



The Globe

EARTH CONTACT PRODUCTS, LLC



Please Join Us in Las Vegas!

- See the Exhibits at the World of Concrete!
- See the Shows!
 - Have Fun!
 - Try Your Luck!

• Attend ECP Contractor/Designer Seminar!

- Certified Installer Class
- New Products
- New Technical Manual
- Socialize
- Meet the ECP Staff
- Official Certificates Will Be Sent to Those Who Attend and Successfully Complete Selected Training Classes
- Engineers Welcome

earthcontactproducts.com

What happens in Vegas...



is the 3rd Annual ECP Seminar January 21, 2008

- Details on Page 5

COMPELLED TO ACT

Video made me do it

Actions taken by viewers after seeing an online video ad



Source: Online Publishers Association/OTX

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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Internet Marketing

There is nothing more important in our business than closing sales. How can a business that is already successful in reaching their local market extend their marketing reach online? The good news is that the traditional offline marketing that has always worked so well will still work at least as effectively to promote your online presence. The other side of the coin is that to promote your business online, the old traditions need some updating to keep up with online marketing best practices.

Site optimization is always the place to start, because the effectiveness of everything that follows is often dependent on this being done up front. This includes great content and intuitive navigation as the basis for everything. Only once your site has been optimized for visitors should you tweak it for search engines, but never at the expense of the former. Search engines look at things like keyword density and how specifically a page matches a specific search term. You should also work to create a single page for every key phrase you want noticed, and include the key phrase in the title, meta tags and use all the words in the body of the page at a high density relative to other words.

The next step is to get search engines to start to notice and index your site. Google, for example, will not even look at your site until it has been linked to by at least one other indexed site. Paid inclusion can be appropriate at this phase if you need to accelerate this process, however it is not always necessary.

Search engines consider many factors when ranking a site. New sites, for example, do not initially fare well, however you will find they will allocate some credibility weighting to you the longer your site is up and running. The biggest factor, other than the site itself, is the number of inbound links from other sites, and the context and wording of the referring link, as well as the ranking of the referring page, and referring site. The popularity of those sites plays a big role, as well as how high up in the sites own hierarchy the link is.

Only at this point should you actually be starting to pay for online advertising. These forms of advertising, however, allow you to target certain people, which mean you get a much better return on investment than simply advertising to everyone. This can take some trial and error to find what works best, but the amount you pay should be less than the amount of business you generate, and should normally include full measurement and reports on a reasonably regular basis, preferably online.

At this point, you should be starting to see some results, and be in a good position to ask some intelligent questions. Preferably, deal only with a business that has a good reputation and has preferably been around for at least a few years. They should also provide very detailed reports and be able to explain in detail how they go about promoting your site, on which sites they do so, the number of views and clickthroughs per site per day, and how effective each promotion was relative to the next.

Now, and only now, can the full force of all your companies marketing efforts be realized. If your traditional marketing supports your internet marketing the branding of your company your prospective clients will start calling at increased rates. Get your company into the 20th century by starting your internet-marketing plan today.

Foundation Industry Upcoming Events:

World of Concrete

Las Vegas Convention Ctr.
Las Vegas, NV
January 22-25, 2007

ECP Seminar

World of Concrete
Las Vegas, NV
January 21, 2008

ConExpo-Con/AGG

Las Vegas Convention Ctr.
Las Vegas, NV
March 11-15, 2008

CASE HISTORY

EC P HELICAL TORQUE ANCHORS™



Tieback Anchors Repair Tilting Foundation Walls Denver, Colorado



The owners of this chain store contacted JR Harris & Company Structural Engineers after distress along the walls were noticed and large cracks in the floor caused an unsafe working environment. The building was constructed on a lot containing fill soil. In addition, the foundation stem wall was exposed on the exterior and filled with soil on the interior to provide for a level floor. The force of the soil under the slab pressed against the stem walls causing outward rotation of the walls. The project required removing a portion of the concrete floor and the soil that was below the slab. Helical Torque Anchors™ were installed to provide supplemental lateral wall support and to restore the walls back to plumb

| Project Summary | |
|------------------------|---|
| Project: | Rotated Wall Repairs, Denver, Colorado |
| Engineer: | J R Harris & Company Structural Engineers., Denver, CO |
| Installing Contractor: | Park Range Construction, Inc. 2755 South Raritan Street, Englewood, Colorado |
| Products Installed: | TAF-150 Torque Anchor™ Tiebacks 1-1/2" Sq. Bar with 8" & 10" Diameter Helical Plates |
| Number of Placements: | 26 Tieback Anchors |
| Embedment: | 25 to 35 ft |
| Ultimate Capacity: | 15,000 lb |
| Average Working Load: | 7,500 lb |
| Factor of Safety: | 2.0 : 1 Ultimate To Working Load |

From the top: Soil removal was accomplished by conveyor as workers dug behind the stem walls. A helical tieback is installed at the specified angle.



