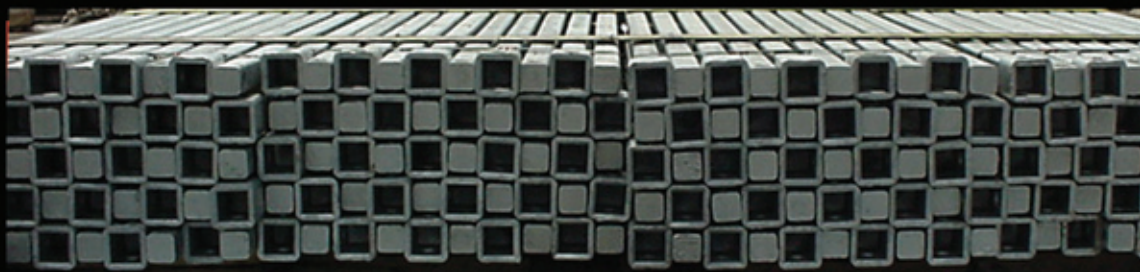




The Globe

EARTH CONTACT PRODUCTS, LLC



"The Global Gathering"

CONEXPO-CON/AGG is known as the global showcase of the latest equipment, product innovations and technological advances for the construction industry. Held once every three years, 2008's CONEXPO-CON/AGG set a record for attendance, exhibit space and number of exhibiting companies. In addition, CONEXPO-CON/AGG is the largest trade show in North America of any industry in 2008. More than 144,600 industry professionals from around the world attended CONEXPO during the five-day run of March 11-15, at the Las Vegas Convention Center.

CONEXPO covered more than 2.28 million net square feet of exhibits taken by 2,182 exhibitors, and was 21 percent bigger than the last show, held in 2005. Earth Contact Products was one of the 2,200 exhibitors that displayed products to the wide variety of contractors interested in learning about new ideas and products. CONEXPO provides manufactures an opportunity to reach out to customers and prospects; presenting them new developments, and ideas. If you have not had an opportunity to attend this massive construction showcase you might want to make plans for the 2011 event.

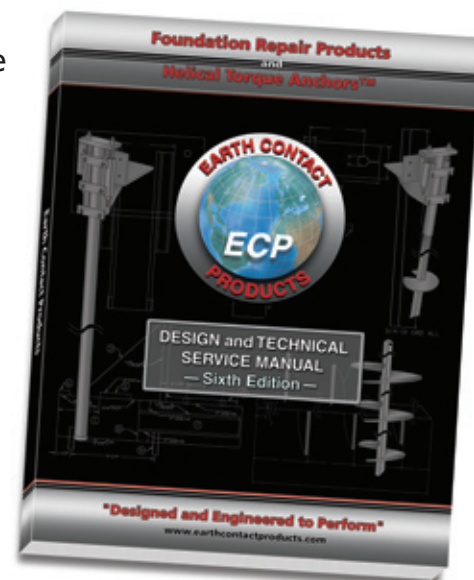
earthcontactproducts.com

Hot Off The Presses!

The Sixth Edition of the ECP Design and Technical Service Manual has been released and is waiting to be sent to you.

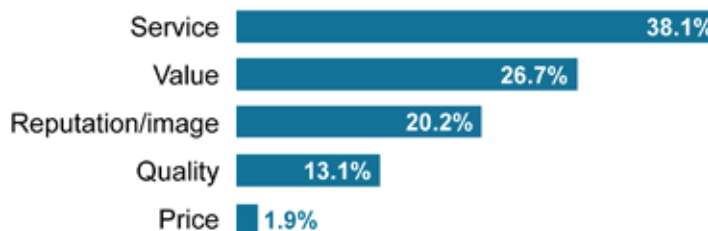
Written by Don J. Clayton PE, the purpose of the manual is to assist the reader to prepare preliminary designs for project estimations and for ECP product selections that will most economically fit a given application. Our goal is to take the highly technical engineering theories and distill them into a user friendly format.

To request your copies contact the ECP office 866-327-0007 or email Weston Opat at wopat@earthcontactproducts.com.



WHAT COUNTS WITH CUSTOMERS

Service is the big differentiator for companies
Which is your biggest edge over competitors?



Source: Sales News Update Survey, 475 respondents

Earth Contact Products will be "The Very Best" manufacturer in our industry by providing quality products and services in a timely manner at a competitive price.

