

## FORTA CORPORATION EXPANDS FAMILY OF PRODUCTS

[www.forta-ferro.com](http://www.forta-ferro.com)

***FORTA Corporation will be showcasing a new line of products at World of Concrete 2020, February 4-7 at the Las Vegas Convention Center, Booth N-2742.***

(GROVE CITY, PA) FORTA Corporation, a global leader in fiber reinforcement solutions, is looking forward to **World of Concrete 2020**, and for good reason. **FORTA** now offers several new product options, a finishing aid, along with a cure and seal, as well as a bulk fiber packaging option. The finishing aid, **EXTEND-PRO™**, gives concrete contractors the ability to gain crucial additional working time when finishing concrete in a variety of environments and/or mix situations. Also available, **CURE-PRO™** will help cure, seal, and protect your finished concrete. FORTA is dedicated to making your concrete project durable and long lasting while obtaining these new solutions from one trusted source

**EXTEND-PRO**, the latest addition to the FORTA family of products, can be applied to concrete surfaces where additional finishing time would be desired during floating and troweling.

### **Key Benefits Include:**

- Water based, zero-VOC formula
- Can be applied by standard pump or powered spray equipment
- Increased surface density for end cured concrete
- Increased efficiency of cement hydration

Technical Representative Jarrod Russell elaborates, “Using **EXTEND-PRO** assists concrete contractors in a variety of conditions such as high wind, elevated temperature, and low humidity, while offering a stronger, more durable, and less permeable surface.”

**CURE-PRO** can be used as both a cure and seal for new concrete as well as a sealer for cured concrete. This product gives a non-yellowing clear surface to a wide variety of concrete applications while enhancing durability and appearance. With better-performing concrete, contractors can build a better reputation for excellence.

### **Key Benefits Include:**

- Specially formulated to add protection while retaining the material’s natural luster
- Can be used on newly finished surfaces, or a sealer for cured, older concrete
- Protects against traffic, weather, deicing salts, oil/gasoline spills, and much more

Jarrod Russel explains, “Our **CURE-PRO** allows for a thinner application, leading to less errors. The modified acrylic polymer is both penetrating and film forming.”

MORE

**New packaging now available** for your fiber purchases. In addition to the traditional boxes and ready-mix bags, FORTA now offers an efficient recyclable plastic bulk option. This new packaging allows for a denser cube for pallets, maximized freight, and storage. Our durable cut top bag is easy to handle and has increased outdoor storage durability. When using our [fiber feeders](#), the upgraded packaging improves maneuverability, offers increased accuracy, and eliminates human error.

## ABOUT FORTA CORPORATION

Since 1978, the products, services, and people of [FORTA](#) have played an important role in the design, construction, and preservation of **STRONGER LASTING™** roads, bridges, and concrete slabs-on-ground around the globe. Based in Grove City, Pennsylvania, FORTA Corporation holds more patents than any other company in the industry and is recognized as a worldwide leader in synthetic fiber reinforcement. Through an ongoing commitment to research and development, FORTA will continue to envision and construct the future of reinforcement fibers. To read more about our complete unique line of fiber reinforcement solutions, equipment, and services or for more information about these newly released products, please visit our website.

## FORTA WELCOMES MEMBERS OF THE CONCRETE PRESS

FORTA cordially welcomes writers, editors, and publishers of the international concrete media at **World of Concrete 2020** and is scheduling press appointments currently. To schedule a meeting or interview, please contact Kristin Crawford, Campaign Coordinator (T:800.245.0306, x161. E: [kcrawford@fortacorp.com](mailto:kcrawford@fortacorp.com)). Drop-ins are also welcomed at Booth N-2742



**EXTEND-PRO™**



**CURE-PRO™**



**RECYCLABLE PACKAGING**

####