

FOR IMMEDIATE RELEASE

**PURDUE UNIVERSITY AND IVY STEEL & WIRE
SHINING A LIGHT ON WELDED WIRE REINFORCEMENT**

HOUSTON, TEXAS, January 31, 2006 – Purdue University, through the support of Ivy steel & Wire, a division of MMI Products, Inc., has launched www.wire-reinforcement.com, an educational web site that promotes a better understanding of the benefits of using welded wire reinforcement (WWR) in concrete construction.

In announcing this site, Purdue Research Scientist, Bob McCullouch said, “Over the years, the welded wire reinforcement industry has encountered many misunderstandings within the design and construction communities about this product. It is our hope that this new Internet resource will help dispel some of the myths associated with using WWR. We are very appreciative for the support of Ivy Steel & Wire during the development of this web site.”

The new WWR web site utilizes numerous tables, graphs, charts, images, animations, videos and voice narrations to bring clarity and interactivity to understanding the many facets of WWR.

“We are extremely pleased with the quality and depth of this new website,” said Ivy Vice President Bob May. “The original project goal was to promote better understanding of WWR at the engineering design level and to encourage broader use of this technology by construction professionals. The site has achieved this and more. We are happy to have been a part of this important Purdue University project.”

Designed to be an educational web site as well as an on-line resource for design engineers and contractors, www.wire-reinforcement.com is loaded with useful tools like design examples, sample specifications, code provisions, splicing information, bends and hooks, and mat information for the design engineer. For contractors, a mat weight calculator (contractor enters mat bar sizes and spacing and its weight is calculated) and a cost calculator (calculates installed cost for various reinforcing options) are featured as well as information on shipping and storing; handling and lifting; supports and accessories.

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