



Concrete Never Looked So Good



Greetings
From Our CEO
A New Vision
For The New
Year

As we start a new calendar year, it is important to reflect on the past year, as it stood out, with its many challenges, compared to previous years.

Trade Shows were not the place to be in 2020, The word is not out yet for 2021.

2020 was a year for thinking on our feet, or perhaps, to think from a linear foot and square foot perspective, on our keypads, computers and cell phones.

While we do what is needed day in and day out, the importance of evaluating our lifestyles is paramount, in order to find a balance between the challenges we face personally and in business.

Superior was proactive in 2020 in response to the COVID-19. We took swift action to assure the health and safety of our employees. My thanks to Victor Gonzalez, our HR Manager, for taking the lead in this effort.

Superior continued to plow through barriers and acquired new customers while striving to improve the relationships with our existing customers.

2020 was also the year we introduced our newest product, Superior Cut Stone, which has been receiving great reviews.

Our projects continued to span the country in 2020, with customers requesting Superior's products and services, from Oregon to New Jersey and states in between.

2020 was a year for the record books at Superior, for Texas, the USA and the world. We survived and thrived. As we head into 2021, we are grateful for the support of our many loyal customers. We look forward to providing them with even greater service.

By Todd Sternfeld

Welcoming Our New Safety Manager, Luis Lozano.

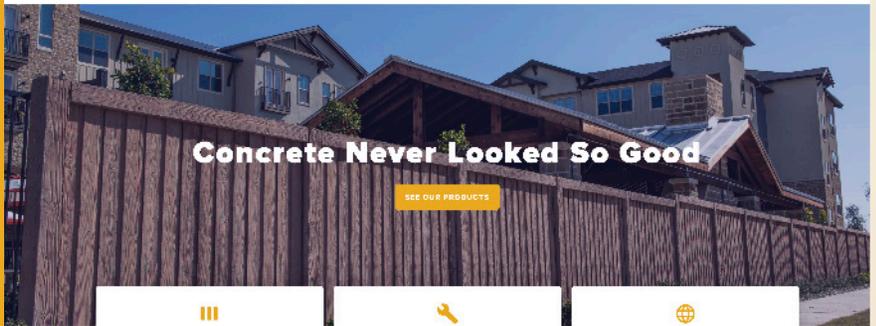


Superior Concrete Products is excited to welcome Luis Lozano as our new Safety Manager! Luis, an Air Force veteran, has 15 years of experience in the field of safety. He has worked in a variety of manufacturing industries such as chemical and food processing plants along with safety work in detention centers and government agencies. Mr. Lozano is using his knowledge to develop a new company Safety Manual and Safety Orientation for the onboarding of new employees. This will be a key factor in the company's continuous improvement moving forward into 2021 with a renewed focus on safety, quality, and customer satisfaction.

**By Scott Ferris,
Quality and Control**

Our new website was under construction to better serve our most respected clients.

It is up and running as of now and is ready to view.



DESIGN/BUILD SERVICES

Our team of engineers & architects can customize any job to your specs, bring us the challenge and we'll do our best to solve it.



COMPLETE INSTALLATIONS

Our turnkey services handle every phase of your installation, from planning to clean up.



GLOBAL REACH & TRUST

Our global network of partners means you can rely on our budget-friendly, innovative building solutions, no matter where you are in the world.

We welcome you to explore the many helpful sections that our site has to offer. You can find the sections most relevant to your interests and background in the tab called “Who You Are”. Should you prefer to get straight to our product listings, just click on “See Our Products,” or the “Products” tab at the top of the home page. Under the tab called “Product Information” you may also want to check out our photo gallery to get an idea of how our products can add to the aesthetic quality of your projects.

In keeping with our commitment to continually improving our level of service to customers, we have just launched our new and easy to navigate website: www.concrete-fence.com.

**By Marc Leunis,
Marketing Manager**



From Our Vice President of Sales & Development



We have witnessed a complete restructuring of sales to adjust to the new COVID-19 realities. With all the hardships associated with internal lockdowns, customers have become wary of meeting in person to discuss future projects. Not to mention, cautious of their spending and more in-depth reviews of their purchasing decisions. In turn, our sales department had to react and offer more flexible solutions to promote our products and company as a whole. Some sales trends we will continue to see in 2021 are virtual Lunch & Learn opportunities, telecom conference calls and videos via Zoom, Teams and FaceTime. Staying relevant and fostering relationships are extremely important to our success and with these tools, they will allow us to communicate face to face, so to speak.

Design technology has already been a popular construction trend before the pandemic, and there's simply no stopping or disrupting it. The promise of constructing our retaining walls and screen walls in virtual space before building it in real life is just too great to be ignored by our customers who, are engineer and architect firms, GC's and developers. Our in-house engineers use an industry leading program REVIT, which is a fundamental re-thinking of the design and production process. This will give our customers and design partners the ability to see our retaining and screening walls and how it interacts with the rest of their project without having to meet in person, all while practicing social distancing.

Safety will always be our well-being, but in the Covid-19 environment it rises to the top of the list. Adjustments to mitigate the spread of disease will focus on social distancing of workers and enhanced equipment and cleanliness protocols. Also, in our corporate office, you will see many continue to work from home as needed when being exposed. Our in-office, factory and job site employees are equipped with enhanced protocols that include the expected things, like masks and hand sanitizer, as well as things specific to installation and construction. The passing around of tools, sharing of gloves and hard hats will be curtailed. We'll all likely be writing our names on things and using only our own protective equipment.

The disruption to our supply chains has forced Superior Concrete Products to find alternative suppliers and, in some cases, to pay higher prices for materials.

Ryan Alarcon

From Our Vice President of Operations



During 2020 the COVID-19 pandemic caused disruption and an awareness none ever knew would be upon us in such a huge way.

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The disruption to our supply chains has forced Superior Concrete Products to find alternative suppliers and, in some cases, to pay higher prices for materials. There's no indication that this is going to improve in the near term. This will allow us to search for new suppliers to make sure we are getting the best value for our raw material, in turn, giving our customers the absolute best pricing.

SCP has restructured our construction management team, means, and methods. This will no doubt allow us to insure continued customer service, project communication, real time updates, and status reports. The dedicated attention to these details will result in on time delivery and project completion. Achieving the ultimate goal of customer satisfaction, repeat business as well as generation of new projects through our reputation.

And to our SCP team:

Remember, we can do anything, but we cannot do everything, at least at the same time.

So, think of your priorities not in terms of what activities you do, but when you do them, timing is everything.

Kyle Wilson

Winter time is here and we are looking forward to a successful year with great outcomes.





As we say goodbye to 2020, we here at Superior Concrete Products are looking forward to the upcoming opportunities ahead with great success and dedication to our customers.

From Our Home
To Yours, We
Look Forward
To Taking
Care Of You
Throughout The
Upcoming
Years.



We Are
Proud To
Celebrate
35 Years Of
Service To
You, And
We Look
Forward
To Serving
Many More.

