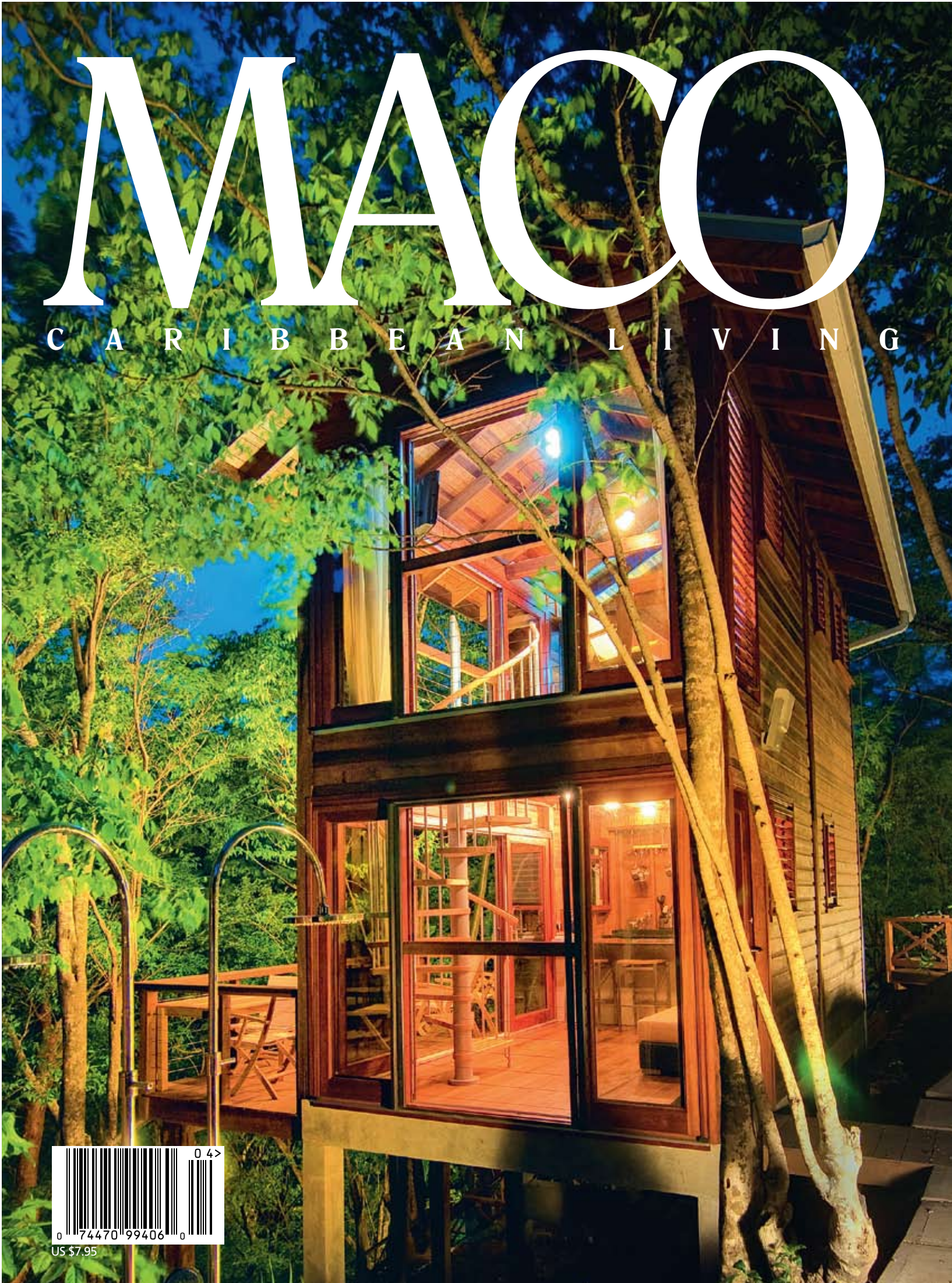


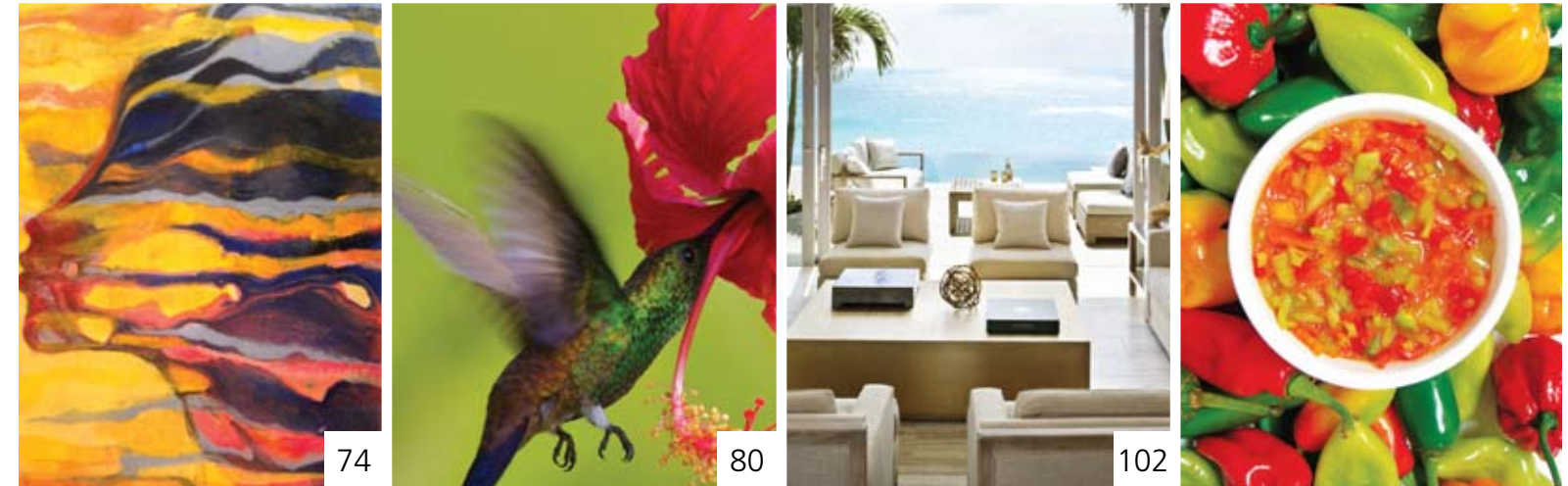
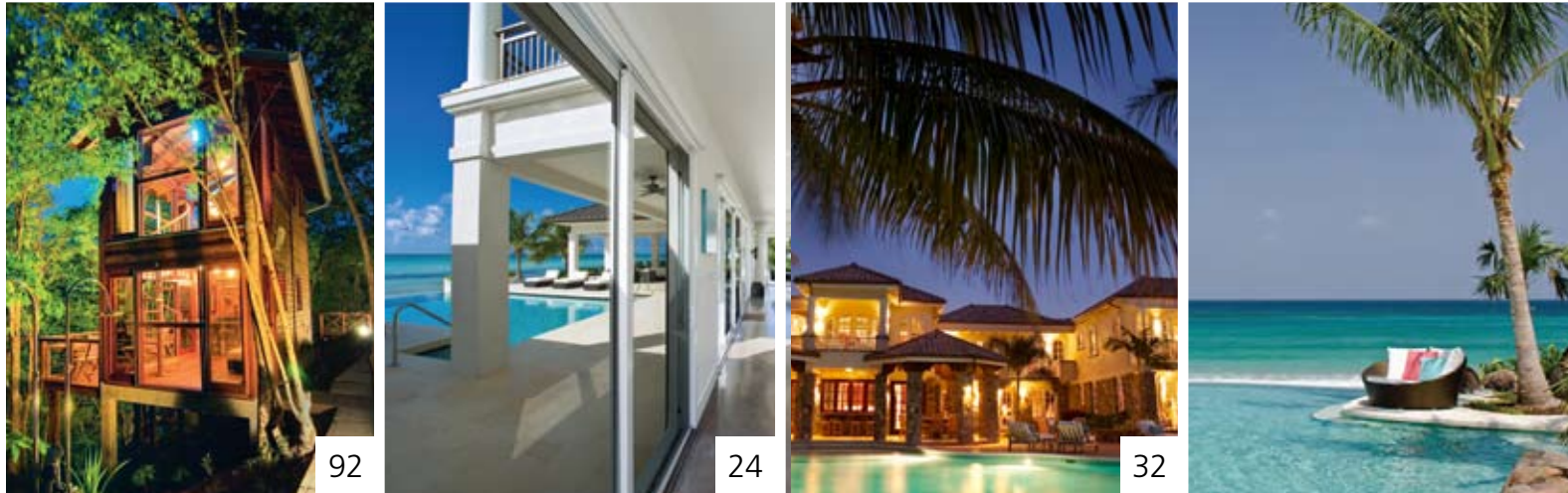
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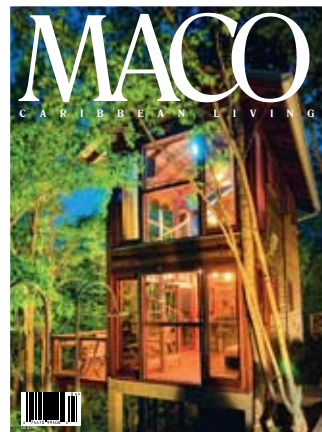
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MANAGING DIRECTOR OF PRECONCO MARK MALONEY IS INDUSTRIOUS AT HEART, HAVING SPENT EVERY SUMMER FROM THE AGE OF 13 BUILDING, MIXING CONCRETE AND HELPING OUT AROUND HIS NEIGHBOURHOOD ON SMALL CONSTRUCTION JOBS. READ MORE IN MACO CARIBBEAN LIVING, VOLUME 13 ISSUE 4. TO SUBSCRIBE, CLICK THE COVER ON LEFT.

