

KEYSTONE DIRECTORY



Retaining Excellence

ISSUE 1 VOLUME 1 | 2004

RETAINING FOCUS

ALABAMA
Superock Block
205-970-7676

ALASKA
Polar Supply Co.
907-563-5000

ARIZONA
Superlite Block
1-800-366-7877

ARKANSAS
Keystone Group
1-800-545-0754

CALIFORNIA
Angelus Block Co
909-328-9115

Basalite Concrete Products
1-800-350-5866

RCP Block & Brick
1-800-732-7425

Sierra Building Products
909-355-6422

CONNECTICUT
Anchor Concrete Products
1-800-682-5625

DELAWARE
Anchor Concrete Products
1-800-682-5625

FLORIDA
Keystone Group
1-800-545-0754

Superock Block
205-970-7676

GEORGIA
Keystone Group
1-800-545-0754

HAWAII
Tileco
808-682-5737

IDAHO
Amcor Masonry Products
208-522-6150

Basalite Concrete Products
208-888-4050

Keystone Pacific Northwest
1-800-733-7470

ILLINOIS
Best Block Company
1-800-782-7708

—
Kirchner Block
618-245-7660

INDIANA
Schuster's Building Products
1-800-424-0190

IOWA
Best Block Company
1-800-782-7708

—
Concrete Products
712-252-4251

KANSAS
Capitol Concrete
785-233-3271

Miller Material
1-800-289-2244

KENTUCKY
Lee Brick & Block
859-254-3200

LOUISIANA
Premier Concrete
1-800-818-1069

MAINE
Gagne & Sons
1-800-339-3313

MARYLAND
Betco Block Company
1-800-486-4011

MASSACHUSETTS
Hiway Concrete
508-295-0834

A.Jandris & Sons
978-632-0089

MICHIGAN
Fendt Builders Supply
248-474-3211

MINNESOTA
Aggregate Industries
1-800-338-0016

MISSISSIPPI
Premier Concrete
1-800-818-1069

MISSOURI
Kirchner Block & Brick
314-291-3200

Miller Material
1-800-289-2244

MONTANA
Kanta Products
406-285-3261

NEBRASKA
Concrete Products
712-252-4251

NEVADA
Basalite Concrete Products
775-358-1200

Superlite Block
1-800-366-7877

NEW HAMPSHIRE
Keystone Northeast
207-871-1185

NEW JERSEY
Anchor Concrete Products
1-800-682-5625

NEW MEXICO
Southwest Block
505-892-5858

NEW YORK
Anchor Concrete Products
1-800-682-5625

Domine Builder Supply
1-800-836-2565

NORTH CAROLINA
Keystone Group
1-800-545-5080

NORTH DAKOTA
Dakota Block
605-342-6070

OHIO
Akron Brick & Block
330-628-2603

Wilson Concrete
937-885-3711

OKLAHOMA
Dolese
1-800-335-9626

OREGON
Keystone Pacific Northwest
1-800-733-7470

PENNSYLVANIA
Bauer Block
724-297-3200

Domine Builder Supply
1-800-836-2565

York Building Products
1-800-673-2408

PUERTO RICO
Bloques Carmelo
787-251-9474

RHODE ISLAND
Keystone Northeast
1-888-447-1157

SOUTH CAROLINA
Keystone Group
1-800-545-5080

SOUTH DAKOTA
Dakota Block
605-342-6070

TENNESSEE
Keystone Group
1-800-545-5080

Superock Block
800.828.8093

TEXAS
Eagle-Cordell Concrete Products
713-691-0022

Jewell Concrete Products
254-772-3440

UTAH
Amcor Masonry Products
801-936-7628

VERMONT
Keystone Northeast
1-888-447-1157

VIRGINIA
Betco Block & Product
1-800-486-4011

WASHINGTON
Keystone Pacific Northwest
1-800-733-7470

WEST VIRGINIA
Bauer Block
1-800-242-1261

Betco Block & Product
1-800-486-4011

WISCONSIN
Best Block Company
1-800-782-7708

WYOMING
Best Block Company
303-791-3334

Dakota Block
605-342-6070

RESOURCE CORNER

ON-LINE RESOURCES

- Worldwide Distribution
- Product Information
- Technical Notes
- Design Charts
- Construction Details
- Specifications
- CADD Details
- Installation
- Literature
- Photo Library

LOCAL REPRESENTATION

Contact Keystone to have a local representative provide you with updated technical binders and product information.

