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NITROcrete, LLC

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NITROCRETE CONGRATULATES CEO DREW NELSON ON 40 UNDER FORTY RECOGNITION

- BizWest recognizes Drew Nelson among Northern Colorado's prominent young business leaders

Fort Collins, CO [November 13, 2020] This November, NITROcrete CEO Drew Nelson earned recognition from Northern Colorado's business journal, BizWest, as a business leader who has made significant contributions to his community and industry. He was selected as one of the 40 under Forty honorees, along with leaders across a breadth of industries.

"What's unique about Drew is that he has an entrepreneurial spirit, but he also has practical business acumen to stay grounded," said NITROcrete CFO Kathleen Walton.

"At LafargeHolcim, I worked with Drew on the customer-side, and now work directly with him at NITROcrete. His forward-thinking yet pragmatic approach to product development is unique among leadership," said Brandon Echard, NITROcrete Operations Director for the North American Eastern region.

Nelson has spent his career in the concrete construction industry, first manufacturing a line of portable concrete batch plants, then providing innovations for waste reduction in the oil and gas sector. Most recently, Nelson championed the research, development and rapid growth of NITROcrete, a concrete technology that makes concrete cooling easier and safer for workers.

"If you talk with Drew, he'll tell you how he helps people experience fewer injuries on the job, how he helps give people peace of mind, and how he helps the people who build our communities thrive. He means it. Drew's focus on purpose and values and the results he's achieved through that focus is what differentiates him from so many leaders," said Zach Mercurio, Ph.D, leadership consultant, author and researcher of purposeful leadership and organizational change.

BizWest releases their 40 under Forty list each year. A third-party committee evaluated nominees and selected the honorees based on their experience, growth, industry achievements, and philanthropic endeavors.

The organization held a hybrid virtual event that celebrated the honorees on November 5, 2020. Read more about the honorees on the BizWest website.

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ADDITIONAL INFORMATION

About NITROcrete

NITROcrete is the world leader in concrete temperature control. In 2012, what started as a jobsite problem for a partner evolved into a product that is revolutionizing the concrete industry. The team listened, tested, developed prototypes, and made adjustments. Then they listened more, tested more, and after 5 years of R&D, they introduced NITROcrete, a comprehensive concrete solution born directly out of the concrete industry. In 2020, NITROcrete was named first on the BizWest Mercury 500 list of the fastest growing companies in Northern Colorado.

The largest concrete companies in the world now use NITROcrete to simplify their processes, streamline their operations, and grow their bottom lines. NITROcrete provides a comprehensive concrete solution--cooling, system management, and support--which gives its worldwide industry partners unmatched control and peace of mind.

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