

Strong 2016 Housing Starts Increase Demand for Superior Walls Precast Foundations

A record-setting year of double-digit growth at Superior Walls serves as an indicator that the robust housing market will continue to expand in 2017.

MILLS RIVER, NORTH CAROLINA, UNITED STATES, October 11, 2016 /EINPresswire.com/ -- A record-setting year of double-digit growth at [Superior Walls](#) serves as an indicator that the robust housing market will continue to expand in 2017. Led by unprecedented demand for precast concrete foundation systems in markets throughout Michigan and New Jersey, the company saw escalating sales system-wide in 2016.

"There are distinct pockets of new home construction --- such as in the Midwest, New Jersey and even the Pittsburgh area --- where our business is going gangbusters," says Keith Weller, CFO of Superior Walls. "Western Michigan is the big standout success, with northern New Jersey right behind them. The housing growth in these areas has catapulted sales of our precast foundation systems."

According to Weller, the changing of codes to more strict requirements for foundations has helped support growth for his company. "Precast concrete foundations are fast to install, extremely energy efficient and reliable," says Weller. "Builders have learned through the years that this type of product far surpasses poured or block concrete foundations on every level."



Installation of a precast concrete wall foundation from Superior Walls.



Superior Walls foundations being placed on jobsite.

Precast concrete wall panels from Superior Walls are custom designed and created with rigid foam insulation. This helps ward off heat loss and makes the basement a more comfortable area of the home for extended living and storage space. The panels create a barrier against sidewall water penetration and are constructed in a factory-controlled setting. Each foundation is installed on the jobsite in just one day or less by professional, certified installation crews.



We've helped a countless number of people gain energy-efficient homes that start with the foundation.

Keith Weller, Superior Walls

Now celebrating its 35th year in business, Superior Walls has manufacturing facilities in seven states plus in two Canadian provinces. Key products for the company include the Superior Walls® Xi™ Plus and Superior Walls® Xi™ foundation systems.

"After all these years, to still be the leader in residential precast wall panels is a testament to the hard work of everyone in our system, including our valued licensees," says

Weller. "We're here because one man set out to find a way to get rid of wet, damp basements. Now, 35 years later, we've helped a countless number of people gain energy-efficient homes that start with the foundation.

"Our goals for 2017 are to gain traction in our Canadian markets while moving our U.S. licensee operations westward and further into the south. As builders continue to learn about the cost- and energy-saving values of using precast concrete foundations they're escalating demand. We're preparing ourselves to handle that increased business by seeking out more licensee arrangements."

Superior Walls, innovator of the precast concrete foundation system, celebrates 35 years of operation in 2016. The company manufactures the only foundation to have earned the NGBS Green Certified Product designation and has precast concrete system licensee manufacturing operations throughout the United States and Canada.

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