

Nawkaw

Changing the color of masonry

Official supplier of Reckli formliners

RECKLI

Nawkaw Newsletter

Winter/Spring 09

1 MOST INNOVATIVE PRODUCT AWARD GIVEN FOR PHOTOENGRAVED FORMLINERS AT WOC

2 PROJECT HIGHLIGHTS IN THE PRESS

3 NAWKAW IS NOW A REGISTERED PROVIDER FOR AIA/CES COURSE



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Photo Engraved Formliners are a Huge Hit at WOC

Winners have been selected for the 2009 Most Innovative Products (MIP) contest held during the World of Concrete in Las Vegas. The contest allows manufacturers an opportunity to spotlight their new product



during one of the largest concrete events of the year. Show attendees voted for the products while at the event. In addition, a panel of industry experts reviewed the entries to decide which products they felt were most innovative.

Nawkaw is the exclusive distributor for RECKLI formliners for concrete, plaster and GFRC throughout the United States and Canada. RECKLI has been the world leader in reusable formliner manufacturing for over 40 years. Setting RECKLI formliners apart is their ability to be repaired. The ability to make repairs to the formliners means little to no down time, and an increase in the number of times a mould can be reused. Liners are available in 10, 50 and 100 reuse materials. To engrave the formliners, Reckli uses a computer-based method of transfer onto templates utilizing a computer numerical control (CNC) milling machine. The reusability of each formliner depends upon the depth and detail of the engraved image.

Nawkaw offers formliner accessory products such as demoulding materials, adhesives, cleanser, filler and thickener and cement-bound products in addition to the formliners. RECKLI products will continue to produce a quality finished product pour after pour. They can be utilized with self-compacting concrete and fiber reinforced concretes.

To find a Nawkaw/RECKLI representative in your area or to inquire about our products call 1-866-4NAWKAW, or visit www.nawkaw.com to see available patterns and accessories.



Corporate Re-Organization

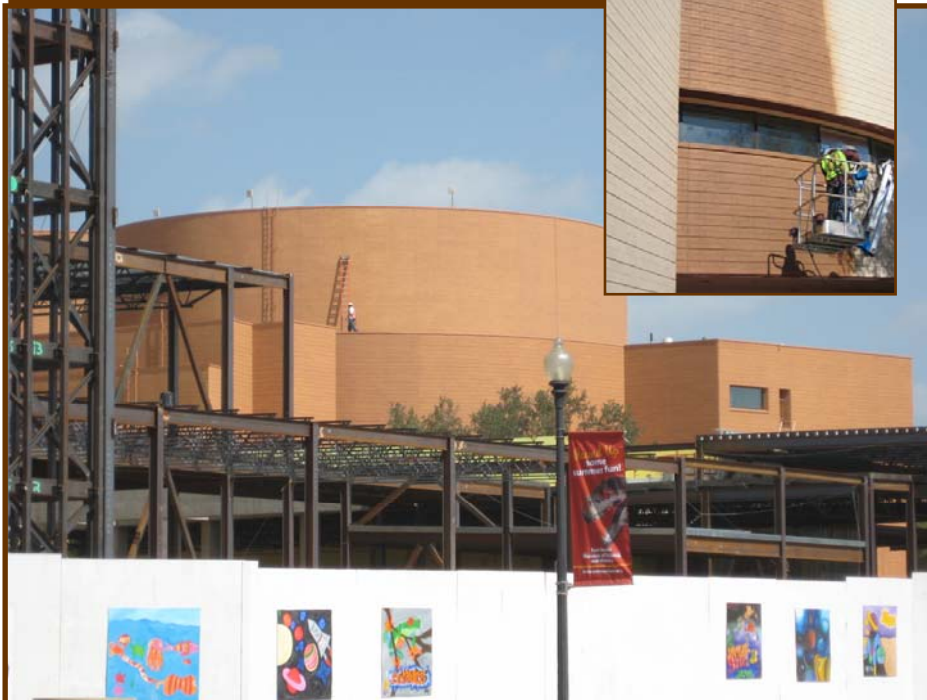
Nawkaw has acquired a new toll free phone number to replace the current 800-905-2692 exchange. The new toll free number which took effect earlier this month, is now **866-4NAWKAW**. This new number will phase out the old. The expiring toll free number will forward to the Corporate Offices for a few months until all marketing efforts reflect the change.

