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Frank Lloyd Wright Concrete Home

Industry's Five Most Influential

**Custom ICF Construction** 



Building with concrete may well be the best way to achieve the goal and VanGeem's research is helping us find the answers needed to get there.

## Dick Wehrli and Brian Bock

Building and marketing precast concrete homes

Dick Wehrli is the owner and innovator of Dukane Precast, Naperville, Ill., and Brian Bock is maybe one of the best marketing people in the concrete industry. Working together, they have created in a short time span a significant market in the Chicagoland area for "double-wall" precast concrete single and multiple houses.

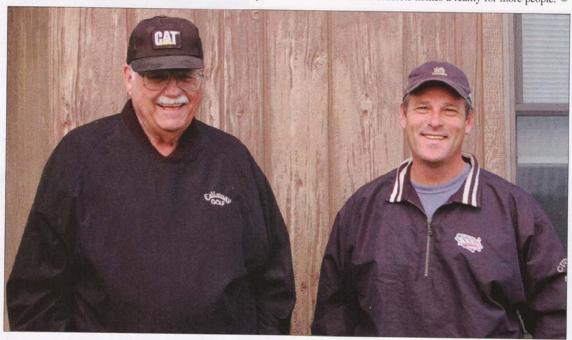
At an age when most people are thinking about how to move their money out of their businesses and retire, Wehrli invested in the construction of a state-of-the-art precast plant to manufacture panels for concrete housing. After being in the concrete industry for 50 years, he says he has no interest in retiring. "Staying active is staying healthy," he says. "I'm investing in our company's future, providing the opportunity to build a thriving business." He believes there is a huge potential for concrete housing in the U.S., especially multiunit housing. The precast plant he developed is state of the art; there isn't another like it. It's designed around the carousal system, using carts with large steel tables to hold forms that move through stations where the panels are created. The panels, which are designed and engineered for a specific location in a building, consist of two prestressed wythes of concrete 21/2 inches thick joined by a wire truss to create a space in the center for bio-based foam insulation (with R values as high as 49), rough electrical, and radiant floor heating tubes. The surfaces are extremely smooth and can

be painted after they are installed—no drywall required. They are made with self-consolidating concrete (SCC) often using 40% recycled material including lightweight vacuum saturated slag aggregate, slag cement, and fly ash.

Brian Bock holds a degree in civil engineering and became the vice president of sales and marketing for Dukane in 2002. His résumé includes marketing the benefits of concrete for the Portland Cement Association and the American Concrete Paving Association. He is one of the few people in the industry involved with marketing the values and benefits of concrete to both consumers and architects.

For Bock, marketing concrete homes is an opportunity to involve other associations and to help them with their marketing efforts in the process. When Dukane builds a low-income home for instance, Bock gets mass media coverage and teams with other organizations, such as the American Red Cross's "SAFE HOME Illinois" program, the Institute for Business and Home Safety, the Illinois Emergency Management Assessment, Federal Emergency Management Agency, the National Association of Realtors, the Department of Energy "Build America" program, the Illinois Council of Code Administrators, Partnership for Advancing Housing Technology, the Precast Concrete Institute, the Portland Cement Association, and insurance companies, such as State Farm and Allstate. He also organizes presentations on concrete home building systems to groups of engineers and architects attracting several hundred at a time.

Wehrli and Bock believe in the value of concrete homes, that's apparent, and they are committed to make concrete homes a reality for more people.



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