(vertically upright). All of this work had to be accomplished while the retail business remained open.

ECP Model TAF-150 solid square shaft Torque Anchor™ tiebacks were installed through the wall and into the soil below the structure. The tieback anchors were installed a distance of 25 to 35 feet under the building before reaching suitable shaft torsion to provide a working capacity of over 7,000 pounds at each placement.

Once the Torque Anchor™ tiebacks were installed, the wall was moved 3" to 4" back to plumb using a series of hydraulic jacks. The only evidence of the work is the row of wall plates, threaded bars and nuts that are visible along the exterior surfaces of the stem walls.

After the walls were realigned, fill soil was carefully placed into excavated areas and compacted. Reinforcing steel was installed and a new concrete floor was cast from the restored wall to where the floor had separated.



Photographs from top left:

The technicians use a hydraulic gear motor to advance a helical Torque Anchor™ through the wall and into the soil below the building.

One technician applies a hydraulic force against the wall while the other holds a tape measure. A third technician, not visible, monitors the amount of wall restoration.



The entire wall was restored gently and evenly by using multiple hydraulic jacks.

Photographs from top right:

The excavated area behind the stem wall was filled and compacted, and then steel reinforcement was installed.

A new concrete floor is cast to complete the job.

Finally, here is a view of the restored wall. The small wall plates are the only evidence of the work.



ECP Seminar Info continued from page 1.....

Earth Contact Products is proud to announce ECP's Third Annual Seminar! The Seminar will be held on January 21, 2008, which is the Monday before the exhibits open at the World of Concrete 2008 in the Rio Casino and Hotel.

The seminar will provide all with training, technical knowledge and professional development for ECP products. This seminar is of interest to you as owners and engineers, but we also will provide knowledge for your key field and sales personnel. Through networking, you will also learn from other contractors how they are marketing and installing ECP products, this just might improve your bottom line! Many times solutions to problems can be found by just talking with others in the same business.

As you know installer certifications are becoming an important credential. We are answering this need as a good portion of our seminar is being designed to offer serious education and training for both installers and engineers. Sure, we will have fun, but your education, training and safety are of the up most importance to all of us at ECP. Official certificates will be available to those who attend and successfully complete selected education classes.

ECP Seminar Agenda Rio Casino and Hotel Monday January 21, 2008

Registration and Reception 7:45 am
Welcome & Introductions 8:15 am

Helical Tiebacks 8:30 am
Introduction to Helical Tieback Anchors
Helical Tieback Design Fundamentals
Helical Tieback Design
Helical Tieback Case Study
By: Don Clayton, PE

Product Review
ECP Steel Pier™ Products
ECP Helical Torque Anchor™ Products
By: Jeff Tully

Lunch Provided by ECP

Hydraulic Safety
High Pressure Hydraulics Safety
By: Aaron K. Grayham

Introduction to Soil Nails
Soil Nail Configurations
How to Retain the Soil
How Soil Nails Work
Soil Nail Installation Sequence
By: Don Clayton, PE

Case Studies (TBD)

Design Certification Exam



We look forward to seeing you there!

ZIPLEVEL



The ZIPLEVEL™ Elevation Measurement System puts power in your palm allowing you to level and measure elevations in ways never before. Now you can set up in seconds rather than minutes, press ZIPLEVEL's zero key at your benchmark and instantly read digital elevations while working alone or around visual obstructions. ZIPLEVEL provides better than 1/8" precision over set-up ranges of 40 vertical feet across a 200' circle or you can differential level over unlimited ranges without tedious tabulation or calculations. Unlike conventional levels, the Rugged ZIPLEVEL does not amplify error with distance or require factory calibration. ZIPLEVEL is water and drop resistant and operates from -22F to +158F for up to 70 hours on one 9V battery.

Notable Quotes

Don't wait until everything is just right. It will never be perfect. There will always be challenges, obstacles and less than perfect conditions.