ENGINEERING & DESIGN SERVICES

- Preliminary Design & Estimating
- Final Stamped Plans - Registered in 48 States
- Design & Technical Assistance
- Design Software and Support
- Design & Construction Literature
- CADD Details
- Specifications
- Education and Training Courses for Design of Segmental Retaining Walls
- Seminars Available with Continuing Education Credits
- Periodic On-site Representation

HOW TO CONTACT US

CUSTOMER SERVICE | 1-800-747.8971
INTERNATIONAL CUSTOMER SERVICE | 952-897.1040
FACSIMILE | 952-897.3858
ON THE INTERNET | www.keystonewalls.com

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Retaining Excellence

Keystone Retaining Wall Systems, Inc.
4444 West 78th Street
Minneapolis, Minnesota 55435



Keystone Supports The NFL

You've seen Keystone products perform perfectly in governmental, commercial, residential, recreational, and water applications. Have you ever thought about the famous sites around the world where Keystone technology and innovation is put to work? At its christening in the fall of 2006, the new Arizona Cardinals stadium will become the toast of the sports world, with its unique, one-of-a-kind design and Keystone will be there in support of the Arizona Cardinals football team — literally. A huge Keystone wall system will provide added support for the massive foundation area.

Bruce Basehore, Keystone Sales Representative with Superlite Block in Phoenix, Arizona, was excited to share news on a spotlight project that recently began in Glendale. He reports that over 110,000 square feet of the Keystone Compac II System will be installed as part of the new Arizona Cardinals' Football Stadium.

After more than two years of negotiations, construction recently began on the award-winning stadium design. Sure, this is a combination government-commercial-recreational application, but this is one with star power!

"What's unique about this particular stadium," Basehore notes, "is that it not only has a retractable roof, but its design calls for a retractable field as well." Basehore goes on to comment that the natural grass field will be constructed on a 5500 ton tray resting on 11 railroad tracks. This enables the playing field to be transported to the outside, where it will stay 95 percent of the time, while the permanent-floor free space is used for other stadium events. This stadium is the first of its kind, and how appropriate that Keystone, the nation's foremost segmental retaining wall in the marketplace, is to continue its innovative excellence as part of this major NFL project.

"Where the Keystone system plays its part will actually be below the field, and underground," Basehore explains. "The stadium floor itself is actually 40 feet below grade and supported by concrete caissons. The Keystone retaining wall will surround the caisson and foundation area, and will sustain the significant transfer load from the stadium's outer walls where the spectator seating begins at ground level."

Basehore sums it up by stating, "Basically, stadium construction is starting in a hole, and the two, 20-foot terraced Keystone walls will make sure the earth doesn't move even if the Cardinals win their way to a Superbowl!" If you'd like to view the construction progress of this project, you can see it via a real-time webcast www.azcardinals.com/stadium/cam.php. The video streaming may take a few minutes to download, but you'll be able to watch the building process as it happens.



Keystone Retaining Wall Systems — Where Excellence is the Standard

For almost two decades, Keystone Retaining Wall Systems has set the bar for excellence, innovation, and technology within the industry. Keystone represents the worldwide standard in soil retention, erosion control, and landscape systems. Offering a wide range and variety of products, Keystone leads the marketplace in segmental retaining wall performance, as well as aesthetics.

As an industry leader, Keystone has always been a product of the energy, passion, and focus of the people that promote it. Keystone works with the best network of product developers, engineers, sales professionals, and manufacturers in the business. They ensure that Keystone offers only the best in site solutions for residential, commercial, recreational, industrial, and governmental applications on the market.

We also offer technical support, so with every Keystone wall system comes the assurance that you'll receive not only the best in products, but outstanding customer service and assistance as well.

If you are not already familiar with the quality and value in Keystone Retaining Wall Systems products and services, please visit us on the web at www.keystonewalls.com, or call 800-747-8971. We would be happy to connect you with a local sales representative or distributor.

Our Enhanced Web Site is Your Best Resource

The Keystone web site has always been a useful source for all of your questions about retaining wall products and services. We are currently updating our web site, adding features to provide you with valuable details on Keystone products and technology. Our revised web site will make it even easier to get the information you want when you want it — right at your fingertips.

