



RIVERBED CONCRETE, INC. INTRODUCES NEW LINE OF PRODUCTS

by Denise R. Marcos

Summer is a time for barbecues, backyard parties and outdoor adventures. Whether your space is just a patch of land with some slightly manicured landscaping or if it already exudes a sense of garden sophistication, we all dream of a place where we can gather with friends and family for good laughs. We want a space that transforms the regular backyard into an outdoor oasis.

Riverbed Concrete, Inc.'s team of experienced professionals is no stranger to creating one-of-a-kind retreats. Known locally and around the country as the leader in contemporary and eco-friendly concrete structures and designs, the reputable company continues to saturate the market with its innovative techniques and products.

For the last three of their ten years in business, Principal David Harris, Vice President David Farren and their core team, which includes Steve Forren, Keith Neville, Marsha Bell, Steve Chase, Chuck Renfro and Manny Ruiz, have been working diligently to create something new for builders, architects, landscapers and homeowners to enjoy.

Enter Riverbed's new line of planters and fire bowls.

This product line began as a way to keep the staff busy while waiting for larger national jobs to fall into place, but has now become one of the company's most successful products.

"The planters and firebowl line has really taken off, and now we are selling both products all around the U.S.," Harris said. "While the majority of our clientele are high-end corporate businesses, department stores, restaurants and hotels, we have seen an increasing number of orders from local builders and landscapers in the area."

These planters and fire bowls are anything but ordinary. Their sleek design and smooth finishes are certainly appealing. However, it's their lightweight structure and durability that make these products a must-have for designers looking for practicality, all while remaining aesthetically pleasing to the eye.

Constructed similarly to the way Riverbed Concrete manufactures their high-end countertops and sinks, these planters and firebowls are made from 30-60 percent environmentally friendly components and post-consumer materials. They are easily moldable, allowing them to be more dense and durable.

"The fibers in the concrete, which is sort of our signature mark among other things, creates a grain-type consistency to the concrete, giving it a natural, wood look," Harris said. "It is because of these fibers that we are able to get the concrete so thin and flexible. Doing this sort of technique saves material, labor and transportation cost. Riverbed Concrete is one of the only companies in the country that uses this technique due to its level of difficulty."

Made in a variety of sizes, the smallest dune basin is as big as 32 inches in diameter by 14 inches high, and the linear basin can be made as long as 72 inches long by 17 inches wide and 22 inches tall. Any of Riverbed Concrete's custom planters and fire bowls create a commanding presence in any setting. With dozens of colors and finishes to select from, each basin is customized to the individual client.



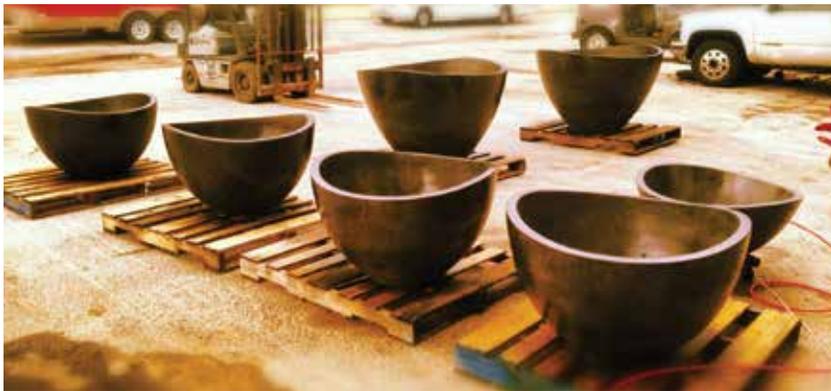
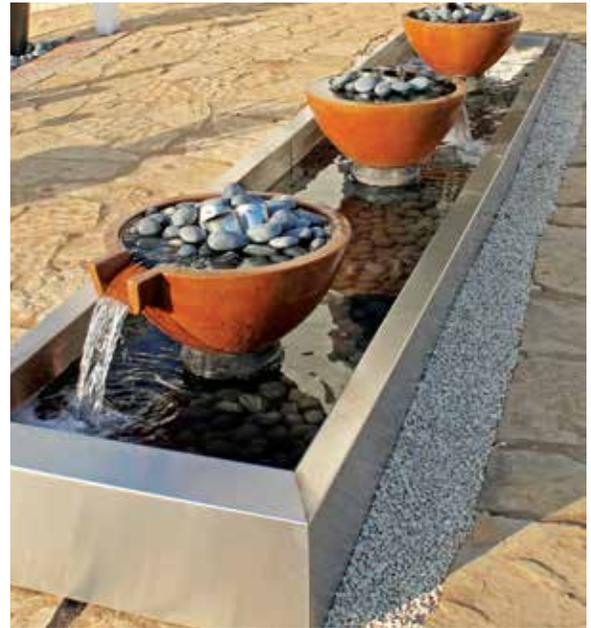
“Our customers love the versatility and uniqueness of our products. They make a statement,” Harris said. “We have several different stains to choose from, which can either have a weathered or polished look. Every structure is coated with a sealant that gives it that finished appearance and protects it from the elements.”

“We create our own custom casts to mold our products. If someone wants a product that we do not have in our warehouse, we are more than happy to individualize a mold for them,” Harris stressed. “We enjoy the science behind what we do and really want to take care of our clients.”

To take your fire bowl design to another level, add some toppings to complement your overall scheme! With more than a dozen fire bowl fillings available to choose from, whether colored glass or a variety of stones, there are infinite combinations for your individual piece.

In addition to the fire bowls and planters, Riverbed Concrete, Inc. is reputedly known around the United States for its unique specialization in concrete flooring and staining, counters, sinks, and tiles, which in its ten years of operation, has brought the local business a fair share of national publicity.

Recently, the company was featured on the nationally televised TV show, “I Hate by Bath,” aired on DIY Network and HGTV—an accomplishment Harris said has come



from simply doing what they do best.

“We are not just another company in the concrete business. We actually take concrete and make it something it does not really want to be; a planter, a sink, a counter. Concrete wants to be on the ground; a sidewalk with bumps and imperfections,” he laughed. “But we take this natural material and turn it into a contemporary, polished product that can really be formed into anything you imagine.”

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