

Concora and Superior Concrete Products Announce Strategic Partnership

The Texas-based manufacturer launches a new website and Digital Experience Platform powered by Concora to streamline product selections and increase sales

ALPHARETTA, GA. AND EULESS, TEXAS, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- Concora, developer of the commercial building products industry's only Digital Experience Platform designed specifically for commercial building product manufacturers, and Superior Concrete Products — a leading

designer, manufacturer, and installer of the most innovative turnkey precast concrete fencing and wall solutions on the market — announced today that both companies have formed a strategic partnership.



Superior Cut Stone

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Marc Leunis, Marketing Manager (Superior Concrete Products)

This business alliance begins with the recent and successful launch of Superior Concrete Products' brand new website (www.concretefence.com), which features the integration of Concora's Digital Experience Platform technology. The Digital Experience Platform — which serves as a product information hub for web visitors — not only serves as a branded extension of the Superior Concrete Products' corporate website, but it also provides architects, engineers, and contractors (AECs) a simpler method for searching, selecting, and [specifying its commercial building products](#).

"We're excited to announce our partnership with Superior Concrete Products" said Kip Rapp, CEO of Concora. "They

understand that enhanced digital marketing means providing their design community

(architects, engineers and contractors) with more than just a product list. Now they will be able to offer BIM and other digital assets in a marketplace-like, branded extension of their website."

The Digital Experience Platform equips Superior Concrete Products with an intuitive product selection experience for its design community, technical content management and publishing that is easy, and real-time access to detailed metrics and analytics — product asset downloads, unique visits, project-related inquiries, and user contact information — for its sales and marketing teams — enriching its lead generation pipeline, uncovering true purchasing intent, and driving sales.

In return, Superior Concrete Products' design community has access to a plethora of technical product content — product brochures, color selection palettes, data sheets — and project management tools that accelerate product selections and increase the likelihood of specifications.

"We are excited by the prospect of building greater volume of our sales as a result of utilizing the Concora platform. Our immediate increase of inquiries by interested parties has been impressive so far," said Marc Leunis, Marketing Manager, Superior Concrete Products.

Featured inside of the Superior Concrete Products' Digital Experience Platform is a vast lineup of its retaining and screening walls, rail fences and stone columns. This includes its latest product offering, the Superior Cut Stone, a high-security screening wall that is engineered and designed to withstand the high impact of ballistics and fire.

Architects, engineers, contractors, and specifiers interested in seeing how Superior Concrete Products' vast lineup of precast concrete fencing and retaining wall products are now presented online are invited to visit <https://concretefence.concora.com>. For a free consultation, please call (800) 942-9255.

About Concora

Concora has a 30-year history of helping building products manufacturers put their products directly into their customers' projects. For three decades, we've helped manufacturers navigate the complexities of product specification for commercial construction projects. Our Digital Experience Platform builds on our history of success by providing next generation



empowerment to manufacturers by simplifying their buyer's journey—meeting the unique needs of commercial Architecture, Engineering, and Construction Contracting (AEC) customers.

About Superior Concrete Products

Superior Concrete Products has been designing, engineering, manufacturing and installing precast concrete fence, screening, and sound walls nationally, for over 35 years; plus large block retaining walls for over 12 years. Our manufacturing facility in Cleburne, Texas is NPCA certified and the American Fence Association also certifies us. You can learn more about our background and products on our website: www.concretefence.com.

- Unlike many competitors, we rarely sub-out our installations; our crews have been with us for years, some as long as 30 years. Superior craftsmanship results
- Our concrete is cured to 5,000 psi @ 28 days, not less, as many others deliver, plus we guarantee our materials and installation for 5 years, the longest guarantee in the industry
- We are NPCA certified and are subject to random inspections, assuring quality control
- We are fully insured
- Our services are in-house, including engineering, and we have 100 employees, so our customer service is second to none

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