



## NEWS RELEASE

FOR IMMEDIATE RELEASE – April 10, 2023

### **GatorBar, ExxonMobil and NEG-US Form Strategic Alliance to Grow Composite Rebar Market Share!**

- GatorBar® composite rebar 2 to 4 times stronger than steel
- 4 to 7 times lighter than steel, it is easy to use, saves on time, labor and shipping costs
- Enables production speeds up to 20 times faster than traditional composite rebar

AHMEEK, MI, PASADENA, CA & SHELBY, NC – GatorBar®, ExxonMobil subsidiary [Materia™](#) and NEG-US have formed a strategic alliance committed to increasing the market share of composite rebar within the concrete reinforcement sector.

ExxonMobil's Proxima™ polyolefin thermoset resin systems and glass fiber from NEG-US is used to produce GatorBar, an industry leading, glass fiber reinforced composite rebar (GFRP). Data from ASTM tensile strength tests demonstrate that GatorBar is 2 to 4 times stronger than steel, making it ideal for a broad range of building and construction applications. GatorBar is 4 to 7 times lighter than steel resulting in significantly improved handling and ease of use characteristics. This creates considerable opportunities for total project savings through reduced labor and decreased shipping costs. GatorBar's corrosion resistance improves maintenance and longevity of the concrete in which it is used.

The ultra-low viscosity and snap cure of Proxima, paired with the proprietary process technology of GatorBar and the consistency of NEG's glass fiber and roving, enables production speeds up to 20 times faster than traditional composite rebar. This process efficiency makes GatorBar one of the most economic composite rebars on the market and a cost competitive alternative to most steel rebar.

The proprietary sizing technology of NEG-US glass fiber and the rapid wetout in the Proxima resin systems enables GatorBar to have composite mechanical properties superior to steel in tensile strength at a substantially lighter weight. NEG also leverages its glass chemistry expertise to target a composition that strengthens GatorBar's resistance to corrosion.

“As well as expanding our manufacturing capacity recently by more than two-fold, this new strategic alliance has been established with partners making the same level of aligned commitment to capitalize on the tremendous

potential of the rebar market,” said Erik Kiilunen, CEO, GatorBar. “We look forward to ongoing collaboration with ExxonMobil and NEG-US as we mainstream GatorBar within the building and construction industry.”

### **About GatorBar**

Ahmeek, MI based [GatorBar](#) is the only “100% Made in the USA” composite rebar and is made entirely using “100% Made in the USA” materials. GatorBar’s manufacturing processes, custom production lines, control systems and technologies were designed and constructed from scratch using the know-how, ingenuity, tenacity and determination of American trained and experienced engineers, designers, fabricators and service companies. GatorBar unapologetically bootstrapped itself into a product segment where no one had gone before and became what it is today ... America’s Rebar. For further information about or how to purchase GatorBar, please contact [info@gatorbar.com](mailto:info@gatorbar.com) or 906.934.2661. Follow us on [LinkedIn](#).

### **About ExxonMobil**

ExxonMobil, one of the largest publicly traded international energy and petrochemical companies, creates solutions that improve quality of life and meet society’s evolving needs.

The corporation’s primary businesses - Upstream, Product Solutions and Low Carbon Solutions - provide products that enable modern life, including energy, chemicals, lubricants, and lower-emissions technologies. ExxonMobil holds an industry-leading portfolio of resources, and is one of the largest integrated fuels, lubricants and chemical companies in the world. To learn more, visit [exxonmobil.com](http://exxonmobil.com) and the [Energy Factor](#). Follow us on [Twitter](#) and [LinkedIn](#).

Materia, acquired by ExxonMobil in 2021, is an advanced polymer technology company based in Pasadena, California. The company’s Proxima™ polyolefin thermoset resin systems are forcing the industry to rethink the expectations of traditional thermosets. These innovative materials can be used in a number of applications, including wind turbine blades, electric vehicle parts, sustainable construction and anticorrosive coatings. To learn more, visit [www.materia-inc.com](http://www.materia-inc.com). Follow us on [LinkedIn](#).

### **About NEG-US**

Nippon Electric Glass (NEG) is one of the largest glass fiber manufacturers in the world, with manufacturing and sales operations in all three major world regions (Americas, Asia and Europe). The NEG-US Glass Fiber organization includes two manufacturing sites in North Carolina that have been in existence since 1959. There is also a Research & Development site in Shelby, NC and a Sales/Business office in the Pittsburgh area. In total, NEG US employs approximately one thousand people in a wide variety of commercial, technical, manufacturing and business roles.

The Glass Fiber Division manufactures a range of thermoplastic and thermoset compatible direct roving and chopped strand products, along with continuous strand mat, multi-end roving and wet use chopped strands. These products and NEG’s technical and commercial resources support a wide range of applications in the market – including transportation, wind energy, oil and gas piping, infra-structure and construction. NEG’s glass fiber is used as the primary reinforcement in these applications.

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