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Joint Ventures Open New Markets for Reward's Insulating Concrete Forms *Companies in Alaska and Atlantic Canada join forces with the company*

Reward Wall Systems recently established joint venture operations with two companies: Polar Fusion Products, LLC in Alaska, and Truefoam Limited in Atlantic Canada. Each company serves the unique needs of its region while providing customers with Reward's high-quality insulating concrete forms (ICFs) and service.

Polar Fusion Products, LLC – Wasilla, Alaska

About an hour north of Anchorage, Wasilla is home to Polar Fusion Products, a code-approved facility that manufactures and distributes Reward's ICFs. Thomas Dolan, president of the company, says that in the last five years, ICFs have become much more popular with the region's builders—and he wanted to provide his customers with the best possible product. "We're proud of the ICFs that we produce, and we value our partnership with Reward," he says.

By becoming a licensed manufacturer instead of shipping in the forms, Polar Fusion Products saves a significant amount on freight costs, a savings it passes along to customers. The company is not only a licensed Reward manufacturer, but also is licensed with the Made in Alaska foundation, giving the company an advantage over the competition. "There's a loyalty to Alaskans that is more intense than in any other state," says Dolan. "Alaskans are very much in favor of Made in Alaska."

The company's dedication to full service also makes it popular: "We bend over backwards for our customers," says Dolan. "I have traveled throughout Alaska to provide on-site assistance, and we don't charge for that service." Dolan also teaches state-approved ICF classes. "Staying close to our customers and supplying all the information necessary for them to do a great job has helped us grow our company," says Dolan.

(more)

Truefoam Limited – Dartmouth, Nova Scotia, Canada

Truefoam Limited is an EPS shape and block molder based in Dartmouth, Nova Scotia. The company has four plants spread throughout Atlantic Canada, serving customers in Newfoundland, Nova Scotia, New Brunswick and Prince Edward Island. Certified by the Canadian Construction Materials Centre, it is the only ICF manufacturer in the region.

“We joined with Reward because of their excellent system, and we find that they are very good people to deal with,” says John Robar, vice president of operations for Truefoam Limited. “Rather than going out and starting a new block system, Reward offers us all the engineering and support, and a nationally known name.”

Truefoam Limited is starting out with manufacture of Reward’s 11-inch I-Form in various sizes, but anticipates expanding its offerings as the customer base grows. “We see the industry going more toward an ICF wall system, and Reward Wall offers more flexibility in design,” says Robar. “It also saves time in construction.” The company started manufacturing Reward ICFs in mid-April.

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.

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