

**FOR IMMEDIATE RELEASE**

April 20, 2011



**CONTACT:**

Market Mentors

(413) 787.1133 w

(413) 687.3144 c

[AMW@marketmentors.com](mailto:AMW@marketmentors.com)

## **MASSACHUSETTS-BASED MEREDITH-SPRINGFIELD PARTNERING WITH BARKER STEEL, LLC TO PROVIDE COBIAX PRODUCT FOR NEW MIAMI ART MUSEUM**

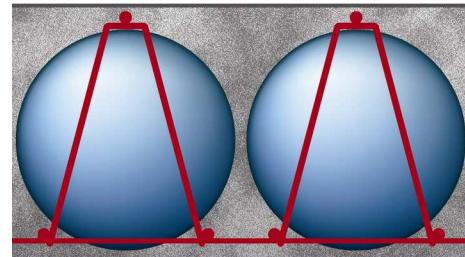
Swiss Architects Jacques Herzog and Pierre de Meuron Choose Cobiax Building System for Imaginative \$220 Million Facility

**LUDLOW and MILFORD, MA, USA** – It's not everyday that a small manufacturing business can say that they are an integral part of one of the most highly anticipated, architecturally significant construction projects in the world, but as of May, 2011, locally-based Meredith-Springfield Associates, Inc., will be able to make that claim.

Meredith-Springfield is a plastic extrusion blow molding manufacturing and engineering company in Ludlow, Massachusetts. Next month, thousands of spheres, manufactured by Meredith Springfield from recycled plastic, will be set into steel wire cages for Barker Steel, LLC, the licensed distributor for the Cobiax voided concrete system, headquartered in Milford, MA. The wire cages and spheres will then be shipped in tower crane-ready bundles for use in concrete slabs in new building construction. One of those buildings will be the brand-new Miami Art Museum (MAM).

Requiring a new headquarters, the world renowned MAM commissioned famous Swiss architects Jacques Herzog and Pierre de Meuron to create an architectural structure worthy of a cosmopolitan city such as Miami. Expectations for an incredible design from the firm of Herzog & De Meuron were high, but when the finished design was recently unveiled, the result was stunning. The similarity to the Hanging Gardens of Babylon is spectacular and the goal of producing a living building where the outdoors come inside is a dazzling achievement.

In building, the core of structural design is the appropriate use of material. Unnecessary weight is created by materials that are not significantly contributing to a structure's stability. The Cobiax system is very similar to the structure of a bird's bones. A bird can fly because its bones are made of a hard shell with supporting "struts" inside. The bone's weight is optimized and at the same time the entire bone is stable. With Cobiax building units, the building slabs are up to 35% lighter than solid flat concrete slabs, and present up to 15% less load on foundations which allows for increased freedom for structural conception. The Cobiax technology and products are internationally patented.



Cobiax Technologies / Market Mentors LLC

- more -

"This type of building system also allows for up to 20-meter spans with no obstructing beams, which amounts to 40% less columns," says Mel O'Leary, President and CEO of Meredith-Springfield Associates, Inc. "By using spherical resin products, strategically encased in concrete with reinforcing steel, one can leave out as much concrete as possible while maintaining the full flexural strength of the slab and allowing a bi-axial load transfer. The result is overall weight reduction, increased seismic performance, cost reduction, and environmental sustainability."

In the case of the MAM, the design of the building will involve large spans of floor and ceiling without the typical number of columns so that the view from sea to land or vice versa is not completely obstructed. The museum building itself, totaling 120,000 square feet at the core, includes a wide stair connecting the platform to the sea and a promenade. The hanging gardens from ceiling to floor are not interrupted by numerous columns and the building becomes part of the shoreline and helps visitors gradually transition from Miami's tropical climate to the museum's more regulated interior.



The new Miami Art Museum at Museum Park by Herzog & de Meuron. © Herzog & de Meuron

The new \$220 million MAM, which will be three times as large as the existing building, will also incorporate a variety of strategies to reduce energy demands. The building is aiming for LEED Silver (Leadership in Environment and Energy Efficient Design) certification as it will feature state-of-the-art technologies that exploit natural resources, such as ground temperature, wind, and sun.

Some other architecturally significant buildings using the Cobiax building system include the National Stadium in Warszaw, Poland; the Airrail-Centre in Frankfurt, Germany; UEFA located in Nyon, Switzerland and most recently Regione Lombardia, Milan, Italy.

Meredith-Springfield, has built a reputation for creating cutting-edge, highly technical articles, finished products of superior quality, and a hassle-free experience for companies across the globe. The firm has been servicing national and international customers in the plastics industry, such as Clairol, Clorox, Johnson & Johnson, Kraft, PepsiCo and Reebok, since 1983. They are continuing their world-wide partnerships with companies that require improved barrier technology plastics while being environmental friendly.

Meredith-Springfield also offers extrusion and coextrusion (double or triple layer) blow molding and injection stretch blow molding. Technically challenging, short run or one-time production run projects — or projects using exotic resins — are very manageable for Meredith-Springfield, which has successfully completed dozens of projects for clients around the world. In addition to PET, its resin capabilities include HDPE, PP, PVC, PA, EPET, TPE, TPU, ABS, LDPE, and Fluoropolymers. Years of experience and attention to global environmental changes has allowed the company to be on the cutting edge of creating highly technical articles out of engineering materials, as well as post-mold finishing, decorating, and retail-ready packaging.

#### ***About Meredith-Springfield***

A plastic extrusion blow molding manufacturing and engineering company in Ludlow, Massachusetts, Meredith-Springfield has built a reputation for superior quality finished products and a hassle-free experience for companies across the globe. The company's core competencies include project management of extrusion blow molded articles from concept through commercialization. The company creates process solutions to enable optimal manufacturing of the most difficult articles. Meredith-Springfield offers the latest technology for molding PET and other resins to the existing client base and can take advantage of other global opportunities. Clients include American Distilling & Mfg., Inc., B & G Foods, Chesebrough Ponds, Chevron Oil, Clairol, Clorox, Elizabeth Arden, Gillette, Johnson & Johnson, Kraft, PepsiCo and Reebok. These are just a few of the companies that in the past, or currently, enjoy partnerships with Meredith-Springfield. Serving the medical, packaging, industrial, HBA and food industries, national and international relationships are deepened every day as the company consistently demonstrates capabilities for world class product design and manufacturing. Meredith-Springfield is also a consistent referral for companies of all sizes who need test market quantities of custom blow molded prototype samples for research and development (R&D) and for "out-of-the box" concept development. For more information, please visit [www.meredithspringfield.com](http://www.meredithspringfield.com).

# # #