator

SAKRETE® has launched a product and store locator, [sakrete.com/store-locations](http://sakrete.com/store-locations), which helps consumers find the products they need anywhere in the U.S. and Canada. Consumers can find the closest stores that carry SAKRETE® products and specifically which products the store carries. Or, the consumer can look for a specific product and find the closest retailer that carries the product. The locator can be found from anywhere on the sakrete.com website under the “Where to Buy SAKRETE®” button.

### Mobile Compatible Website

In 2010 SAKRETE® launched a mobile device-compatible website, [www.sakrete.com/mobile](http://www.sakrete.com/mobile), which has been a big hit with builders, contractors and homeowners alike. The mobile-friendly website pares down information and puts it onto a more accessible platform for users to access from their Blackberries, iPhones, Droid-enabled phones and PDAs.

The mobile-compatible website also features a quantity calculator, “How Much Do I Need” button, so consumers can quickly and easily figure out exactly how many bags they need for their project while they are in the store aisle. Technical data is easily accessible and SAKRETE® quick-response (QR) codes link directly to the mobile site – providing users with instant access to information that could save them money and time.

### Social Media

Users of the popular Facebook and Twitter pages can now access SAKRETE® information through these platforms. At [facebook.com/sakrete](http://facebook.com/sakrete) and [twitter.com/sakrete](http://twitter.com/sakrete), friends and followers can engage in active communications on both SAKRETE® and its consumers’ projects and keep up to date on the latest product announcements and company happenings.

### Launch of Spanish Language Website

In early 2011, SAKRETE® made it easier to connect with Spanish speakers, a key purchaser of building materials, with the launch of [sakrete.com/Spanish](http://sakrete.com/Spanish). Users can access SAKRETE® technical data, product spec sheets, project videos, news, a quantity calculator and more.

## 75 Years of SAKRETE®

In 2011 SAKRETE® celebrated its diamond anniversary and launched sakrete75.com to help celebrate. The website remains active and houses a timeline of the brand, historical photos, vintage ads and jingles and contest winners from the 15 weeks of online contests, which ended with five grand prize winners each receiving a diamond pendant.

SAKRETE® was founded in 1936 as North America's original dry cement mix brand and celebrated its 75<sup>th</sup> anniversary in 2011. The SAKRETE® brand is owned and managed by Bonsal American, Inc., an Oldcastle company. Bonsal American is headquartered in Charlotte, N.C. For additional information about SAKRETE®, call 1-800-738-1621 or visit [www.sakrete.com](http://www.sakrete.com).

Oldcastle Building Products™ is a premier supplier of innovative and sustainable construction products for North America's residential, commercial, infrastructure and landscape markets. With leading brands and more than 300 operating locations across the United States and Canada, Oldcastle Building Products serves architects, engineers, professional contractors and DIY consumers at the local, regional and national level. The group employs approximately 9,000 people and is a subsidiary of Oldcastle®, Inc., the North American arm of CRH plc, one of the top five international building products companies--[www.crh.ie](http://www.crh.ie).

**NOTE TO EDITORS:** Visit booth S10827 at World of Concrete to learn more about SAKRETE® and its products.

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