When launched, our new site will be designed for easy navigation and access to product design and installation information, enhanced application images and ideas, and manufacturing locations. We are creating separate portals for designers, contractors, and homeowners, to quickly connect you with the specific tools you need.

You can quickly download product specifications, literature, or even our latest company newsletter. Our web site will also feature the ability to download CADD® details directly into your own documents using your computer's CADD software.

The internet has given us the ability to give you immediate answers to all of your questions about Keystone walls and will enable us to provide you the utmost in technical support and service.

Please watch for our enhanced site to launch in early 2004. We look forward to having you visit our web site to view the latest enhancements in Keystone technology.

Just remember, our current site is available and can presently provide you with great information and resources regarding Keystone products.

www.keystonewalls.com

Keystone Offers Accredited Seminars

AIA | The American Institute of Architecture

Keystone Retaining Wall Systems is an American Institute of Architects (AIA) accredited provider of Continuing Education Credits (CEUs).

Throughout the United States, we offer training seminars that can help architects understand and solve site issues. These seminars are filled with useful information for the engineer and general contractor, as well.

NCMA | The National Concrete Masonry Association

In October of 2003, NCMA introduced a new designation program for individuals who primarily install retaining walls. Keystone was one of the first to offer accredited NCMA Certified Installer Program courses.

For further information on accredited seminars hosted through Keystone, please contact us at 800.747.8971 or visit our web site at www.keystonewalls.com.

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LADY LAKE, FLORIDA

QUESTIONNAIRE
ENTER TO WIN!

KEYSTONE DIRECTORY

RESOURCE CORNER



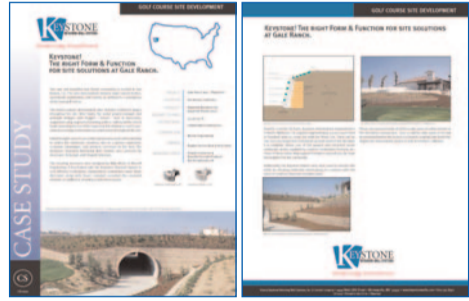
KEYSTONE SEMINARS



MARKETING OPPORTUNITIES

KEYSTONE CASE STUDY ENTRY

Would You Like to Have Your Project Become a Featured Case Study?



If you have a unique Keystone wall project, why keep it to yourself? Especially when you have the opportunity to show off your business to a wide audience, maybe even a national one.

Our marketing team will take your project details and observations, and turn them into a marketing piece – a Keystone Case Study. You'll be able to use this Case Study in presentations or sales calls to current and prospective customers, showing them your capabilities in site solutions using Keystone products.

Your Case Study will also provide Keystone with the opportunity to showcase our technologies, along with your business, to a national audience. We routinely submit Keystone Case Studies to industry and trade publications, which are picked up as spotlight advertorials or story content. We currently have 2004 space reserved in monthly issues of Builder Magazine, exclusively for project case studies.

Please contact Marybeth Reed, at 952-837-8203 or mreed@keystonewalls.com to discuss your unique Keystone project and the possibility of turning the details into a Keystone Case Study – a valuable advertisement for you and your work.

CASE STUDY

Stevenson's Drury Quarry Auckland, New Zealand

PROJECT: W. STEVENSON & SONS DRURY QUARRY
PRODUCT: KEYSTONE STANDARD UNITS
UNITS USED: 17,072
SQUARE METERS: 1,552 M2
MAIN CONTRACTOR: PREMIER CONSTRUCTION LTD.
SUB CONTRACTOR: ICB RETAINING WALLS
CONSULTING ENGINEERS: PETERS & CHEUNG LTD.

The W. Stevenson & Sons' Drury Quarry is one of the largest aggregate suppliers in New Zealand. With four loaders dedicated to loading up to 500 trucks daily, the quarry supplies greywacke rock, which is used as base material in roads, concrete aggregate, paving, and construction.

But it came time to grow even bigger. After four years of research and development by Steve Ellis, Stevenson Quarries' Divisional Manager and his team, the updated Drury Quarry was designed. This quarry would improve productivity and increase the range of products they could manufacture.

"We looked at what people were doing in Europe, the United States, and Australia over a three year period and made our conclusions and decisions based on what we learned," explained Ellis. "We were able to combine innovation and best-practices gathered from our research into various quarry operations worldwide." Ellis and his team discovered that there were massive gains to be made in productivity and quality – up to three times the previous levels. "This project brought together the latest technology in construction and in quarrying performance and we certainly feel we came up with the right combination," Ellis firmly noted.

