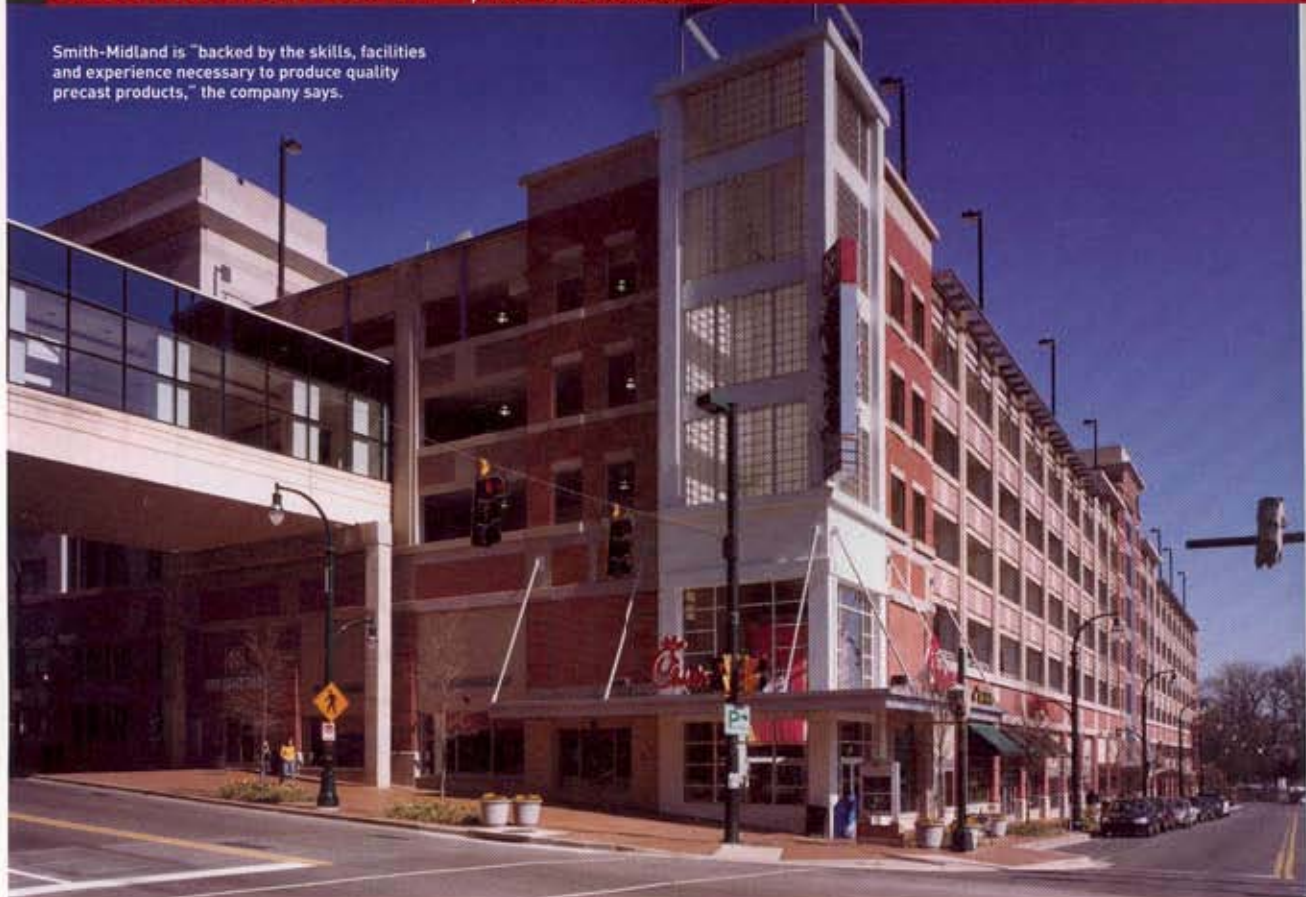


Smith-Midland is "backed by the skills, facilities and experience necessary to produce quality precast products," the company says.



