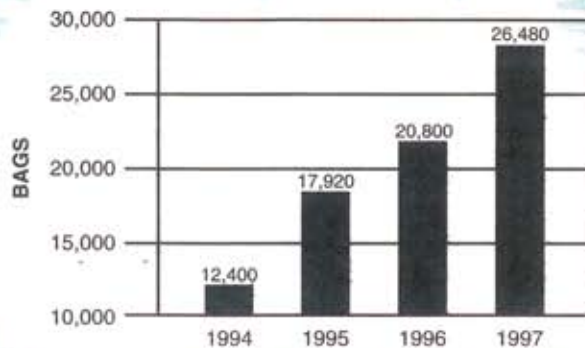


# FORTA® \$ MONEY \$ TREE

*Increasing Fiber Profit By Increasing Fiber Sales*

Value-added concrete is becoming an important concept in today's ready-mix concrete market. Fiber reinforcement is one of the most common methods chosen by ready-mix firms to add profit to the bottom line while offering an added value to their customers. The FORTA® "Money-Tree" program assists this marketing approach by tracking our customers' fiber sales, calculating fiber profit, and offering proven FORTA® support techniques that increase fiber sales.

## FIBER SALES



## FIBER GROWTH CHART FOR:

**ABC READY-MIX**  
Anytown, USA



## PROFIT

## FIBER PROFIT FORMULA

SALES PRICE/BAG \$6.00 - PURCHASE PRICE/BAG \$3.25 = AVG. PROFIT/BAG \$2.75  
BAGS SOLD 26,480 X PROFIT/BAG \$2.75 = FIBER PROFIT \$72,820 FOR 199 7