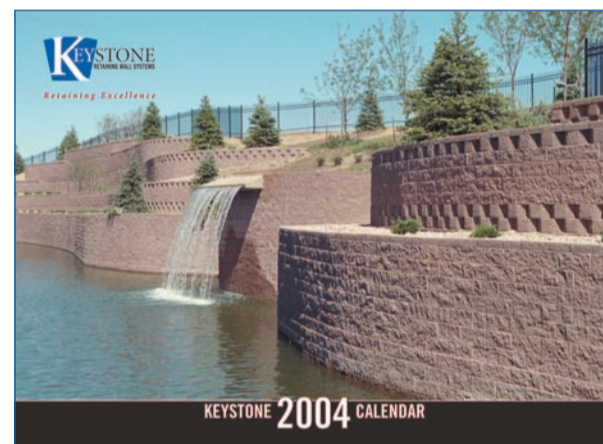
KEYSTONE CALENDAR ENTRY

Showcase Your Project in the Keystone Calendar

With a growing distribution, currently over 25,000 worldwide, the Keystone Project Photo Calendar is a popular and anticipated item each year. Our calendar is filled with dozens of project photos and details that give the viewer a roster of the key team members for each project that is showcased by the month (Keystone supplier, designer, contractor, installer, engineer, etc.).

The annual Keystone Project Photo Calendar is a perfect way to get free publicity for the Keystone work you do. Each year, we review numerous project images and make selections for each of the monthly layouts based on project scope and scale, regional sites and themes, and unique applications. We also consider points like colors, textures, and photo quality.

Our photo calendar is a great sales and marketing tool for your business and for the Keystone brand. If you are interested in submitting Keystone project photos for potential publishing in our yearly photo calendar, please contact Elizabeth Drogseth at edrogseth@keystonewalls.com or call 800-747-8971.



NEW PRODUCT SHOWCASE

Keystone Century Wall Old-World Charm on a Grand Scale...

Keystone Century Wall takes its place in the market where there has been a void. Large capacity, heavy-load applications just beg for a little classic beauty and grace to accompany their need for strength.

Crafted specifically for taller wall structures and heavy-loading conditions, Keystone Century Wall offers the distinctive appearance and character of a random-pattern, natural stone wall with the structural integrity, performance, and environmental friendliness of concrete. This wall is easy to install and also offers the design freedom to create curves, corners, serpentine and near-vertical walls, tiers and more.

With a quaint and old-world feel and superior strength, Keystone Century Walls rise to heights greater than 40 feet, with proper soil reinforcement.

Watch for further news on this extraordinary new product as we continue to launch marketing and technical materials.

KEYSTONE

Century Wall™



CASE STUDY

Lake Sumter Landing Lady Lake, Florida

PROJECT: LAKE SUMTER LANDING AT THE VILLAGES
KEYSTONE PRODUCT: KEYSTONE COUNTRY MANOR™
UNITS USED: 17,072
SQUARE FEET: 40,000 SQ. FT.
CONTECH PRODUCT: CONTECH SUPER-SPAN™
GENERAL CONTRACTOR: STEVE COUNTS, INC., BELLEVUE, FLORIDA
HEADWALL CONTRACTOR: ACP, INC. TAMPA, FLORIDA
LANDSCAPE ARCHITECT: JIM HOLDEN OCALA, FLORIDA
ENGINEERS: FARNER BARLEY LADY LAKE, FLORIDA
KEYSTONE REPRESENTATIVE: THE KEYSTONE GROUP, MARIETTA, GEORGIA

The Villages at Lady Lake is part of the revolutionary planned-community trend that has taken the housing industry by storm over the last few years. These all-inclusive, built-from-scratch towns offer all the amenities of small town life and seem to virtually crop up overnight in land areas that appear too challenging for residential construction. The Villages at Lady Lake sit on 1.4 million acres of sandy Florida soil and provide living, entertainment, medical, shopping, and recreational facilities all within a golf cart's drive from one of the seventeen 18-hole golf courses situated on the development site. In 2002, The Villages at Lady Lake was crowned the fastest growing development in the United States.