INNOVATIVE APPEAL

Innovative products, reliability, experience and quality help distinguish Smith-Midland from its low-bid competitors, the company explains. —HANNA ARONOVICH

WHILE MOST PRECASTERS WIN PROJECTS by being the lowest bidder, Smith-Midland Corp. wins bids by offering unique products, explains CEO Rodney Smith. "One of the challenges in the precast concrete industry is that the lowest bidder gets the project,"

he says. "But we've partnered with our licensing company, Easi-Set, to develop products that other precasters don't have.

"Our differentiated products meet customers' needs, and we're able to negotiate our work at full price. It's had a very positive impact on our business."

Smith-Midland was founded in 1960 when David G. Smith produced the company's first precast product. The company's line of precast products grew, and it eventually expanded to include farm products, along with J-J Hooks safety barriers, utility products Easi-Set and Easy-Span precast buildings, Slenderwall, Sierra Wall and other custom-designed products.

The research and development team at Smith-Midland leads the precast industry creating new and customized products, the company says.

"One of our flagship products, the J-J Hook precast concrete highway safety barrier, has been around for a few years, but it has many design features that make it a first choice for customers that want to buy highway safety products," Smith explains.

"Our newer products include exterior wall cladding for commercial and residential buildings from five to 50 stories. Slenderwall is one of the exterior cladding products, and it's been on the market for a few years.

"It's a lightweight, precast concrete steel stud wall system. The lightweight nature of the system helps solve many building challenges, as well as provides savings for our customers."

Smith-Midland focuses its R&D

PROFILE

Smith-Midland Corp.
www.smithmidland.com
2005 sales: \$35 million
Headquarters: Midland, Va.
Employees: 265
Products: Precast concrete
Rodney Smith: "Reliable pricing has resulted in companies that want to work with us for the long term."

efforts both on improving existing products and developing new products. Smith says at any given time, up to 10 new products are under development.

Quality in Production

TO ACCOMMODATE ITS GROWTH, SMITH-MIDLAND EXPANDED its facilities from a small farm outbuilding to a modern office and production complex on a 20-acre site. A second manufacturing facility was opened in Reidsville, N.C.

Smith-Midland strives for excellence in production based on an understanding of precast technology "backed by the skills, facilities and experience necessary to produce quality precast products," it says. "Our manufacturing plants include steel shops, form fabrication shops, automated concrete batch plants and environmentally controlled casting areas.

"Production integrity begins with detailed designs and is implemented with quality materials, precision molds and extra care in finishing and handling. We place special emphasis on quality control at every stage of production."

On-time delivery is a priority at Smith-Midland, and the company's storage yard holds a large inventory of standard products ready for immediate delivery.

The company also owns a fleet of trucks and cranes to deliver and place products at the customer's request.

Broad Network

THE EXECUTIVE STAFF HAS MORE THAN 150 YEARS' COMBINED experience in the precast industry, and Smith-Midland's sales

personnel offer experience in construction, public works, agriculture, engineering and design. This type of broad background helps the company better serve customers.

Smith says many customers have been loyal to Smith-Midland because of its high-quality products and service. "A good example is one of the regional electric companies we've been working with for more than 30 years," he notes. "They require quality products and good service, like most any company, but it's our service that have helped us keep our customers for decades.

"Especially in recent years, we've worked with developers of large commercial projects," he continues. "They prefer dealing with suppliers they can count on and that will have products available. They want a supplier that won't be changing prices up and down every time there is a hiccup in the marketplace. Reliable pricing has resulted in companies that want to work with us for the long term."

Licensing Division

SMITH-MIDLAND'S LICENSING DIVISION HELPS IT REACH OUT TO precasters worldwide and increase production.

"We can license our products to other precasters who want to build our products," Smith explains. "It gives us an unlimited production capacity, which is almost unheard of in the precast concrete industry. Right now, we have 43 licensed builders in 23 states and nine countries.

"It's an unprecedented achievement, but it's critical for us to have these relationships because of the explosion of orders for the J-J Hook and Slenderwall." ■

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