The new **866-4NAWKAW** number rings to the Corporate Office in Bogart, Georgia. Melinda Tolbert, Sales Coordinator, will be assisting all Corporately employed Sales Representatives with Proposals and General Assistance. Mike Honeyman, Operations Manager, is responsible for all Corporate project scheduling for crews and equipment.

For more information, please contact either employee at their respective email address, melinda.tolbert@nawkaw.com or mhoneyman@nawkaw.com.

Fort Worth Museum Featured in JAC Editorial on Museums

The March April edition of the Journal of Architectural Coatings will be highlighting a recent Nawkaw Staining Project completed last year in Texas by Nawkaw Southwest. Be sure to pick up a copy, and look for an upcoming link to the article on our homepage.



New Presentations Available

Nawkaw has created a new Balaster PowerPoint presentation ...and A photoengraving presentation is also being developed. All presentations are available for downloading in the members section of the Nawkaw website. For clients requesting a presentation, please Contact the Corporate Office for your local Nawkaw Representative.



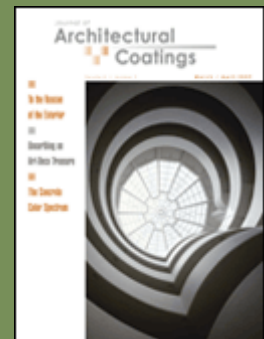
Have you been keeping up with Nawkaw?

Nawkaw is the industry leader for masonry and concrete recoloring, and technical publications agree. Be sure to read about some of our high profile projects in the following publications:

Concrete Contractor Magazine
January 09 Issue

Architectural Coatings Magazine
March/April 09 Issue

Dubai ConstructionWeek
March 31, 2009
(see page 4 for reprint)



Nawkaw Offering AIA/CES Lunch and Learn Programs!

Schedule our AIA/CES registered program today!

For further program information, please contact
Nawkaw Corporate Offices at info@nawkaw.com



Registered Provider Program Summary

Provider: Nawkaw Corporation

Program: NAW009 Applications for Architectural Stain and Concrete Formliners **Length:** One (1) Hour

Credits: One (1) LU (Learning Unit)

HSW: Yes

Program Overview: An overview of masonry and concrete staining applications where staining can help achieve desired results for adding, restoring and matching color, including the design possibilities when concrete forms are combined with stains.

Learning Objectives:

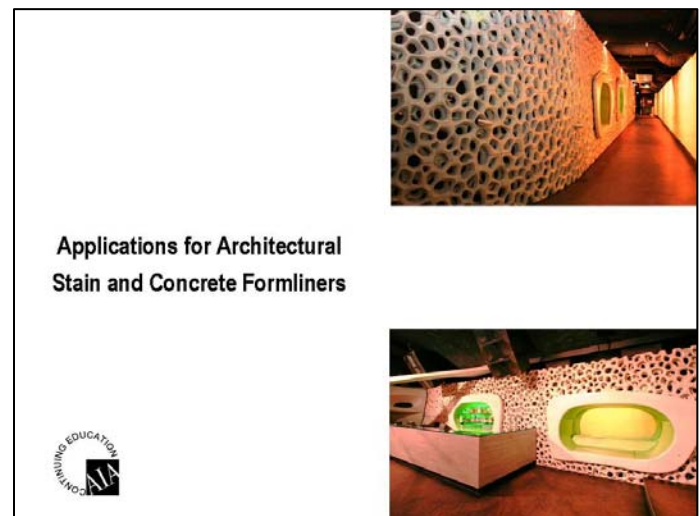
- Identify the benefits of staining for restoration and new construction projects.
- Recognize stain as a sustainable architectural coating choice.
- Describe one way that architectural staining can help reduce construction costs.
- Explore techniques used to create unique and repurposed space utilizing stain and formliners.