This site expansion and development called for two bridge structures to support a heavily-traveled county highway system. As part of the original bridge design, a precast structure had been selected to be installed on deep piles due to the very poor foundation soils. Instead, Contech, Inc., proposed a ten-barrel, horizontal-ellipse Super-Span™ system that

required only minimal subgrade remediation. Super-Span structures are site-assembled from pre-formed corrugated steel plates and employ concrete thrust beams that mobilize soil support in the upper portion of the structure. This system offered significant cost-savings and other benefits for the developers. After installation, the thrust beams stabilize the span to prevent horizontal spreading of the top arch and provide shape control. Once this solution was accepted, Keystone segmental retaining wall system headwalls were recommended and used to surround the Contech bridge structure.

The Keystone Group out of Marietta, Georgia, worked in tandem with Contech to provide an efficient, cost-effective, and attractive bridge structure. Because the look and feel of this planned-community is vintage small-town Americana, Keystone Group offered the Keystone Country Manor system as an easy to install headwall option providing an old-world, random-pattern appearance.

Because the Keystone Country Manor units are textured on three sides, they offer the ultimate in design flexibility. Free standing walls, curves, corners, columns, serpentine configurations, stairs, tiers, and more can be readily incorporated into any design when using the Keystone Country Manor system. With proper reinforcement, this random-pattern wall system can also rise to heights in excess of 20 feet.

In this project, the Keystone Country Manor system's hand-laid stone appearance allowed The Villages of Lady Lake developers the ability to continue their vision of quaint charm on the planned-community site. But what they really loved about this wall was the \$1.2 million in savings they found over the original, precast design!

Drew Abel of the Keystone Group in Florida offered more detail on the project. "The whole area feels like a 200 year old port town, like something you'd find in the New England area, except the weather is better." Abel states that the individual bridge spans are 565 feet and 424 feet, with the Keystone Country Manor headwall heights ranging from 22 feet to 30 feet. "The design for the bridges included a 32-foot, reinforced parapet wall where fishing will be encouraged," he adds. "These bridges each offer a lane for cars, a lane for golf carts, and a pedestrian/bicycle lane. With the fishing parapet, this is certainly a multi-service bridge handling heavy vehicle and pedestrian traffic in and out of the rustic town center area," Abel concludes.

The project utilized 40,000 square feet of the 6-piece Keystone Country Manor System in the Colonial Blend – over 100 truckloads of units. The final results were two long-span structures, supporting eastbound and westbound traffic, which were reminiscent of classic, early-American, hand-masoned stone arch bridges, but provided all the structural integrity and performance of today's concrete technology.



QUESTIONNAIRE

Fax, email, or mail your updated information.

Keystone Retaining Wall Systems, Inc.
4444 West 78th Street
Minneapolis, Minnesota 55345

Tel 952.897.1040
Fax 952.897.3858
800.747.8971

edrogseth@keystonewalls.com

Enter to win a Keystone Nike Windvest, by taking a moment to give us your input.

Name
Company
Address
City
State
Phone
Fax
Email

- Do you spec or install Keystone products on a regular basis?
 Yes No
- Please list the specific Keystone products that you use:
- Which other retaining wall product brands have you used?



4. What are your reasons for choosing brands other than Keystone?
 PRICE
 AVAILABILITY
 BETTER FAMILIARITY WITH OTHER BRANDS
 EASE OF INSTALLATION
 DESIGNER SPECIFICATIONS GENERALLY NAME OTHER BRANDS
 OTHER

5. Would you like us to send you more information about Keystone or any Keystone product?
 Yes No
IF YES, PLEASE SPECIFY PRODUCT(S):

6. Would you like someone from Keystone to contact you?
 Yes No COMMENTS:

7. Would you like more information about Keystone accredited AIA CEU courses or Keystone sponsored NCMA Installer Certification seminars?

COMMENTS: _____

Please complete the entire form to be entered to win.
*The information you provide is for Keystone use only. It will not be sold to or shared with other organizations.

Have You Seen the New Keystone Logo?

Our new logo represents the standard for excellence we have set for ourselves. It represents our continued commitment to raising the bar within the industry. It represents the passion, energy, and focus of Keystone employees in developing the ultimate products, technology, and services.

It represents the innovation and creativity that maintains our industry-leading position and drives us confidently and successfully into the future.

The new Keystone logo stands for retaining excellence.



Retaining Excellence
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RETAINING
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