

Contractor

Service & Industry

Bulletin

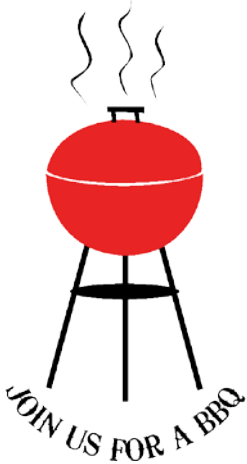
April 2013



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Otsego Ready Mix, Inc.
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Oneonta, NY 13820
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Pickett's Summer BBQ's are back!

Thursdays from 11 a.m. to 1 p.m.

Our first lunch of the year will feature 2 new products that Pickett is introducing this spring:

May 9 - Roy McClory from Prime Source Distributors – featuring “GAF Shingles”

PBM now stocks GAF Timberline

- Chris Poli from Bestway Wholesale – “Tufboard” PVC exterior decking products

PBM now stocks 3 colors of PVC decking

May 23 – Derek Davis from Certainteed Plastics Division –featuring “Formadrain” footing drainage system.

Sowing Wild Oats

An 80 year old man was having his annual checkup and the doctor asked him how he was feeling.

"I've never been better!" he boasted. "I've got an eighteen year old bride who's pregnant and having my child! What do you think about that?"

The doctor considered this for a moment, then said, "Let me tell you a story. I knew a guy who was an avid hunter. He never missed a season. But one day went out in a bit of a hurry and he accidentally grabbed his umbrella instead of his gun." The doctor continued, "So he was in the woods and suddenly a grizzly bear appeared in front of him! He raised up his umbrella, pointed it at the bear and squeezed the handle."

"And do you know what happened?" the doctor asked.

Dumbfounded, the old man replied "No."

The doctor continued, "The bear dropped dead in front of him!"

"That's impossible!" exclaimed the old man. "Someone else must have shot that bear."

"That's kind of what I'm getting at..." replied the doctor.

Otsego Ready Mix, Inc. and Concrete Pumping & Placing



READY-TIP: THE ADDITION OF WATER

Remember that if you add only one gallon of water to a yard of properly designed 3000 psi concrete mix:

1. You increase the slump about one inch.
2. You reduce the compressive strength by as much as 200 PSI.
3. You waste the effect of ¼ bag of cement.
4. You increase the shrinkage potential about 10%. This leads to cracking.
5. You decrease the freeze-thaw resistance of the concrete by 20%.
6. You decrease the resistance to attack by de-icing salts.
7. You increase the possibility of scaling.
8. You delay your set time.



This is but a partial listing of the ways in which you lower the quality of a yard of concrete by the addition of one gallon of water. How much did you say to add?



Landscape Report

NEW in Stock for 2013!



Gator Edge 8' Rigid Paver Restraint
 A triangular angle at all key points has been engineered to provide a strong lateral support, essential for load transfer on paving units. The rigid model can be modified to flex by simply cutting the connector between each triangular angle. Uses standard 10" spikes.

GATOREEDGE 8' \$8.25 each



Gator Maxx Sand Bond can be used for paver joints up to a maximum of 1 inch. Helps prevent weed sprouting and damages caused by insects. Product sets within one hour from application of water. Does not haze concrete paving stones.

GATORMAXXG Slate Grey 50# \$23.95

GATORMAXXB Beige 50# \$22.95



Gator Dust Bond is ideal for joints that are a minimum of 1/2" to a maximum of 4" wide.

Compatible with all types of wetcast and natural stones. Does not haze stones.

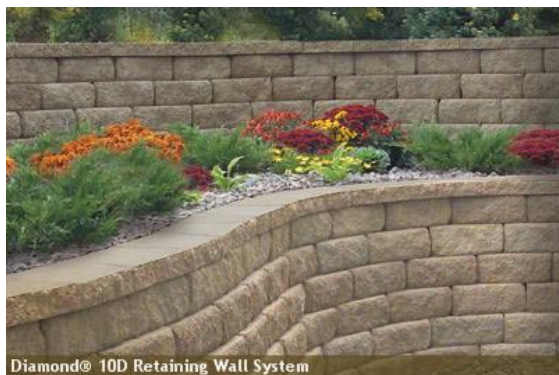
GATORDUSTG Stone Grey 50# \$23.95

GATORDUSTB Sahara Beige 50# \$23.95

Coming Soon



Diamond 10D Retaining Wall



Taking the best of our retaining wall systems and molding them into one.