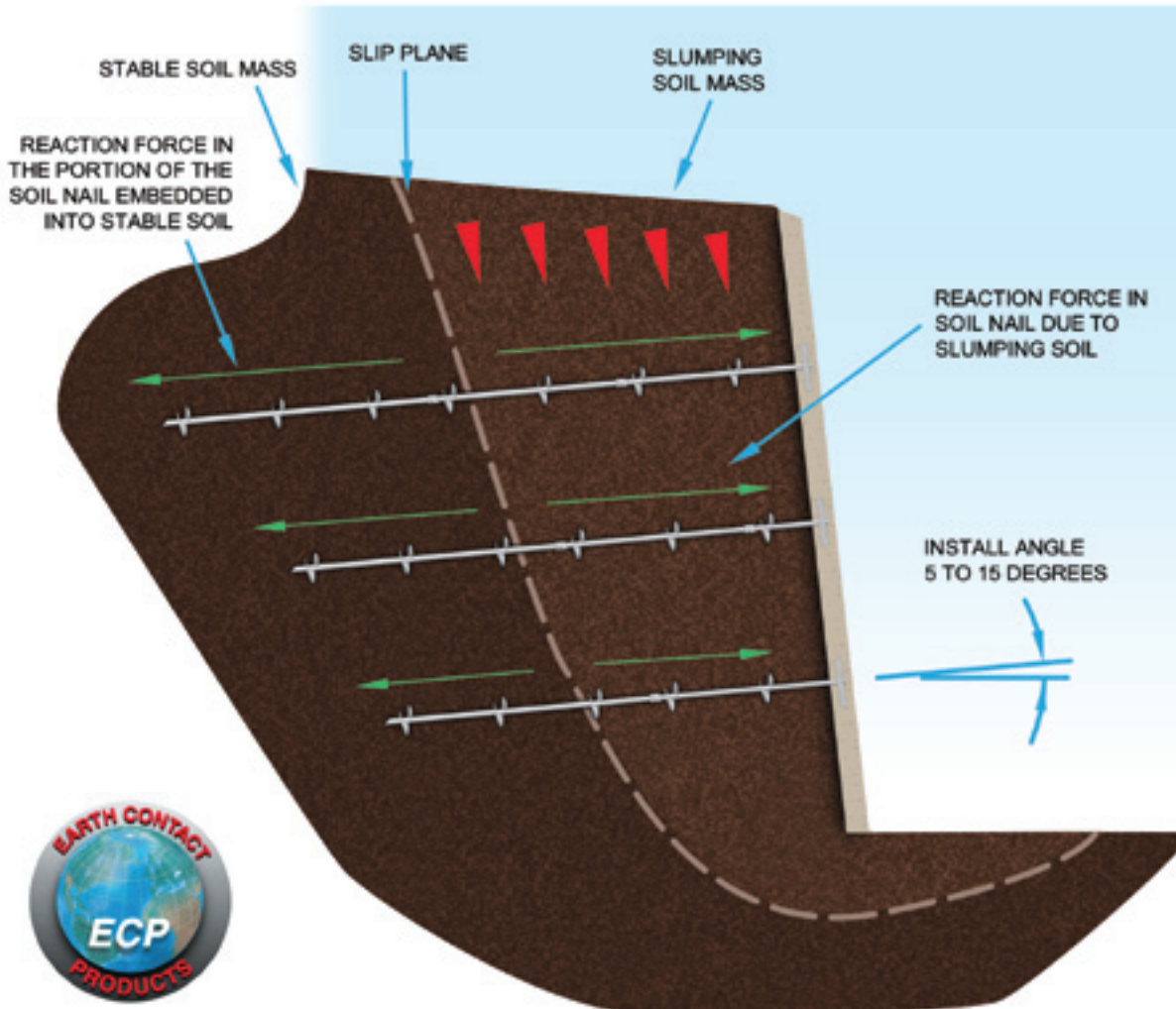
- Mark Victor Hans

Your most unhappy customers are your greatest source of learning.

- Bill Gates

An Introduction to Soil Nails

In many construction projects soil nails are used to retain the unstable soil mass. To accomplish this, soil nails are installed in an evenly spaced close geometric pattern. When installing a soil nail stabilization project, the soil nail installations and the excavation must be accomplished in incremental depths of 4 to 6 feet until the final depth of cut is accomplished. Usually only one increment can be completed per day. Immediately following the incremental excavation of the soil and the soil nail installations, the vertical face of the soil is covered with a steel reinforced coating of shotcrete.



Soil nails are passive structural elements and are not tensioned after installation. The soil nail gains pullout resistance from within the sliding soil mass in front of the slip plane and the stable soil mass located behind the slip plane. The geometric system of soil nail placements creates an internally reinforced soil mass that is stable.

Notice that each soil nail shaft has a great number of helical plates with the same diameter. These helical plates are evenly spaced along the entire length of the shaft. By comparison, a tieback anchor has one or more helical plates situated at the tip of the tieback. These helical plates generally increase in diameter along the shaft away from the tip. Once a tieback anchor lead section is installed, extensions without helical plates are used to extend the helical plates at the tip to the target depth. Soil nails, on the other hand, will always have identical evenly spaced, small diameter helical plates along the entire shaft from beginning to end.

Soil nails may be the product of choice in applications where the vibrations from installing sheet piling or "H" piles may cause structural distress to nearby structures. Soil nails are generally installed to a shallower depth than tiebacks, which might be an advantage if deeply installed tiebacks have to cross property lines and/or terminate under structures owned by other parties; or be otherwise obstructed.

Soil nails work very efficiently in medium dense to dense sand with Standard Penetration Test values, "N" > 7 blows per foot. They also are suited for low plasticity cohesive soil (clays) with SPT values of "N" \geq 8 blows per foot, which also have soil cohesion values exceeding 1,000 psf through the entire depth of soil to be stabilized.