



## NEWS RELEASE

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### How to Win with GatorBar!

AHMEEK, Michigan -- [Neuvokas Corp](#) is the industry leading composite rebar manufacturer producing GatorBar® for concrete reinforcement within the construction supply community. Over the last 18 – 24 months, adoption has grown by leaps and bounds. What many customers and users typically focus upon is price or initial cost...a low hanging fruit. However, three of GatorBar's® real benefits, superior strength to size, labor and transportation savings, may be largely overlooked by many but should be key decision-making determinants.

Chris Raymond, GatorBar's Director of Marketing & Sales Management commented, "Due to its increased tensile strength at smaller bar diameters, GatorBar® #3 can often be substituted for steel #4 at even more significant initial cost savings. Additionally, its light weight and easy of use, allows considerably more GatorBar® to be installed in the same amount of time as steel...typically there is a 30% - 45% installation labor savings. And, from a retailer's perspective, GatorBar® becomes a 'one stop drop' delivery instead of one requiring multiple days, trucks and people. These logistical savings are phenomenal and where retailers and installers really make their hay."

Raymond further said, "In today's environment where installers and retailers are especially challenged in finding people to work, these savings are key to continued success and profitability. Even when steel prices bottom out, GatorBar® will continue to not only provide better and stronger performance, but at a lower total project cost when all key factors are considered."

GatorBar® is an industry changing, glass fiber reinforced composite rebar (GFRP), that is 100% made in the USA using 100% USA made materials. GatorBar® offers:

- The most economical composite rebar on the market.
- Pricing substantially better than steel with increased strength and performance.
- 2x – 4x stronger in tensile strength than steel.
- 4x - 7x lighter in weight than steel.
- Zero-rust.

**About Neuvokas Corp:** [Neuvokas Corp](#) is based in Ahmeek, MI and produces industry leading composite rebar products for the concrete space using its proprietary and patented, high-speed manufacturing processes. Founded in 2013 by Erik Kiilunen and Ken Keranen from a simple observation: advances in manufacturing and material sciences would allow composite rebar to be produced competitively with its steel counterpart at higher levels of performance. For further information about or how to purchase GatorBar, please contact Neuvokas Corp at [info@neuvokascorp.com](mailto:info@neuvokascorp.com) or 906.934.2661.

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