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Dayton Superior Launching New Products at Industry-Leading Pace

DAYTON, Ohio, September 4, 2014 – Already a global leader in providing advanced product solutions for the concrete construction industry, Dayton Superior is implementing an aggressive new product development and launch schedule for the remainder of 2014 and into 2015 that will see the manufacturer bring new products to the concrete construction market at an industry-leading pace of one new product per week, on average.

The motive to adopt such a vigorous development and launch initiative comes from the company's focus on linking the work being done in their new Innovation Center to real needs and problems within the concrete construction industry.

"I believe innovation is the lifeblood of any organization," said Jim McRickard, President and CEO of Dayton Superior Corporation. "Dayton Superior will continue to foster organic growth by inventing entirely new, significant, market-changing products and we will do so at an unmatched pace."

The new product development pipeline McRickard references was developed in 2013. The initiative deemed the Superior Technology Evolution Pipeline (STEP), uses a rigorous State-Gate[®] model to cultivate, evaluate and advance new products through the pipeline and into production. The company's new Innovation Center serves as the nucleus supporting the STEP program through research, development and testing operations.

As a testament to the effectiveness of the STEP process, supported by the R&D capabilities of the company's Innovation Center, the company is already ahead of their goal, having launched more than 15 products in the June through August timeframe. "Our team of engineers, chemists and many

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other professionals throughout the organization have met this challenge head on, to not just meet expectations, but exceed them,” said McRickard. “This drive and dedication contributes to the competitive advantage Dayton Superior is able to provide our customers.”

Since introducing the STEP program, Dayton Superior employees and customers across the globe have submitted new and innovative product ideas into STEP, representing potential new business valued in the hundreds of millions of dollars.

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ABOUT DAYTON SUPERIOR CORPORATION

Dayton Superior is celebrating 90 years as a leading provider of accessories, chemicals, forming and paving product solutions to the non-residential concrete construction industry. Their portfolio includes over 17,000 standard, in-stock items, a network of 15 distribution centers and 13 manufacturing facilities allowing Dayton Superior to serve their customers as a single source provider of high quality products and services. Dayton Superior products are found on infrastructure, institutional and commercial construction projects across the world. With the 2014 opening of their Innovation Center, Dayton Superior will assess, evaluate, prototype and launch new products at an industry leading pace to transform industry productivity through innovation and create a competitive edge for their customers. For more information, visit www.daytonsuperior.com.

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