Facilitators: knowledgeable Nawkaw Representatives will be sent with a thorough understanding of our products and of the presentation materials. They will have a signed Quality Commitment Statement (QCS) on file with Nawkaw Corporate Offices and will be deemed qualified to give the presentation by Nawkaw.

Method of Delivery: The facilitator will utilize a laptop PowerPoint presentation with interaction between slides and 10 minutes of question and answer afterwards.

Audio/Visual required: A projector screen and projector are required, along with a power supply and extension cord. Facilitator will provide laptop and a projector is available if one is not currently housed at presentation location.

Cost to participants: There is no cost to the architectural firm or chapter meeting for participation.



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ConstructionWeek

A Global View from America

Have we reached the low point in the Global recession or will this situation worsen during 2009? This is a question that everyone wants answered and no one really knows with any certainty. How is it possible that accomplished economists, with access to the best data, with computers to compile and compute this information, cannot provide the answer? The fact that they can only speculate adds to the confusion and lack of confidence for Americans.

We continue to hear 'indicators' from the American Commerce Department and their global counterparts who release statistics about their respective gross domestic product situation (GDP). The Americans reported a drop in GDP by 0.5 % in the third quarter of 2008. The Germans reported a 1 % increase overall for 2008 but a drop in the fourth quarter by somewhere between 1.5 – 2 %. The UAE says they expect a 0.5 percent deceleration in the first half of 2009, followed by better results in the second half of the year.

Meanwhile, the American government denied that a recession was even occurring until less than three months ago. US business' already knew what was happening as they witnessed the sharp decline of consumers confidence towards the US government and the economy.

Part of the problem is that a situation can have both positive and negative effects occurring at the same time. For example, it was reported that the dramatic increase in the price of oil during 2008 was one of the root causes of the recession. Yet the higher prices also made it possible for oil rich individuals and their countries to spend more, thereby contributing to the US economy. As consequences of the higher oil prices, airlines were forced to raise the price of tickets, and travel overall was reduced because gasoline prices sky rocketed. Now that oil prices have dropped, as dramatically as they increased, this too has been named as a cause for the continuing recession.

Because financial profits are slowing for oil rich countries so are their foreign investments slowing down too. People in America are confused, running scared and reluctant to spend money as was evidenced this past holiday season, Christmas, normally the biggest shopping season of the year which saw a dramatic decrease compared to other years.

America's massive bailout, initially \$700 billion and still growing, is a sign that the Government has grave concerns. The fact that all of the big three American automobile manufacturers have asked for and received financial assistance is unprecedented. These automakers are very important to the American economy and the American economy is vitally important to the rest of the world. The average American is worried and uncertain about what is going to happen next, will the automakers fail, will the banks fail, will they have jobs next month, will their houses be worth less in 2009 than they were in 2008, in general the average American has lost confidence in America.

The role that confidence plays in regional and global economies cannot be overstated and this confidence is eroded even more by the media. The fact is that news companies, television and newspapers are business' that create their own income streams by selling commercial advertisements and they all compete for the same advertising money. This means that each of them try to make their news more attractive than the next company and many, if not all of them, at least here in America believe that the more sensational the news is the more people tune in to hear it. As a result they have turned themselves into "newsertainment" stations, in other words business' that masquerade as "news" stations often scaring the public by reporting their own biased version of news. They are in large part responsible for the overall lack of confidence throughout the nation and in part could lead to a slower rebound in the US economy.

The recent inauguration of President Obama, with his stated intentions to invest billions into the American economy, by initially repairing America's infrastructure, will be a boost to the economy. Not for the sake of only stimulating the economy, the repairs of US highways and bridges are badly needed. Many American's, along with most of the world, had become dissatisfied with former President Bush and the fear tactics and isolationist policies of that government. The change in America's government, particularly the Presidency, which was badly needed will also help to boost American's confidence which in turn will give a needed boost to the economy. As the new government once again starts to work with and for Americans, along with US allies, the downward spiral will slow down and in the fall of 2009 a rebounding America will climb out of the current downturn.

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