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BARBADIAN COMPANY CONTINUES TO ACHIEVE WITH DURABLE,
COST-EFFECTIVE, VERSATILE AND ATTRACTIVE BUILDING SOLUTIONS

precasting the future

PRECISION, PRICE AND PERFORMANCE HAVE MOULDED PRECONCO LIMITED'S 22-YEAR HISTORY IN THE CONSTRUCTION BUSINESS.

They are without contest the Caribbean leaders in precast and prestressed concrete, using highly advanced technology to solidify Barbados's potential for growth. Since inception, the company has taken pride in efficiency, sound ethics and visionary leadership, and this has secured its future as the champions of concrete.

Managing Director of Preconco Mark Maloney is industrious at heart, having spent every summer from the age of 13 building, mixing concrete and helping out around his neighbourhood on small construction jobs. Now, his tools are much bigger, better and highly beneficial to architects and developers alike.

Maloney describes Barbados's potential for investment, and hypothesizes that if we can produce more efficiently and offset overheads, we can be competitive with other territories. In Preconco's case, this has already proven to be true.

The stark reality is that repercussions of the economic downturn have rippled into the Barbadian economy. Perhaps hardest hit has been the construction sector, with many projects losing or scraping to obtain funding. Focus has rightly turned to using innovation and enhanced efficiency to complete projects in a more cost effective and timely manner. Savings in time and tools will feed back into the builder's budget, allowing developments to continue even in a period of cutback, and encourage further financial support from foreign and local entities.

In fact, it is companies like Preconco that are vital to the development of Barbados. Positive action and legislation by the Government to encourage an enabling environment for the construction industry is absolutely necessary to nurture further development and investment in Barbados. This small island nation has a stable economy with strong infrastructure, educational opportunity, and medical treatment. The government is stable and Barbadians enjoy a high standard of living. Barbados offers concessions for various types of businesses, and is not an expensive manufacturing destination. These characteristics, Maloney stresses, are what spark foreign interest.

Preconco's concrete products use the most technologically advanced building system in the world to promote sound engineering and creatively designed factory-built structures. The result is a more sturdy and durable concrete, which carries a multitude of benefits for property owners. The product is durable, energy efficient, functional, and cost effective.

Precast concrete is highly resistant to hurricane, fire, corrosion or high impact, and requires little to no maintenance. It is not only durable, but functional, as its technological component allows architects more creative opportunities on the drawing board. Constantly progressing software means that the team of Engineers at Preconco can carry out efficient structural design and modeling of buildings. The

product itself is then manufactured in a factory, a process which is undertaken while foundation works on site are ongoing. Factory conditions ensure that construction goes on year round, no matter the weather. The best part, however, is that cost to customer is minimized. In construction, speedy delivery of product is crucial to meeting deadlines and Preconco delivers as promised.

Think concrete and instead of picturing the typical concrete block, think of structures manufactured by Preconco Limited. Preconco has shown that concrete can come in many forms with any shape or size. Whether stairs, kerbs, walls, floors, whether for decorative or structural purposes, for homes, hotels, commercial or industrial buildings—your dreams can be realized with precast concrete.

Preconco is constantly developing new products based on the requirements of their clients and the industry. Present them with any adventurous idea, and Preconco will find a way to create it. Some Preconco projects include marinas such as Port St Charles and Port Ferdinand, The Crane Residential Resort, The Villages at Coverley and commercial and industrial sites. Whether building high-end condos or smaller, more affordable projects, Preconco prides itself on carrying consistent quality to every customer.

Maloney, who is the driving force behind Preconco, humbly takes no credit for the achievements of the company, and credits it all to the hard work and dedication of staff. Starting in 1990 with only eight employees, Preconco Limited has grown tremendously into a multimillion-dollar organization, supplying the region from Jamaica and St Kitts to Grenada and Trinidad. Preconco is an affiliate of numerous related global entities, such as Spancrete Manufacturers Association, National Precast Concrete Association, Precast/Prestressed Concrete Institute and Federation International Du Be'Ton (International Federation of Structural Concrete). The company has a vision, and



has implemented that vision—to be a world leader, not limited to the region, and always abreast of efficient ways to create new opportunities required in the dynamic building environment.

Neither does Preconco operate alone. It offers the added strength of numerous sister companies, all construction and manufacture related, such as Caribbean Homes, Cemtile, Creative Paving Solutions, DuraTile and Meridian Caribbean Inc Windows.

Mark Maloney promotes strong ethical values in his organization; Preconco sponsors young children, community events, and has built homes for people who lost their houses in disasters. "Those," he said, "we do quietly without any fanfare." He recognizes that Preconco has a social responsibility to its communities and he imprints the importance of quality on his employees.

Preconco evolves daily to become more efficient, focusing on health and safety, streamlining its operations, improving quality and processes. Maloney sees improvement only possible if the social wellbeing of every employee is improved. His philosophy is that if they better themselves, the company will in turn better itself.

With Barbados's construction climate warm to overseas investment, and Preconco building on its considerable success, a solid future is being cast for Caribbean property development.M

ANTI-CLOCKWISE RBC Sunset Crest;
The Crane; Lion Castle Polo Clubhouse;
Almond Casuarina; Port St Charles;
St Peter's Bay