Diamond 10D offers: the coverage of **DIAMOND**, the Rough-Hewn look of **HIGHLAND STONE**, and the wall strength of **DIAMOND PRO**.

At only 10" Deep with full cores, Contractors will appreciate the 30% reduction in weight compared to original Diamond.

Stock colors will include Rawhide, Storm and NEW colors... TBD.

And watch for...



Torpedo Base Block
 Stop burying good wall block!

The Torpedo Base Block is designed to provide a stable, inexpensive base for the Diamond 10D system. 4" height reduces the risk of exposing Torpedo Base Block in the wall. The convex and concave end design makes curves easy.



Shortcut Cap
 Get full coverage and less cutting with the ShortCut Cap.

13 Deep" and linear coverage of 7.5", the Shortcut Cap offers a 90° corner on one side with an angle on the other. Flip-Flop every other cap for straight walls, or utilize the angle to make both inside and outside curves with minimal cutting.

Oneonta Block Company



Block (8 x 16)

- 3 Bags Mortar per 100 Block (40 Block per Bag)
- 800 lb. Sand per 100 Block
- 1.125 Block per Square Foot of Wall Area
- 75% of Wall Length = Number of Block per Course
- Height of Wall (in feet) times 1.5 = Number of Courses
- Total SF of Wall divided by .89 for Total Number of Block

Brick

- Approx. 7 bags of Mortar per 1000 brick (143 brick per bag)
- Approx. 1 Ton of Sand per 1000 brick
- Approx. 7 brick per Sq. Ft. of Wall, allows for waste
- 1 ½ Brick per Running Foot of Wall
- 4.625 Courses of Brick per Foot of Wall Height
- 5 Brick per Sq. Ft. for Paving, Hearths, (laid flat, solid brick)

Concrete Plaster (100 Sq. Ft.)

- 1/4" Thick = 220 Lbs. Sand + 0.8 Bags Mortar
- 3/8" Thick = 330 Lbs. Sand + 1.2 Bags Mortar
- 1/2" Thick = 440 Lbs. Sand + 1.6 Bags Mortar

Concrete (Typical 3000 psi Mix)

1 Yard = 2000 Lbs Stone + 1000 Lbs Sand + 6 Bags Cement

Filling Block (cores with concrete)

- 8" Block – .93 Cubic Yards per 100 Block
- 10" Block – 1.29 Cubic Yards per 100 Block
- 12" Block – 1.64 Cubic Yards per 100 Block

Mortar

- 1 Part Mortar to 2 ½ Parts Sand
- 1 Bag Mortar + ½ Bag Lime for Block

Spec Mix

- Approx. 20 Brick per 80 Lb. Bag
- Approx. 1350 Brick per 3000 Lb. Bag
- Approx. 12 – 8" Block per 80 Lb. Bag
- Approx. 450 – 8" Block per 3000 Lb. Bag

Plastic Pipe

- Approx. 100 lbs. Gravel per Running Foot of Pipe

Veneer Stone

- 80 Lb Bag will adhere and grout approx. 24 Sq. Ft.

Wall Ties

- 1 per every 10 Brick (100 Wall Ties per 1000 Brick)

Buying Cement

- Portland Cement = 94 lbs. per Bag = 1 Cubic Foot
- Masonry Cement = 70 lbs. per Bag = 1 Cubic Foot



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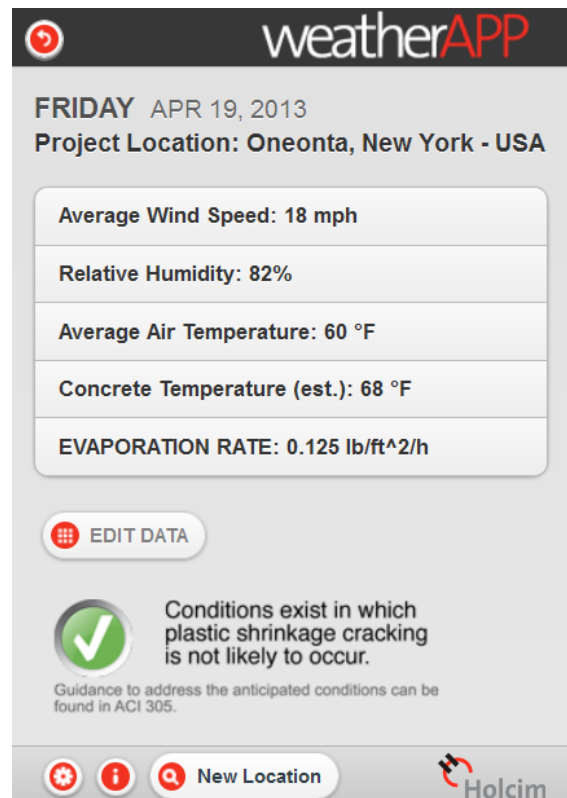
Or, sign up at www.oneontablock.com/cb.html



