

The logo for ISE Logik features the company name in a bold, sans-serif font. The 'I' and 'S' are white, while 'E' and 'LOGIK' are black. The text is set against a background of overlapping geometric shapes in shades of blue and grey.

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ISE Logik forms a strategic alliance with FullForce

THEODORE, Ala. December 5, 2022— ISE Logik, the leading concrete moisture mitigation specialist for flooring has announced a strategic alliance with FullForce, a leading producer of extruded polypropylene products, including synthetic microfibers and synthetic macrofibers for concrete applications.

The logo for DuraForce (v-) is displayed in white text on a dark red rectangular background. The word 'DURA FORCE' is in a bold, sans-serif font, followed by '(v-)' in a slightly smaller font.

● ● ● MVRA 900 by ISE Logik

Together, both companies have created the DuraForce family of products that offers an integral hardener, topical densifier, integral waterproofing agent, and integral moisture vapor reduction admixture. DuraForce(v-) is ISE Logik's MVRA 900 that stops moisture vapor in concrete slabs before it can compromise flooring or roofing systems. ISE Logik is manufacturing all integral products for the DuraForce line at its new Theodore, AL facility.

FullForce (formerly FiberForce), a Helena, AL-based company owned by ABC Polymer Industries, is a fully integrated manufacturer of over 30 types of microsynthetic, macrosynthetic, blended, and steel concrete fibers for the Ready Mixed Industry. It employs in-house, registered professional engineers and technical sales experts available to assist customers evaluate specific applications and make recommendations for the best Fiber Reinforced Concrete (FRC) solution — from fiber type, dosage rate, mix design, value engineering to finishing methods.

"This was a natural alliance for both of us," said David Seland, CEO of ISE Logik. "Their innovations in reinforced concrete technology, combined with our innovative moisture vapor mitigation system, provide the industry with an unbeatable specification for concrete design and construction."

"DuraForce with our partner ISE Logik, gives us a whole new value proposition to our existing and prospective ready mix customers, architects, and specifiers," observed Randy Reed, president and CEO. "This change will allow us to continue to expand into new product offerings and enhance our existing offerings."

Learn more about FullForce at <https://fullforcesolutions.us/duraforce/>

For more information or to arrange an interview, contact Paul Friederichsen at 770-642-9651 or 404-642-3357
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About ISE Logik

ISE Logik was founded in 2012 and is based in Gulfport, MS. The company serves the entire U.S. supplying proactive concrete solutions with moisture mitigating admixtures to the commercial building industry. ISE Logik enables architects, specifiers, contractors, and installers to practice lean construction by utilizing their products that are warranted to 100% RH and require none of the traditional time-consuming and unreliable moisture testing practices.

You can learn more at www.iselogik.com.