

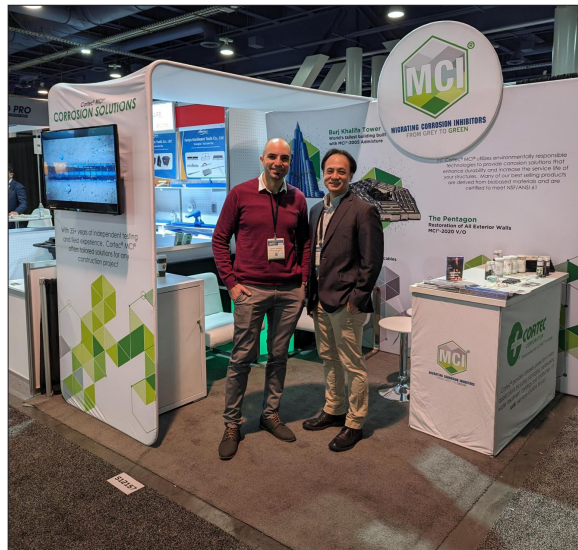


# NEWS ALERT

## Cortec® MCI® Attends 50<sup>th</sup> Anniversary World of Concrete



It seems that 2024 is a year of industry milestones! While Cortec® has been preparing to celebrate our founder's 50<sup>th</sup> anniversary in corrosion control, World of Concrete (WOC) was celebrating "50 Years Solid" in the construction industry at its annual convention January 23<sup>rd</sup>-25<sup>th</sup> in Las Vegas, Nevada. As usual, our Cortec® MCI® sales and technical team was pleased to see a variety of new and familiar faces at the event as we gear up for the construction season ahead.



The week started out with some networking time at the ICRI Kick-Off Party the evening before WOC. The next day was the busiest of all, as we welcomed 20 individuals from our distribution network to join us for the annual MCI® distributors/ reps meeting and luncheon. This gave us time to share some of our important product and resource updates (e.g., the release of [MCI®-2018 X](#) and two recent brochure updates) and also share guidance on how to take advantage of Cortec® [MCI® website](#) resources to a higher potential. It was also great to have a chance to hear distributor feedback during an impromptu "round table" session. The afternoon wrapped up with the majority of our group heading out for a special event at "The Sphere," one of Vegas's newest attractions that includes interactive AI robots and a multi-sensory film with technologically impressive visuals and effects.

Back on the show floor, our team had a variety of interesting conversations at the booth and mingled with other exhibitors. We had the opportunity to talk with contractors and representatives working with mining, power gen, tilt-up concrete, and shotcrete, among other industries. It was also a great chance for our MCI® Technical Sales & Product Manager, Ash Hasania, to walk the exhibit floor with Mike Bosman, the newest member of our MCI® team, and show him how different market players relate to our focus area.

We are grateful for those of you who were able to take time away from your busy schedules to make the annual trek to WOC and hope you feel equipped and energized for a successful construction season ahead. Here's to a great year of making concrete longer-lasting and more sustainable! [Contact us for further help.](#)

**Keywords:** World of Concrete, WOC2024, 50<sup>th</sup> anniversary World of Concrete, Cortec, MCI, new MCI products, MCI brochures, shotcrete, tilt-up concrete



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