



This is the August 2009 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 August 2009 E-news Report From Fortress Stabilization Systems

## Quick Links

### Fortress is Pleased to Announce:

#### Two New Connections...

We have had a busy summer here at Fortress. In this down economy we have been working hard to give our installation contractors every advantage they need to excel. We are pleased to announce two very important connections for you:

#### Hayman Residential Engineering Services

Contact: [astarns@haymanengineering.com](mailto:astarns@haymanengineering.com)



HAYMAN

Fortress Stabilization Systems will now be working with **Hayman Engineering** to provide **affordable engineering** for **all your residential needs**. Hayman is a leader in Residential Engineering and is licensed in 49 states. For more information call **877-831-5550** or visit their website at: [www.haymanengineering.com](http://www.haymanengineering.com)

#### Cheng Concrete

Contact: [mheidebrink@chengdesign.com](mailto:mheidebrink@chengdesign.com)



Fortress will be supplying **Cheng Concrete** with carbon fiber grid for their many decorative concrete applications. Cheng is the **largest manufacturer/distributor of decorative stains and supplies** in the world. Visit their website at: <http://www.chengconcrete.com> or call 510 849 3272

### Online Certification Training

Online certification training will be available **once a month**. This will entail a **90 minute session** at [www.gotomeeting.com](http://www.gotomeeting.com) with video, voice and or texting capabilities. Most laptops and newer computers come equipped with microphones. Headsets with microphones work best, however if this is not available to you, this programming allows you to text comments and questions.

***This will be a training session followed by instructions for downloading a certification test from the Fortress website.***

**Next training:** August 19, 2009 at 11:00am EST

**Details:** We have a tentative list of interested parties and will be sending emails to invite you to join with link to follow. There is limited space for the training so you must RSVP. Please sign up by emailing fortress at [solutions@fortressstabilization.com](mailto:solutions@fortressstabilization.com). You will be contacted with login information for the training

### Index

[Fortress New Connections](#)

[Online Certification](#)

[Web Site Optimization](#)

[Fortress Web Traffic](#)

[Benefits of Fortress Grid System](#)

[Case Study](#)

session.

## Website Optimization

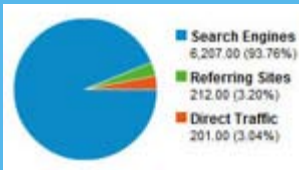


Our website optimization has been very effective in bringing visitors to the Fortress website. We have seen a steady increase in visitors.

[back to top](#)

## Fortress Web Traffic Remains Strong

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 **July 3 and August 2, 2009**, more than **2577\* visitors hit the Fortress site** from all 50 States in the US and 61 Countries around the world. There were 8,632 page views and 796 search terms used with a high percentage of

impressions being on the first page of Yahoo and Google. Our **numbers continue to increase** with so many of you being **linked to the Fortress web site**, and as a result we are all collectively **ranking higher on search engines**.

Get Linked Today by clicking [<<here>>!](#)

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](http://basementquestions.com) for raw statistics and click-through rates.

## Sponsored Links

 **Concrete Network.com**

 **BASEMENT QUESTIONS**

 **NAWSRC** National Association of Waterproofing and Structural Repair Contractors

 **Basement answers.com**

 **BASEMENT QUESTIONS AND ANSWERS**

 **Foundation Repair Network**

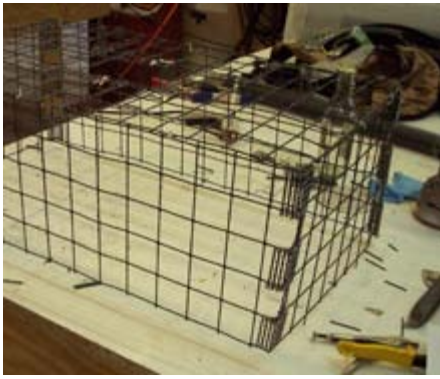
## Benefits of the Fortress Carbon Fiber Grid System

by: James S. Gardiner

### Memory Loss

One would think that having a good memory and lots of it would be a benefit. For computers and humans it is a very good thing. Not true for carbon fiber mesh! In the past we have used carbon fiber mesh products that were cured and shipped in rolls. When we unrolled them for use, they wanted to roll back up. This was particularly problematic when vibrating the molds. The rolled materials were more difficult to work with creating unique problems that took time to work around.

**Fortress has taken care of the memory issue.** Their carbon fiber mesh products are cured and shipped flat. They are **easier** to work with, **require less** concrete (see case study), and **provide evenly distributed strength** for the end product.



### No Shadowing

Another benefit of the Fortress mesh product is that by because of its design, it **virtually eliminates "shadowing"** in the end product. The product we used formerly was flat and thin and would cause problems if it was closer than ¼" to the form edge. Shadowing, also known as "aggregate transparency" can be caused by non-uniform stiffness or uneven tension in the form.

As you can see from the photos, with the old grid product there was appreciable shadowing. With the Fortress grid, you can see from the cut-away inset that the mesh was very close to the mold edge, but in the photo (right), **the cast shows no signs of shadowing.**



### Recent Case Study

**Date:** July 2009

**Project:** The Kings Grant in Easton, MD

**Contractor:** James S. Gardiner

**Material Used:** Fortress Pre-Preg Carbon Grid Mesh

**Project Scope:** To build lightweight reinforcement cages for decorative sinks

**Solution:** Take Fortress Pre-Preg Carbon Grid Mesh, secure sections to form box shape cages that fit into the predetermined mold(s). Pour concrete into mold. Carbon cage required less concrete coverage, standard decorative thin coat.

**Conclusions:** The Carbon Fiber Grid Mesh was much faster than traditional steel and much stiffer in crack control than fiberglass with no reported shadowing in the thin concrete.

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](mailto:solutions@fortressstabilization.com)



This newsletter was sent to:%%Email%% because you previously requested to participate in these communications. If you are receiving this email in error, or you would like to opt-out, please click [<here>](#).

Copyright © 2009 Cyberspace Marketing. All Rights Reserved

[back to top](#)