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Printing Specialist
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Insurance • Consulting • Risk Mgmt.
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Yellow Page & Internet Marketing
Dan Garrow
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dan-garrow@accessus.net

Relevancy on a Budget

What do your customers want from you? Are they looking for a specific product? Do they want a specific service or a perceived solution to a perceived problem? It is important to know what your prospects are looking for when they contact you and you must stay focused on what your prospects want and need from you.

Much time and efforts are lost on trying to give people what they do not want instead of supplying them with what they need. This starts with your web site, if you don't give them the content they want, you're going to get negative comments or worse, you are going to lose them.

Simple solutions include offering an easy to find "contact us" link on your site. This link needs to be placed within easy reach when a question comes to their minds. Next, offer a quick and easy place for them to ask a question or request more information. These buttons or icons should be front and center and manned for immediate response. Get them while they are hot and become the answer for their problem.

Another easy solution is to test and optimize landing pages. Where are people going, how long are they staying there and are they getting to the information they need? Large icons encourage prospects to click to receive marketing material or other information and dropping your bounce rate by up to 85%. Your closing ratio can remain constant if our number of prospects increase, and your number of prospects will increase, without spending a lot of money, if you make it easier for them to contact you.

Lastly, we are in a business where prospects shop, so why not give them a shopping list? What should be their key considerations when shopping for your products and services? You will be providing value without being overly sales-y. By making sure that the top characteristics are all strengths of your company, you are likely to end up at the top of their short list of providers. Make sure that the shopping list mimics your company's mission statement, the only answer to their problem will be you.

Find out what they are looking for; make it easy for them to ask questions and give them a list to work from. Relevancy can be done without spending a lot of money.

How fast are you responding to queries?

A quick response rate to web-generated leads can improve results by 26%. Cutting response rates from 30 minutes to 10 minutes not only decreases the number of calls it takes to make initial contact but the closure rate will increase also.

- The odds of reaching a lead fall 10 times in the first hour after a prospect reacts on the web.
- The best time to call to qualify a lead is between 9 a.m. and 10 a.m.
- The second best time to qualify a lead is between 4 p.m. and 5 p.m.
- The worst time to qualify a lead is between noon and 2 p.m.
- The best days of the week to qualify leads is Wednesday and Thursday
- The worst day to qualify leads is Friday

While it may be impossible to react consistently in 10 minutes, any increase in speed pays. The payoff for qualifying a web-generated lead within the first 10 minutes can really be worth the expense of doing so.

Make sure that your sales efforts are being placed in time frames that greatly increase their odds of being successful. When prospects are on your site is when their interest in you is at its peak. Though this is a fairly simple idea the number of companies that put this action into practice is low.

CASE HISTORY

ECP TORQUE ANCHORS™ CONCRETE SLAB REPAIR



Emergency Battery Packs Cause Slab to Settle

A major internet entertainment provider called McDowell NW Pile King, Inc. for help with slab settlement in their emergency battery room. The engineer attributed the distress to the racks of wet cell batteries causing extremely heavy floor loads on the slab.

After investigating the advantages and disadvantages of several underpinning systems, Pile King proposed to the owner to install ECP Torque Anchors™ as the best solution to provide supplemental support to the affected area. However, this solution was not without challenges. The battery room was located on the lower level of the building; the room had low overhead clearance and was located some 300 feet from the nearest entrance. In addition, the work had to be completed rapidly because once the back-up power system was

disabled; the company would be at the mercy of the power company. They would not be able to operate their business during power surges, brown outs or a power outage.

Construction noise or vibration was not permitted because normal business activities could not be disturbed during repair operations. The key to landing this project was a plan to use a Brokk 90 Mobile Drill machine. It was small enough to gain access the work area. The machine operated on electric power; so when it was running, there was no motor noise, fumes or vibration to disturb the building's occupants. By using the Brokk machine, the project was able to be completed in only 1-1/2 days instead of the original plan of working from 6:00 to 11:30 in the evening for more than a week.



Photographs: At the top is a view showing the tight area of work in the emergency battery room. Access holes for the helical piles have been drilled in the floor. Unfortunately, obstructions required relocating several placements. At left is a view of the Brokk 90 Mobile Driller. The machine was fitted with an Eskridge 4K5 hydraulic gear motor that provided up to 4,500 foot-pounds of torque for the rotary installation of the piles.

