

# Good Connections

Precaster Profile #2

## By-Crete Gets the Ball Rolling With Flexible Connectors

When the excavating contractor approached the display of flexible rubber connectors, Jeff Long knew it was time to spring into action and walk the customer through the lengthy list of benefits, advantages and savings that the company could realize if it broke out of the “brick and mortar” mold and tried the innovative product.

It was the By-Crete of Lebanon, PA. annual open house event, and Long’s efforts paid off. In April 2003 the excavating contractor installed 28 of the connectors in a 38-home residential development in Pennsylvania, and has since ordered another batch for an upcoming residential project. The success of the first project has garnered local media attention, and attracted interest from other customers.

It all came from By-Crete’s push to promote the flexible connectors as the right alternative to messy, time-consuming brick and mortar connections that usually fail to live up to expectations. Flexible connectors also take the variables out of cost estimating, reduce dewatering costs and offer fast, easy installation – benefits that By-Crete’s customers can’t afford to ignore.

*In today’s economy, it is even more important to find ways to increase revenue and profits.*

<b>Company:</b>	<b>By-Crete</b>
<b>President:</b>	<b>Jay Behney-President Jeffrey Behney-Vice President</b>
<b>Location:</b>	<b>Lebanon, Pennsylvania</b>
<b>Founded:</b>	<b>1965</b>
<b>Market:</b>	<b>Pennsylvania and surrounding states</b>
<b>Products:</b>	<b>4', 5', 6' and 8' diameter manholes, store inlets, large vaults, box culverts, endwalls, headwells, specialty trench drains and custom precast.</b>

The connectors also offer advantages to the precasters manufacturing the structures that hold them in place. Now, instead of sending products out of the yard with an empty hole in them, precasters can sell products with the connectors already installed, thus increasing their chances to earn more revenue on each project.

“The connectors make the precaster look good by stopping deterioration from occurring around our storm structures,” says Long, By-Crete’s plant manager. “They make the contractor look good because without all of that bricking and mortaring around the holes, they can just connect it and move on without delay.”



Jeff Long, Plant Manager By-Crete  
Michael Laudermilch, Purchasing Manager  
Brubacher Excavating Inc.



Long says he learned of using connectors for storm sewers about 18 months ago, when an engineer approached him about building a storm sewer box that included rubber gaskets. When he took the request back to By-Crete's supplier, Long learned that flexible connectors were being used by other precasters for a couple of years.

"We've been interested in using them ever since," says Long, who launched a marketing campaign for the products at his firm's open house events and began quoting them on storm water and wastewater jobs. The challenge, he says, has been getting engineers and specifiers to move away from traditional methods to consider the more economical and easy alternative.

"The engineers are really the ones that have to get the ball rolling on it," Long says, "so we work hard to educate them and show them both the short, and long-term advantages of flexible connectors."

Looking ahead over the next 6 to 12 months, Long predicts that flexible connectors will translate into higher profits for By-Crete as soon as more customers embrace the innovative products and begin to spread the word.

"We see it as a profitable venture, particularly because we're one of the few precasters doing it at this early stage," says Long, who knows that offering a complete package that is not only easier to install and inspect, but that also looks better and can withstand the elements. By-Crete is ahead of the game.

"We're definitely pushing the issue with these products," says Long, "and anticipating good returns and interest as a result."

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***Providing solutions for customers creates a win/win for precasters.***

#### **Precaster Benefits**

- *Solve Customers' problems*
- *Increase revenue and profits*
- *Differentiate your company*
- *Demonstrate commitment to innovation*
- *Provide better value to your customers*

#### **Contractor Benefits**

- *Lay more pipe and structures per day*
- *Reduced labor hours*
- *Faster backfill*
- *Easier inspection*
- *Improved longevity of systems and roads*

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