



SUPERIOR

CONCRETE PRODUCTS

**Superior Strength.
Superior Resistance.
Superior Value.**

Corporate Headquarters
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www.ConcreteFence.com



EXECUTIVE BIO

Todd Sternfeld Chief Executive Officer and Owner



A pioneer in the precast concrete construction industry, Todd Sternfeld is a founder of Superior Concrete Products, and is responsible for leading the development of the company's innovative product lines. Instrumental in firmly establishing Superior as leader in concrete fence, barrier and building systems throughout the Southwest, Sternfeld is the visionary that guides expansion in the United States and beyond.

Focusing on national sales and international licensing of molding, equipment and business systems, in addition to new product development Sternfeld has more than 30 years of leadership in the pre-cast concrete construction business. He has the depth and breadth of experience to expand Superior's products and lines of business. Working closely with Superior's management team, Sternfeld actively guides the company as it continues to evolve and grow successfully into the future.

Email Todd Sternfeld:
tsternfeld@concretefence.com



EXECUTIVE BIO

Kyle Wilson **Vice President of Operations**



Overseeing the operations of Superior Concrete Products, Kyle Wilson has more than three decades of experience in the construction industry. And, he has been working with the company for more than 28 years in a variety of positions. Dedicated to the continued success of the company, Kyle's strong management skills have helped position the company as an undisputed leader in building precast concrete fence, wall, barrier and building systems.

When it comes to concrete construction, he is an expert in all aspects of the business. Prior to becoming vice president of operations, Kyle was vice president of manufacturing and Superior Concrete's plant general manager.

Email Kyle Wilson:
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EXECUTIVE BIO

Michael Taylor **Vice President of Finance and Administration**



As vice president of finance and administration of Superior Concrete Products, Michael Taylor has a strong background in both marketing and finance. Since joining the company in 2005, he has worked in a variety of finance, administration and marketing roles, accelerating the growth of the company. With more than two decades of experience in the manufacturing, construction and financial services industries, Taylor has held various accounting and human resources leadership positions.

Before joining Superior Concrete, Taylor worked with ClubCorp FMC, SignTech USA and Dover Inc. An alumnus of Baylor University of Waco, Texas, he graduated with a Bachelor of Business Administration in economics and marketing.

Email Michael Taylor:
mtaylor@concretefence.com



EXECUTIVE BIO

Raul Rodriguez
Vice President of Manufacturing,
Quality Control & Product Development



Since joining Superior Concrete Products in 2006, Raul Rodriguez has been working to enhance, expand and maintain the consistently high quality of the company's expanding product lines. Starting as the company's factory manager, Raul is currently the vice president of manufacturing and is in charge of quality control and product development. With 17 years of management experience, he is responsible for implementing innovative manufacturing process controls, and contributes to the exceptional quality of the company's products.

Prior to joining Superior Concrete, Raul worked in the automotive industry, serving as production supervisor for Delphi (Delnosa). He also worked at Valeo as a business unit manager and continued in the same capacity with Alps Automotive (Alcom). He has a Bachelor of Science degree in Mechanical Electrical Engineering from Universidad Valle del Bravo in Mexico. In addition, Raul has further expanded his education by obtaining certifications from the American Concrete Association (ACI), and the National Precast Concrete Association (NPCA).

Email Raul Rodriguez:
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FACT SHEET

Summary:

Founded in 1986, Superior Concrete Products engineers, manufactures and installs precast concrete walls, fences, structures and other barrier systems for the utility substations, residential developments, golf courses and the farming/ranching industries throughout North America. The company also has installations abroad and licenses precast mold products and services in countries around the globe. The company is headquartered in Euless, Texas. For more information, go to www.ConcreteFence.com.

Leadership:

Todd Sternfeld – Chief Executive Officer and Owner
Kyle Wilson – Vice President of Operations
Raul Rodriguez – Vice President of Manufacturing
Michael Taylor – Vice President of Finance and Administration

Certification / Recognition:

- National Precast Concrete Association – certified factory plant since 1997
- American Fence Association Member
- Lanxess Sustainable Manufacturing Process – use of LEED-Certified materials
- Ballistics Tested

Products:

Superior Ballistics

Superior Brick™

Superior Board-on-Board™

Superior Cobblestone™

Superior Fence™

Superior LedgeStone™

Superior Rail™

Superior Stone Columns™

Superior Stucco™

Superior Wood Plus™

Recon™ Retaining Walls

Marina Blocks

Superior Security & Gates

Superior Buildings

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BACKGROUND

Company:

Superior Concrete Products traces its origins to a landscaping business in Southern California. A budding entrepreneur, Todd Sternfeld became frustrated with conventional fencing problems, and set out to find a new solution to the rotted wood, rusted metal and crumbling masonry that plagued home and business owners.

Precast concrete was the answer. In 1986, Sternfeld and a partner started Superior Concrete Products (SCP) as a backyard business – successfully proving that concrete is a versatile, durable, maintenance-free, affordable and attractive fencing alternative.

Simulating the look and appeal of conventional fencing, SCP's panels duplicate the appearance of wood, brick, stone and stucco and other traditional textures. Pigments added to the concrete, enable customers to match the color of their fence with the décor of their home or business. In addition, SCP has developed a proprietary post and panel system that speeds installation and makes the fence strong enough to withstand hurricane-force winds and earthquakes.

Masters of innovation, Sternfeld and the SCP team have created a family of fence and barrier products, which also includes decorative posts, retaining walls, marina blocks, security gates, and precast buildings. The company also introduced an industry first – Superior Ballistics, a decorative precast fence panel that is impervious to close-range rifle fire. And, Sternfeld has recently launched Superior Concrete Tiny Houses, a new business dedicated to building a line of superbly designed and crafted tiny homes made out of the company's proprietary line of modular precast concrete products.

Today, Superior Concrete Products serves the nation from the company's headquarters in North Texas. A pioneering industry leader, Sternfeld leads a team that engineers, manufactures and installs customized precast concrete products for utility substations, residential developments, golf courses and the farming/ranching industries. The company also has installations abroad and licenses precast mold products and services in countries around the globe.

Products:

Superior Ballistics

Superior Brick™

Superior Board-on-Board™

Superior Cobblestone™

Superior Fence™

Superior LedgeStone™

Superior Rail™

Superior Stone Columns™

Superior Stucco™

Superior Wood Plus™

Recon™ Retaining Walls

Marina Blocks

Superior Security & Gates

Superior Buildings

Contact:

Todd Sternfeld, Chief Executive Officer and Owner

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