



## PROJECT HIGHLIGHT

Helix<sup>®</sup> reinforcement has been implemented by Ashley Capital in the Metro Detroit area. Read full story below.

## FOLLOW US ONLINE

See the next page for our social media handles. Click on the icons to check our current projects!

## WELCOME ABOARD!

This month we welcomed a new member to our team! See page 2 for details.

## WEBINARS

We have webinars coming up that are free for you to attend online! See the next page for details.

## PROJECT HIGHLIGHT

In Hazel Park, a small suburb in the Detroit-Metro area, Ashley Capital is developing a large light-industrial manufacturing facility which will serve a variety of businesses. When complete, the 500,000+ sq. ft. facility will have state-of-the-art features as well as direct access to major Michigan highways (I-75 and I-696). Ashley Capital and the concrete contractor on the project, the Gilardone Company, turned to Helix<sup>®</sup> Micro Rebar<sup>™</sup> reinforcement to reduce the construction timeline, while providing a superior, more durable floor.

Helix<sup>®</sup> concrete reinforcement was specified to replace traditional steel reinforcement that would have required more labor and more time to implement. Helix Steel analyzed the load capacity, soil composition, and the original reinforcement design to determine a dosage rate that would provide maximum value to the customer. Other key roles were Oliver/Hatcher Construction, general contractor and Superior Materials, LLC., ready mix contractor.



## FOLLOW US ON SOCIAL MEDIA

We'd like to hear from you! Follow us on social media and tag us in a recent job using Helix@ reinforcement! Use the hashtags #helixsteel, #whatsinyourconcrete or #microrebar.



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WE OFFER FREE PRIVATE LUNCH & LEARNS OR WEBINARS BY REQUEST. PLEASE CONTACT SAMHAR HOZ (734) 322 – 2144 EXT. 52 OR SAMHAR.HOZ@HELIXSTEEL.COM WITH QUESTIONS!

## WELCOME ABOARD!

Helix Steel is proud to welcome Marsha Moore Harding as Account Manager-Southeast. "...Her knowledge of the construction industry is deep and her commitment to customer success made her an ideal choice for us" said Luke Pinkerton, President & CTO of Helix Steel. Read full press release [here](#).

## UPCOMING WEBINARS

### INCREASE YOUR CONSTRUCTION EFFICIENCY USING ALTERNATIVE REINFORCED MATERIALS

1 PDH CREDIT

OCTOBER 17, 2019 @ 3PM

Use alternative, reinforced materials to shorten project timetables while maintaining the structural capacity of the structures. Earn 1 PDH credit.

- ➔ Material properties and performance
- ➔ Material corrosion resistance and mixing procedures
- ➔ Select material design and applications
- ➔ Q&A session

[CLICK HERE TO REGISTER!](#)

### FROM DESIGN TO REALITY: INCREASE CONSTRUCTION EFFICIENCY USING HELIX® REINFORCEMENT

OCTOBER 29, 2019 @ 3PM

Helix® reinforcement can set you apart from your competition by offering lower costs and shortened project timelines. Helix® reinforcement has been used in lieu of rebar and mesh in commercial, infrastructure, residential, and industrial projects.

What we will cover:

- ➔ Material properties and performance
- ➔ Material corrosion resistance and mixing procedures
- ➔ Select material design and applications
- ➔ Step by Step design examples
- ➔ Q&A session

[CLICK HERE TO REGISTER!](#)