The helical screw pile configuration used on this project consisted of a lead section of 2-7/8" diameter tubing that had one 10 inch diameter and one 12 inch diameter helical plate welded onto the shaft. Once a lead section was installed into the soil, extensions were added to drive the Torque Anchor™ down to the target bearing stratum of soil.

| Project Summary | |
|----------------------------|---|
| Project: | Supplemental Support for Emergency Batteries Seattle, Washington |
| Installing Contractor: | McDowell Pile King, Inc. Kent, Washington |
| Product Installed: | TAF-288-60 10-12 ECP Torque Anchor™ |
| Number of Placements: | 7 |
| Average Depth: | 15-1/2 ft |
| Average Install Torque: | 3,450 ft-lb |
| Average Ultimate Capacity: | 30,000 lb |
| Average Working Load: | 15,000 lb |
| Factor of Safety: | 2.0 : 1 |



The project was not without unforeseen problems, however. At one end of the battery room the piles continually hit an obstruction during installation. Given the

limited space, the only option was to move the piles slightly to clear the obstruction. In one of the corners, the obstruction was so large that a pile was successfully installed only after three attempts failed when the pile shaft struck the obstruction.

Photographs: Above right shows the maneuverability of the Brokk machine. Here the workers are guiding it through the office space on its way to the emergency battery room on the lower level. Below are two views of the job site. The emergency battery packs occupy the area where the floor has been drilled. ECP Helical Torque Anchors™ were installed under each battery array, which provided additional working load support of 15,000 pounds per pile placement.



Enhancing Market Awareness Through Education

On February 12th in Denver, CO Park Range Construction hosted a three hour continuing education seminar. The purpose of the seminar was to educate and assist engineers on steel pile design and application; including helical anchors, soil nails, resistance piers and micropiles. The information was presented by David C. Kraft, PhD, P.E., consulting engineer to ECP. As a result of a lot of hard work by the people at Park Range over one hundred engineers from the Denver surrounding area attended.

The seminar's location was the Nautilus Ballroom of the Denver Downtown Aquarium. The seminar began with registration at noon which included a very nice lunch. The presentation ran from 12:30 to 4:00 pm with an appetizer/cocktail hour following. As an added thank you to the attendees Park Range provided admission passes to the Aquarium for those that wanted to experience the wonders of the aquatic world.

The seminar was considered a huge success and Park Range has already begun and will continue to see the fruits of their labor in regards to hosting this seminar. If you are interested in hosting a similar seminar please contact Weston Opat at ECP.

The '08 Annual ECP World of Concrete Vegas Seminar & Dinner was "Surrounded by Success"

Once again, everyone from Earth Contact Products would like to thank those who traveled to Las Vegas and participated in all of the activities. On Monday, January 21st, ECP held its annual installer seminar at the Rio Hotel & Convention Center. The turn-out for the seminar was great; it provided all with technical knowledge and professional development for helical soil nails, tie-backs, and hydraulic safety. The day was concluded with the presentation of ECP's '07 performance awards. This included the "Core Installer Award" and "Horizon Award" recipients.

Tuesday night's activities started off at the Voodoo Café located atop the Rio with a happy hour/cocktail party, followed by dinner. It was a cool, clear night and everyone had a chance to enjoy the best view Vegas has to offer.

Start making your plans for next year's ECP's World of Concrete activities. The seminar will take place the afternoon of Tuesday, February 2nd, followed by dinner at 7:30.



PUJ-1201B



Enerpac Electric Lift Pump

- Lightweight and compact design
- Two-speed operation reduces cycle times for improved productivity
- 115 VAC 50/60-cycle universal motor will operate on voltages as low as 60 volts
- 24 VDC remote motor control 10-ft length for operator safety
- Starts under full load
- Designed for intermittent duty cycle
- High strength molded shroud with integral handle, protects motor from contamination & damage
- Large easy-carry handle for maximum portability

Notable Quotes

Striving for success without hard work is like trying to harvest where you haven't planted.

