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FOR IMMEDIATE RELEASE

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Reward Offers ICF Discount to Families Rebuilding After Storms *Concrete Home Still Standing After Tornado Strikes Stoughton, Wisconsin*

Reward Wall Systems, manufacturer of insulating concrete forms (ICFs), is offering a \$1-per-form discount to families who must rebuild in the wake of devastating storms like the tornados that ripped through Wisconsin last week. Homeowners can call Reward at 1-800-468-6344 for more information on the discount offer. *This offer is not limited to families in Wisconsin, but applies to anyone who must rebuild after destruction by hurricane or tornado.*



The ability of ICF homes to withstand hurricane- and tornado-force winds has long been known, but was made even more evident last week when a tornado destroyed most of the homes in the Stoughton, Wis. neighborhood of Greenbriar Estates. When the air cleared, one home was still standing with almost no damage: a concrete home, currently under construction, built with ICFs from Reward Wall Systems.

What are ICFs? - ICFs are stay-in-place concrete forms made of expanded polystyrene (EPS), a material similar to that used in ice chests you can buy at the grocery store. The forms are made up of two panels of EPS held together by plastic ties. (The ties are embedded into the foam to hold the form together.) An ICF home is built by simply stacking the forms to shape the walls, installing vertical and horizontal reinforcing steel (or rebar), and filling the center cavity of the wall forms with concrete.



Once the concrete sets, the result is completely solid reinforced concrete walls, insulated and ready to finish with any exterior material. ICF homes are built to withstand extreme storms; for more, read the safety-related technical report published by the Portland Cement Association, available online at www.cement.org/homes/brief07.asp.



Storms and Sustainability - The ability to withstand ferocious storms also means concrete homes are more sustainable. Not only are they significantly strong and durable, but these qualities eliminate the need to procure replacement materials to rebuild. These are homes that will last for generations.

EDITORS:

For more information on this home (including photos) and ICF technology, contact:

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Located in Omaha, Nebraska, Reward Wall Systems, Inc. was the first national manufacturer of two complete and diversified lines of insulating concrete forms used in residential and commercial structures. Reward's customers include general contractors, residential contractors, concrete contractors and construction supply distributors. To learn more about Reward Wall Systems, Inc., visit www.rewardwalls.com.