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Extreme Makeover: Internet Edition –
Site renovation transforms *schmitzmix.com* into Your Concrete Connection

Milwaukee, WI – Ty Pennington will not be on hand January 4th to shout, “Move that bus!” But that won’t stop Milwaukee-based ready-mixed concrete producer Schmitz Ready Mix from handing over virtual keys to Southeastern Wisconsin homeowners and construction professionals for the re-launching of Schmitz’ extensively renovated web site: www.schmitzmix.com

The site re-launch is being held in conjunction with the 18th annual MBA Home Builders Expo. Schmitz Ready Mix is a Home Builders Expo exhibitor, booth 855.

Site visitors are encouraged to explore the site at their leisure and without reservations, but are cautioned that the paint may still be wet on some of the portal pages. A visit to the site is a must for anyone interested in learning about ready-mixed concrete and quality concrete construction in Southeastern Wisconsin.

Site renovation included the removal of logo-centric site “wallpaper,” dramatic expansion of the site’s basic architecture, and the construction of four information-rich web portals, one for homeowners, one for construction professionals, one for media professionals, and one for job seekers and Schmitz Ready Mix employees.

Homeowner Portal

The Homeowners Portal provides essential information for understanding the keys to successful concrete projects in Southeastern Wisconsin, including an extensive *Frequently Asked Questions* (FAQ) section based on actual homeowner questions fielded by Schmitz Ready Mix’s plant managers and sales and technical staff in the course of their daily responsibilities.

“We’ve tried to de-mystify the residential concrete construction process,” said Alan Schmitz, president of Schmitz Ready Mix, “and make it transparent for Southeastern Wisconsin homeowners.”

Site information helps homeowners understand more about the technical aspects of concrete, including what type of concrete mix is best for exterior flatwork applications in Southeastern Wisconsin.

(MORE)

SCHMITZMIX.COM RE-LAUNCH ADD ONE

Information is also available on:

- project design considerations
- subgrade preparation and forming
- ordering ready-mixed concrete
- placing and finishing concrete
- curing concrete
- aftercare for concrete
- miscellaneous project considerations.

The homeowner section of the site also includes a *Project Gallery* of local residential concrete projects, information about *Pervious Concrete*, *Concrete Patios*, and *Insulated Concrete Homes* (also known as ICFs), safety information for do-it-yourselfers (*Working Safely With Concrete*), and a comprehensive *Concrete Links for Homeowners* page.

“Our experience is an informed homeowner is key to a successful concrete project,” said Schmitz. “We’ve packed the site with relevant material and external links to help area homeowners become better informed.”

Construction Professionals Portal

The Construction Professionals Portal provides easy access to reliable technical information about concrete and to materials and ideas to help Southeastern Wisconsin construction professionals improve quality, increase job site productivity and safety, expand markets, acquire project leads, and reduce in-place construction costs.

Media Professionals Portal

The Media Professionals Portal provides background information about ready-mixed concrete and the ready-mixed concrete industry and online access to information about Schmitz Ready Mix, including company history, company principals, and company awards. The *Concrete Links for Media* page helps media professionals save time and maximize the effectiveness of their web research about concrete.

Employee and Employment Portal

The Employee and Employment Portal provides information about ready-mix driver professionals, obtaining a commercial drivers’ license (CDL), online ready-mix educational links, and current employment opportunities at Schmitz Ready Mix.

(MORE)

**SCHMITZMIX.COM RE-LAUNCH
ADD TWO**

“If we have completed the site renovation successfully,” said Schmitz, “schmitzmix.com will have been transformed into **the concrete connection** for homeowners and construction professionals in Southeastern Wisconsin.”

Founded in 1949, and locally owned and operated, Schmitz Ready Mix provides ready-mixed concrete and related construction supplies and services for homeowners, municipalities, schools, businesses, and construction professionals. With seven strategically-placed, state of the art operations, Schmitz Ready Mix’s delivery area includes all of Milwaukee, Ozaukee, Racine, Washington, and Waukesha counties and portions of Kenosha, Sheboygan, and Walworth counties.

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