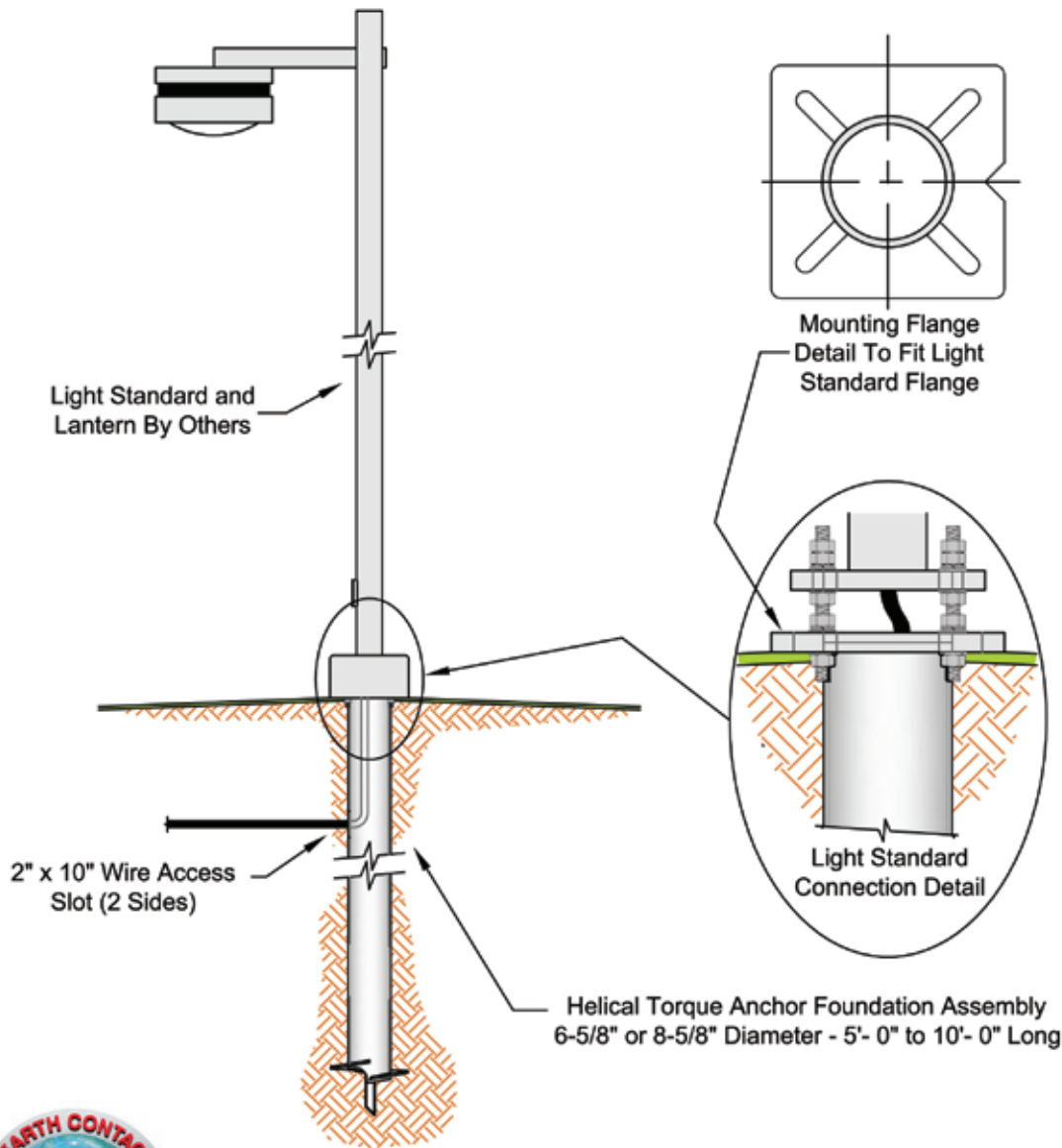
- David Bly

You accomplish victory step by step, not by leaps and bounds

- Lyn St. James

ECP Light Pole Foundation

ECP Light Pole Support Anchors are an immediate foundation for at grade and above grade applications to support street, site and parking light poles. ECP Light Pole Support Anchors are installed with hydraulic rotary equipment that turn the foundation in the ground with the assistance of a helix shaped plate that acts as a screw for ease of installation. To keep the installation easy a cableway is precut in the shaft to allow for wiring conduit access through the side then up through the base plate. Unlike the traditional concrete method, there is no site preparation, weather delays, curing time or spoils to remove.



- Efficient
- Simple
- Cost Effective
- Fast Installation

