



Innovative Graphic Concrete

In an effort to offer customers the latest innovations in precast, the Mid-States Concrete Industries team has spent the past several months studying and testing the use of graphic concrete.

Graphic concrete enables durable patterns and images to be produced on precast surfaces through the use of a membrane with a surface retarder. Concrete is cast on the membrane and when the retarder is washed away, the image is revealed (like in the image above, supplied by Graphic Concrete Ltd). Mid-States has partnered with Graphic Concrete Ltd to learn more about this exciting new tool, so we can offer it to you.



How are we doing?

As you have exchanged emails with us here at Mid-States, you may have noticed a new survey has appeared with our email signatures. We want to know what you think of us. What do we do well? Where do we have room to improve, to make your life easier?

If you haven't filled a survey out recently, please do. It only takes a minute. Feel free to just type "Newsletter" when it asks which of our team members you interacted with.

[Mid-States Concrete Survey >>](#)

Graphic concrete has been used in more than 600 projects in 25 countries around the world by numerous architectural offices and concrete element factories. Mid-States has used graphic concrete to cast our own logo into the new water reclamation center at our plant. We have also experimented with how we could incorporate it into some of the projects we are currently involved with.

If you are interested in more information about graphic concrete, please contact sales@msprecast.com.



Benefits and Advantages of Architectural Precast

Design considerations must balance a variety of needs, including aesthetics, function and financing. Each plays a role in achieving success with the finished project. Architectural precast concrete not only can ensure these general goals are met, but it provides a myriad of life-cycle and ancillary benefits that are difficult to match with other materials.



Let's get social!

Mid-States Concrete is on [Facebook](#), [Twitter](#) and [LinkedIn](#). Please connect with us today! Plus, learn more about what our team is up to by reading our [blog](#).



Kids Building Wisconsin

Mid-States Concrete is proud to have participated in Kids Building Wisconsin in May. It was wonderful to see so many in the industry come together to expose

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MADISON

Proud Partner of RMHC

Our mission is to build meaningful buildings in which to live, work and play. These are not just words to us, but an opportunity to impact people in an amazing way. We are extremely humbled and grateful to be able to work on the addition of The Ronald McDonald House in Madison.

The Ronald McDonald House helps families stay together while away from home during some of the hardest times they will ever face. This addition will allow Ronald McDonald House to help even more families.

Learn more about Ronald McDonald House Charities [here](#).

the next generation to the many possibilities of construction.



PCI Exceptional Precast Practices Program

Mid-States Concrete Industries is one of only seven producers in the nation to be part of the PCI Exceptional Precast Practices Program in 2017-2018. The program focuses on continuous improvement, strives to improve efficiency and provide client value while placing safety and environmental responsibility at the forefront of business.



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