



PoreShield
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FOR IMMEDIATE RELEASE

PoreShield™ (SME-PS) Protects Concrete Walkways at the Indiana State Fairgrounds & Event Center

Safe and sustainable soy-based technology enhances concrete durability long-term

INDIANAPOLIS (July 13, 2022) — PoreShield™ (SME-PS) concrete durability enhancer is protecting exterior concrete walkways and patios at the Indiana State Fairgrounds & Event Center. As a renewable, soy-based product, PoreShield is a cleaner alternative to petroleum-based solutions that is safer and easier to apply and increases the service life of concrete five-to-nine times longer.

PoreShield was first applied in July 2021 to concrete pavements outside the Glass Barn, a unique educational center filled with fun, interactive exhibits on Indiana farming at the Indiana State Fairgrounds & Event Center. Soon after it was applied to the walkways outside of the Farmer's Coliseum and surrounding buildings.

Made from U.S.-grown soybean oil, PoreShield is one of more than 1,000 soy-based products currently on the market. Production of 1.5 gallons of PoreShield requires one bushel of soybeans, creating another use that drives demand for Indiana – and U.S.-grown soybeans – as its use adoption grows for protecting new and existing concrete from premature damage long-term.

During the Indiana State Fair and other events throughout the year, the concrete walkways at the Indiana State Fairgrounds & Event Center are subject to several potential sources of damage. Livestock biowaste, food/beverage waste, freeze/thaw and deicing salts can all contribute moisture and ions that can comprise the pore network of concrete, causing premature damage and deterioration.

Applied topically, PoreShield absorbs deep into concrete and creates a fluid, hydrophobic barrier inside the pore network of concrete. Once absorbed into the concrete pores, PoreShield blocks fluid and ion ingress and provides long-lasting concrete protection.

“As a first-of-its-kind technology, PoreShield actually enhances the durability of concrete by offering protection from the inside-out,” said PoreShield Technical Lead Paul Imbrock. “Since it does not set or cure, PoreShield continuously self-seals and adjusts to new damage as it occurs providing enhanced concrete durability for 10 or more years.”

In addition to the long-lasting protection the technology offers, applicators at the Indiana State Fairgrounds & Event Center were also impressed with how easy PoreShield was to apply. Matt Keller, marketing outreach manager for the Indiana Soybean Alliance was one of the applicators who applied PoreShield SME-PS to the walkways surrounding the Glass Barn facility.

“It took all-in probably five hours to apply the PoreShield using backpack sprayers and cans of the product,” said Keller. “It went on easily and smoothly as we sprayed it over the surface – it was really simple.”

The Indiana Soybean Alliance (ISA) developed PoreShield in partnership with the Indiana Department of Transportation (INDOT) and Purdue University. ISA and the United Soybean Board support its expanded use through checkoff funds.

As a soy-based concrete durability enhancer, PoreShield offers safe and sustainable concrete protection. PoreShield is also a low-VOC, nontoxic and low-odor solution for enhancing concrete durability. Plus, the technology doesn’t require hazardous waste cleanup and no PPE is required.

“One of the biggest benefits of PoreShield is that it is safe for the environment and for those applying it,” said Keller. “You don’t have to worry about wearing a breathing apparatus and there’s no need to be concerned with any kind of runoff and how it affects the general public or plant life and waterways around you.”

To see the PoreShield-treated walkways first-hand, visit the Indiana State Fair Friday, July 29 through Sunday, August 21, 2022.

To learn more about PoreShield, visit www.poreshield.com.

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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-leaders work on behalf of all U.S. soybean farmers to achieve maximum value for their soy checkoff investments. These volunteers create value by investing in research, education and promotion with the vision to deliver sustainable soy solutions to every life, every day across the three priority areas of Infrastructure & Connectivity, Health & Nutrition, and Innovation & Technology. 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. For more information on the United Soybean Board, visit 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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