Superior Strength.
Superior Resistance.
Superior Value.

Corporate Headquarters
1203 Raider Drive
Euless, Texas 76040
Phone: (817) 277-9255
Fax: (817) 261-0194
Toll Free: (800) 942-9255
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 precast 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.

In addition to leading Superior Concrete Products, in 2016 Sternfeld started a new company - Superior Concrete Tiny Houses. Utilizing the same modular panels that are used in the construction of the company's fence and screening barriers, Superior Concrete Tiny Houses is another example of Sternfeld's innovative management style which leverages the natural evolution of the expanding line of Superior Concrete Products.

Email Todd Sternfeld:
tsternfeld@concretefence.com

www.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:
kwilson@concretefence.com

www.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 (Dlnosa). 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:
rrodriguez@concretefence.com

www.ConcreteFence.com
Ryan Alarcon joined Superior Concrete Products as the leading sales and business development manager in his market. With more than 15 years in the real estate development and home building industry, Ryan brings a wealth of knowledge in sales and construction, in addition to developing and fostering a vast number of business relationships.

Prior to joining Superior Concrete, Ryan held management positions with the largest homebuilders in the US including Pulte Homes, CalAtlantic Homes and Meritage Homes. With a passion for entrepreneurship, Ryan became a Real Estate Broker, owned a successful luxury brokerage business in southern California, and was regarded as a top broker in that market.

Today, Ryan’s principal responsibility is to identify new prospective customers, market sectors or geographic regions and oversee the sales and estimating departments for Superior Concrete Products.

A US Navy Veteran, Ryan graduated from Liberty University with a Business Administration and Management degree.

Email Ryan Alarcon:
ralarcon@concretefence.com

www.ConcreteFence.com
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
Ryan Alarcon – Vice President of Business Development

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 Ledgestone™  Recon™ Retaining Walls
Superior Brick™  Superior Rail™  Marina Blocks
Superior Board-on-Board™  Superior Stone Columns™  Superior Security & Gates
Superior Cobblestone™  Superior Stucco™  Superior Buildings
Superior Fence™  Superior Wood Plus™

Contact Information:
Corporate Headquarters  Manufacturing Plant
1203 Raider Drive  2020 Weatherford Highway
Euless, Texas 76040  Cleburne, Texas 76033
Phone: (817) 277-9255  Phone: (817) 558-6658
Fax: (817) 261-0194  Fax: (817) 558-6659
Toll Free: (800) 942-9255

www.ConcreteFence.com
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 natural-looking 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 has even developed a process to make decorative precast fence panels impervious to close-range rifle fire, called Superior Ballistics. And, Sternfeld has recently launched a new business – Superior Concrete Tiny Houses, which builds 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 Ledgestone™ Superior Rail™ Recon™ Retaining Walls
Superior Brick™ Superior Stone Columns™ Marina Blocks
Superior Board-on-Board™ Superior Stucco™ Superior Security & Gates
Superior Cobblestone™ Superior Wood Plus™ Superior Buildings
Superior Fence™

Contact:
Todd Sternfeld, Chief Executive Officer and Owner
Toll Free: (800) 942-9255 or ts sternfeld@concretefence.com

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