



This is the April 2010 Fortress Stabilization Systems E-Newsletter. Your email address %%Email%% is receiving it because you previously expressed an interest in getting these communications from Cyberspace Marketing. You may opt-out by clicking [<here>](#). If you have trouble viewing this email [<click here>](#) to see it online. Please add "fortress@cyberspace.agilisdetroit.com" to your Safe Senders list to ensure receipt of future communications.

Hello Guest, Here is Your April 2010 E-news Report From Fortress Stabilization Systems

Quick Links

Fortress Stabilization Systems introduces their Fortec Stabilization Website!

Fortec Stabilization has been added as the DOT division of Fortress Stabilization Systems. We have created a new website with the prime focus toward the DOT specifications. Products and Specifications on this website are the most specified products used by the DOTs: Carbon Fiber Plates, Fabric, Rebar and full Grids are now easily available for Engineers and Specifiers. Please visit <http://www.fortecstabilization.com>

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Recent Case Study

Fortress Stabilization Systems introduces the Foundation Replacement Alternative

Ayers Basement Systems teamed with the City of Lansing MI and Hayman Engineering for the purpose of keeping decaying properties on the tax base. One of the most complex issues amongst foundation problems is what to do with a foundation which is crumbling as the mortar and cement basically turn to sand. Foundation replacement is not the words the homeowner, engineer or even the contractor wants to here. You have the costly excavation, plumbing, gas lines, additions, neighboring property lines, etc., not to mention supporting the structure above causing drywall cracks, sticking windows...and doors the list goes on.

Date: April 2010

Structure: Residential home

Location: Lansing, MI

Contractor: Ayers Basement Systems

Engineering Conducted by: Hayman Residential Engineering and City of Lansing

Materials Used: Fortress Pre-Cured Pre-Preg Grid Mesh



Project Scope: Scope of project is to cost effectively install a new reinforced

foundation in front of the existing old foundation which is crumbling due to deterioration of mortar and block themselves.



Solution: Design was based on shotcrete pool design, combined with a cantilever load of building. In short design used current foundation as backfill for new foundation. The floor was removed for interior system. Spread footer was increased to accept new wall. 4'X 8' sections of Fortress Carbon Grid were hung off of new sill plate. Drainage board was installed against old foundation (becoming sandwiched between old and new foundation). Then a 6" shotcrete wall was shot creating a brand new basement interior.

Total job completed in 5 days.



If you have an interesting project that you would like

posted in our newsletter and on our website, please submit project information to: solutions@fortressstabilization.com

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Sponsored Links

Website Optimization



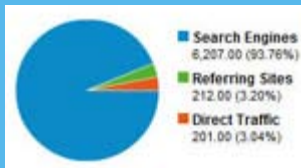
Our website optimization has been very effective in bringing visitors to the Fortress website. We have seen a steady increase in visitors.

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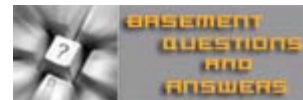
Fortress Web Traffic Remains Strong in April 2010

We wish to thank everyone who has **linked to the Fortress web site** and encourage all who have not linked as yet to do so. This will not only help **increase visibility**, but **show** your potential customers **you're a certified installation company**.





For a 30 day period between **March 26 and April 25, 2010**, more than **3256*** visitors hit the Fortress site from all 50 States in the US and 72 Countries around the world. There were 10,680 page views and 996 search terms used with a high percentage of impressions on the



first page of Yahoo and Google.

As always we stress the importance of having proper representation of your Fortress Stabilization Systems repair products on your website. Homeowners are internet savvy now and want to know before they buy. Our webmaster has preprogrammed links as well as web pages ready to be downloaded into your existing website. See our easy downloads:

<http://www.fortresstabilization.com/linktous.php>

You will also find an insert-ready Fortress page for your convenience.

* These numbers are a guide based on reports from Google Analytics to track trends and percentages. Actual traffic numbers are higher. Contact basementquestions.com for raw statistics and click-through rates.

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Follow Fortress on YouTube & Facebook



Fortress Systems YouTube Channel



Fortress also now has a FaceBook Page.....

We encourage you all to link to our page(s) and you can embed the YouTube videos on your web site for demonstrations and link optimization. Our FaceBook page updates regularly with information about training and products. Link to us on FaceBook, get updated automatically, and your link to us is another way to advertise your business!

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Online Certification Training

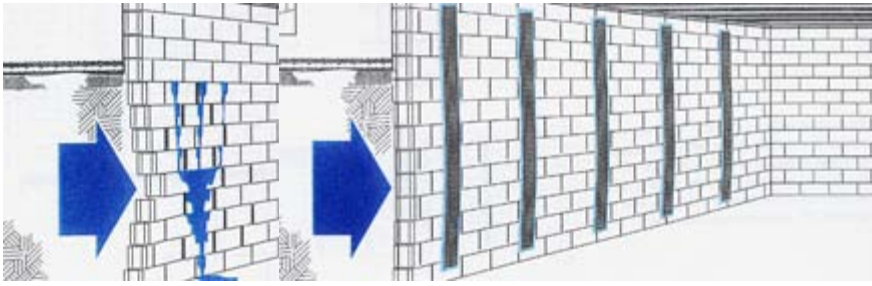
We are pleased to announce that our online training sessions have been quite successful!

There are **only a few spots left for installation training on Tuesday May 4th . Because of limited space, a second session is available on Wednesday May 5th.** Email or call to reserve a spot: solutions@fortresstabilization.com

Online class times are 11:00 AM EST

Remember, you must RSVP and you can do so by emailing us at solutions@fortresstabilization.com, or calling 1-800-207-6204

We will also have an interactive question and answer period covering installation live on screen.



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