Otsego Ready Mix, Inc.

Weather on the Go

Few things have more potential to negatively impact a concrete contractor than the weather. But now a new app has been released with an enhanced Free Weather App. which uses a GPS locator to provide a four-day forecast for any jobsite.



It generates the favorability conditions for placing concrete by comparing weather conditions and evaporation rates with concrete data. The enhanced version allows contractors or concrete producers to update the concrete temperature based on conditions and provides complete and timely access to this critical data.

The weather App is supported by Android, AppleiOs, Windows 7 Mobile, and certain Blackberry devices through web browsers. For more information on the app, please visit www.weatherapp.us

How Soon Can I Build a Fire?

Concrete and mortar made with Portland cement, cures to about 60% of full strength in 24 hours and nearly all of the water used to mix the mortar has been used up in the "hydraulic", or chemical reaction. Portland based concrete and mortar, however, doesn't reach full strength until cured for 28 days, so many masons tell you to wait 28 days until you use the fireplace.

While there may be some moisture left in the masonry it is more likely to be excess moisture or moisture from rain or washing and even in 28 days the masonry may still contain moisture. You don't want to heat this moisture up so fast or hot that it boils, which could damage the masonry, but a good way to dry out the chimney is to build a fire in the fireplace.

The refractory materials (firebrick, throat, smoke chamber, & flues), which are the only materials in the fireplace likely to get very hot, have been made and fired in a kiln, don't need to be cured and are fully ready to use.

The refractory mortar used to lay the firebrick and lining components has not been cured but it is a modern refractory product that can be dried or cured and fired within 24 hours.

Modern refractory materials have been developed mostly for industrial furnaces and kilns. They are not going to shut down a steel mill or glass factory for 28 days after repairs to the kiln and in fact the instructions for refractory products recommend curing after 24 hours by bringing the temperature in the kiln or furnace up to operating temperature at a rate of 50° F per hour. The old guys say, "we just used to build a wood fire in the kiln to cure it".

So, after 24 hours, build a modest wood fire in your new fireplace to cure it and break it in.

<http://www.rumford.com/tech4.html>



Why Contractors Should Not Compete for the Lowest Bid



Project bidding is one of those skills that can take years to become great at. How many times have you received a lead only to race over to the location and get outbid? This not only wastes your time and energy, but it also costs your company money. Where did you fail? Why did you get outbid by your competitor?

Bidding That Will Put You Out of Business

As a business owner you know how much money you need to make to keep your business rolling. You also know that if you **bid too low**, you won't make enough margin to pay employees or subs, or even make a profit. How can you win more bids and keep your business going without **bidding too low**?

- Be Realistic – Don't try to promise the world and not be able to deliver
- Be Honest – If can't make money from the project, don't be afraid to walk away
- Target An Ideal Customer – Qualify every lead and see if they can afford your services
- Provide Quality – Don't skimp on things to save money, it will bite you back in the end
- Be Creative – Find new ways to win bids, offer incentives
- Be A Leader – Don't stand in the shadows, be yourself and keep your composure
- Educate Your Customer – Most customers don't realize how your business runs, be an educator

Your Ideal Customer is Waiting for You

We all know that customer who wants your service for pennies on the dollar, but also wants you to repair everything in the house or will call 10 others contractors to create a bidding war. This is NOT your ideal customer, there are contractors who will gladly take on these painful jobs, that customer will certainly get what they pay for.

Competing for the lowest bid drives service prices down and creates a discounted industry; this will put you out of business. Would you rather drive around all day competing for low bids or win high paying bids that your ideal customer is more than happy to pay?

Ryan Key | <http://www.keyhousemedia.com/author/keyhousemedia/>

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