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IBS booth: #3087

Ecobust Debuts Amazing New Environmentally Friendly Demolition Product at IBS 2012

Stop by booth #3087: Seeing is believing!

(Vancouver, Canada) – Ecobust, debuting at IBS 2012, is a brand-new, innovative, environmentally friendly way of solving one of the construction industry’s biggest challenges: rock and concrete demolition. Scheduled to be sold in U.S. stores in late-March 2012, an updated list of Ecobust distributors is available at www.ecobust.ca.

“The advantages of using Ecobust are endless and outstanding,” said David McNamara, president of Ecobust. “Nothing blows up and there’s zero noise pollution. This is a fast, simple, easy, safe rock and concrete removal product. It works while you’re doing other jobs, resulting in increased productivity and reduced labor costs across the board.”

Ecobust is a non-toxic powdered mixture of natural minerals designed to expand and exert thousands of PSI on rock or concrete when combined with water. The product is available in four different product types to guarantee performance reliability and allow custom purchases based on job size and the core temperature of the rock or concrete being demolished. Pail tops are color-coordinated to allow easy selection at the store or online. Newly introduced: an 11-lb. bucket sampler for smaller jobs.

Safe & Environmentally Friendly

Gone are the days of noise, fumes, toxic debris and jackhammer headaches when it comes to rock and concrete removal: Quiet, easy-to-use and effective, Ecobust is perfect for demolition jobs of any size, DIY or professional, and presents no danger or harm to surrounding environments. Ecobust is perfect for demolition situations with:

- existing environmental regulations;
- limited access restraints;
- community concerns; and
- noise restrictions.

Suggested applications for Ecobust include demolition of reinforced concrete, foundations for machinery, piers, bridges, beams, retaining walls, reinforced concrete cutting, rock excavation, breaking boulders, rock trenching, slab and road breaking for expansion projects, mines, quarries, etc.

So Easy to Use!

So how does Ecobust work? It's as easy as 1, 2, 3!

Step 1: Drill. Following suggested safety procedures, drill holes 8" to 16" inches apart to between 80-90% of the rock or concrete depth.

Step 2: Mix. After selecting the correct product type for your specific temperature range, mix the Ecobust powder with water until completely dissolved.

Step 3: Pour. Pour Ecobust into the predrilled holes, filling within 1" from the top and ensuring no air gaps exist. Cover the holes with a tarp and keep product away from direct sunlight. Do not look into the holes.

For best results, allow product to set for 24 hours, as it continues to expand for up to 48 hours. A complete how-to video can be found at

<http://www.ecobust.ca/technical#how-to-video>.

For More Information

Complete information on Ecobust can be found on the product Web site at www.ecobust.ca. Information includes a user guide, safety information, product specs, MSDS, warranty information, applications, a dealer locator and much more.

Founded in 2009, Ecobust is distributed by Ecobust Distribution International Inc. and is the fastest, most powerful non-explosive demolition agent for rock or concrete removal construction projects. Environmentally friendly, safe and quiet, the

product is available through an ever-expanding network of big-box retailers and independent dealers throughout Canada and, as of March 2012, the U.S. For more information, please visit www.ecobust.ca or on Twitter at www.twitter.com/ecobust. For sales or retailer opportunities, please e-mail sales@ecobust.ca or call 888.509.2420.

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