

KFA NEWS RELEASE

KFA joins Precast/ Prestressed Concrete Institute (PCI)



GFRP lightweight concrete cladding panels provide an attractive dynamic exterior cladding to The Broad Museum in LA.

September 14, 2015 San Juan Capistrano, Southern California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** provides clients in the USA, GCC Middle East countries and China with a wide range of marketing & project management consulting services; based on more than 25+ years of experience gained in these markets focused on recycling, construction materials and other related projects.

Keith Fryer has been working in the GFRP industry for many years originally in the UK working for Lafarge cement and later for Pilkington Group Cem-Fil® reinforcements focused on the manufacture of custom architectural cladding panels. Later he coordinated the construction of one of the largest GFRP manufacturing plants in the Middle East where he was General Manager for 5-years. He is presently working with a leading AR glass fiber manufacturer in China promoting their products and services in the USA and the GCC countries in the Middle East.

Keith recently joined the **Precast/Prestressed Concrete Institute (PCI)** as an affiliate member and is actively contacting members to introduce a new and innovative range of AR glass fiber including chopped strands for premix, AR roving for spray application and scrim matting for general reinforcements.

KFA in collaboration with its associate K. I. Saab & Associates will be attending this year's BIG 5 construction industry trade show in Dubai promoting a range of GFRC industry related products as well as recycling industry technologies which they jointly represent in the region based on more than 20+ years of experience. www.thebig5.ae

KFA continues to expand its activities in mainland China providing a marketing and sales support bridge for local high quality materials and technologies manufactured in China destined for the USA and Middle East markets.

About Precast/Prestressed Concrete Institute/PCI – The Precast Concrete Institute (PCI) is **the** technical institute for the Precast Concrete Structures (PCS) industry, which represents billions of dollars in construction each year.

PCI Certification is the precast concrete structures industry's most proven, comprehensive, trusted, and specified certification program. For more than 45 years, the Precast/Prestressed Concrete Institute has certified manufacturers of precast/prestressed concrete products. The certification program also addresses plant personnel and the erection process in the field, thereby providing the most comprehensive program in the industry.

This assures owners, specifiers, and designers that precast concrete products are manufactured by companies that subscribe to nationally accepted standards, have comprehensive quality systems in place and are audited to ensure compliance.

PCI Certification is recognized as the leading and most widely specified quality-assurance program in the construction industry. It is specified by Masterspec, United Facilities Guide Specifications, the General Services Administration, more than 30 state departments of transportation, and many other federal, state, and municipal bodies, and is endorsed by the Federal Highway Administration. PCI Certification is the industry's most comprehensive certification program, including plant, personnel, and field certification. From start to finish, PCI certifies the process of manufacturing and erecting precast and prestressed concrete components.

This certification of plants, personnel, and product erection provides greater assurance to owners, architects, engineers, and contractors that precast concrete components will be manufactured and installed according to stringent industry standards. Below is a brief summary of these programs.

Over 90% of all above-ground precast/prestressed concrete is manufactured by PCI-certified members. www.pci.org

About KFA – Keith Fryer President of KFA (established in California in 1992) has been associated with the tire recycling & the GFRC related construction industry sector for many years and has been involved with market development work in Germany and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia as General Manager of GRC (Saudi Arabia) Ltd. Strategic alliances have been established and a new KFA focus is being developed in collaboration with K. I. Saab & Associates to introduce new technologies and know-how in Europe, the Middle East and elsewhere around the world based on 20+ years tire-recycling & construction industry project management experience. www.kfa-ca.com

About KSA - With 20+ years of international experience (including building the first tire recycling plant in Dammam, Saudi Arabia) associated with the tire recycling sector, KSA is pleased to be closely affiliated with KFA and our group can collectively bring specialist knowledge and expertise to the table and advise clients in all areas of the tire recycling business; from initial feasibility studies, design and development, technology transfer programs, project management and other associated services covering all aspects of the tire recycling arena. www.kisaab.com

About The Broad – The Broad is a new contemporary art museum built by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. The museum, which is designed by Diller Scofidio + Renfro in collaboration with Gensler, will open September 20, 2015 with free general admission. The museum will be home to the nearly 2,000 works of art in the Broad collection, which is among the most prominent holdings of postwar and contemporary art worldwide. With its innovative “veil-and-vault” concept, the 120,000-square-foot, \$140-million building will feature two floors of gallery space to showcase The Broad’s comprehensive collection and will be the headquarters of The Broad Art Foundation’s worldwide lending library. The exterior GFRC cladding panels were manufactured by Willis Construction www.thebroad.org

Architects: Diller Scofidio + Renfro New York, NY www.dsrny.com

Main Contractor: MATT Construction Santa Fe Springs, CA www.mattconstruction.com

GFRC panel Manufacturers: Willis Construction San Juan Bautista, CA www.pre-cast.org

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