

NEWS ALERT



Cortec® Makes Important MCI® Connections at World of Concrete 2017!

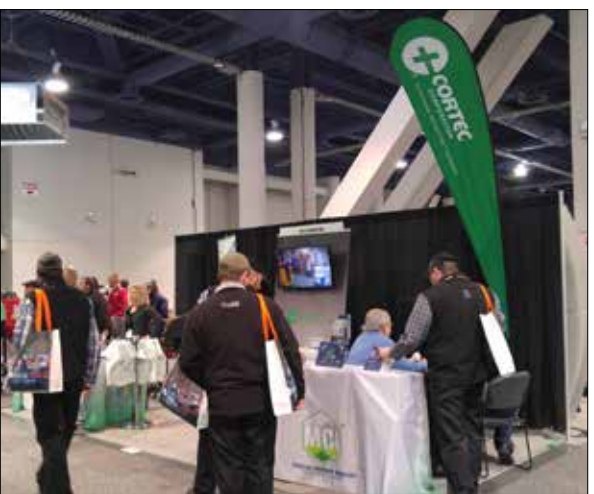


Going to the World of Concrete (WOC) has been a Cortec® tradition for almost 20 years. Described as “the industry’s only annual international event dedicated to the commercial concrete and masonry construction industries,” WOC is an important place to network with customers and individuals from all over the world. This year’s show held January 16th-20th, in Las Vegas, Nevada, was so large that it took up the entire Las Vegas Convention Center and overflowed into the parking lot.



Though the main purpose of attending the show is to connect with many different people in the industry, Cortec® seeks to remain flexible while maintaining a point of contact at the MCI® booth. Many booth visitors search Cortec® out because of past interaction with Cortec®, while some new leads also drop in. Highlights at this year’s booth included Cortec’s MCI® admixtures and steel wool corrosion time lapse animations, the new MCI® brochure, and the new MCI® rebar USBs that were difficult to keep on the shelf! Members of the Cortec® sales, technical service, and marketing departments were available to assist visitors at the booth.

During WOC, Cortec® was also able to network with engineers and contractors and hold the annual MCI® rep/distributor meeting. “I would say there was a really great conversation at that with a good turnout of our representatives and distributors,” commented Jessi Meyer, VP of MCI® Sales. The group was able to discuss the attractive new MCI® website and brochure, as well as talk about personnel changes for the MCI® line. To relax and build further camaraderie, Meyer and some of the distributors, reps, and customers took advantage of the opportunity to see the Michael Jackson One Cirque du Soleil show together. Meyer also made contact with fellow ICRI (International Concrete Repair Institute) members at their yearly kickoff party held during WOC.



In addition to making valuable contacts, Cortec® came away from WOC with new leads and ideas for future products, to ensure Cortec® stays at the cutting edge of the Migrating Corrosion Inhibitor™ Technology it invented more than 30 years ago!

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.

