



PoreShield
Indiana Soybean Alliance
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FOR IMMEDIATE RELEASE

PoreShield™ (SME-PS) to Exhibit at World of Concrete 2022 with the United Soybean Board

New farmer-funded concrete durability enhancer technology is proven safe and cost-competitive for concrete protection and preservation

INDIANAPOLIS (January 11, 2021) — PoreShield™ (SME-PS) is excited to announce its participation in World of Concrete 2022 in Las Vegas, Nevada. Attendees will be able to learn about PoreShield, a new and revolutionary concrete durability enhancer, in the United Soybean Board (USB) Booth C 5462. PoreShield will also be featured in the New Product Zone.

“PoreShield is not a coating, but is instead absorbed deep below the concrete surface to protect concrete from within,” said Paul Imbrock, technical lead for PoreShield. “This cutting-edge, renewable and sustainable technology has proven, powerful performance protecting and preserving new and existing concrete infrastructure including PCCP joints, highways, bridges, buildings, pipes and walkways throughout the nation.”

At World of Concrete, attendees can visit the USB Booth C 5462 and watch two brand new videos. One shows how PoreShield protects concrete joints from premature damage and deterioration, while the other demonstrates how PoreShield is safe and easy-to-apply, requiring no PPE for application.

PoreShield provides protection from coastal salt and moisture damage, as well as deicing and freeze/thaw damage. In fact, university and Department of Transportation research studies demonstrate that PoreShield extends the life of concrete by five-to-nine times and reduces calcium oxychloride formation by 90%. PoreShield also exceeds ASTM standard tests for freeze/thaw, salt scaling and fluid/ion ingress.

At greater than 93% bio-content, PoreShield is a safe and cost-competitive choice for concrete protection that provides numerous environmental and public health benefits. PoreShield is non-toxic and is safe to use over waterways, and it does not pose any GHS hazards, such as respiration, organ, eye or skin damage. By replacing traditional toxic products, PoreShield reduces VOCs by 83 to 93%, further reducing carbon dioxide emission impacts.

For more information about PoreShield, visit www.poreshield.com. For more information about the United Soybean Board, visit www.unitedsoybean.org.

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About Indiana Soybean Alliance

The Indiana Soybean Alliance works to enhance the viability of Indiana soybean farmers through the effective and efficient investment of soybean checkoff funds that protect and promote the interest of Indiana soybean farmers. The ISA works to assist soybean farmers through its strategic initiatives of market development; environmental, social and economic sustainability; value creation and producer engagement. ISA is led by an elected, farmer board that directs investments of the soybean checkoff funds on behalf of more than 20,000 Indiana soybean farmers. Learn more at www.indianasoybean.com.

About United Soybean Board

United Soybean Board's 78 volunteer farmer-directors work on behalf of all U.S. soybean farmers to achieve maximum value for their soy checkoff investments. These volunteers invest and leverage checkoff funds in programs and partnerships to drive soybean innovation beyond the bushel and increase preference for U.S. soy. That preference is based on U.S. soybean meal and oil quality and the sustainability of U.S. soybean farmers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff. Learn more at www.unitedsoybean.org.

About PoreShield

PoreShield SME-PS is a revolutionary concrete durability enhancer that works below the surface to protect all densities of concrete, new or old. PoreShield is not a sealant or a coating. Instead of forming a seal on the surface, PoreShield is absorbed deep into concrete pores, protecting concrete from premature damage. Created from a partnership between the Indiana Soybean Alliance and Purdue University, PoreShield is proven to stop deterioration in existing concrete infrastructure, making concrete last five-to-nine times longer. And as a preventative measure, PoreShield stands alone – providing maximum protection while reducing maintenance costs, replacements rates, and even lowering the carbon footprint with a non-toxic and hazard-free product profile. Learn more at www.poreshield.com.

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