CONCRETE
REINFORCEMENTS, INC.



FALL 2026 | QUARTERLY NEWSLETTER

FOUNDER'S MESSAGE

Hello Everyone!

*I am happy to announce that CRI factories have all broken output records this month of September! All four factories – **Bekasi, Jacksonville, Houston, and Phoenix** – hit new records for Sales and Tons shipped!!*

We grow in order to serve customers' demand for our product. If we are the best at what we do for a living, there should be a long line of customers waiting for our help and support. If the line gets too long, the wait isn't worth the price for many. Growing ability under existing circumstances is completely dependent on individuals' ability to improve without new production equipment. Purchasing and installing more production equipment allows CRI to shorten the line for customers. New equipment with better professional routines and habits drives customer retention and therefore job security for all employees.

Because we have grown too large over the past two years, all USA locations will have to have their Holiday Awards and Party off CRI premises. Your local Administrator will announce where and when the Holiday Awards and dinner will be held. Please work with your local Administrator to clarify who will be attending with you this year, as CRI must pay for the space and food ahead of time.

Because we had another good year, we plan on having a Christmas Bonus again in 2026. Pedro argued against the bonus. However, Alexis in Houston and the Hernandez brothers in AZ prevailed in convincing me to approve the Bonuses.

This year sets up our success for next year. We have several new people that do not know the amazing "Berto" of Arizona fame. Amazing people are all around you! Hard workers that are reliable and love to help others are wonderful to me.

CRI is full of amazing people because they make hard work and personal improvement look easy and routine, like their ancestors that are proud of them.

Mature persons make decisions that help the CRI team prepare for prosperity in the future. Immature people don't know how to spend their thoughts, time, and efforts wisely. CRI needs professionals that prefer a mature view of the world.

Thank you all for the loyalty, consistency, and hard work you provided one another,

— KENNY

UPGRADES & IMPROVEMENTS

FALL 2026
JUL – SEP

ARIZONA Phoenix





New in Arizona this quarter:

- New **Donaldson Torit dust collector**
- New motor for the **Teurema**
- New **20' bender**
- New **conveyor motors**
- **Concrete extension** pour

TEXAS Houston





CRI TX installed new **electrical cabinets, operator controls, hydraulic power units, and spool payoffs** for 5 of the older straight and cut machines we have had for the last 20 years. Now they match the newer 5 machines.

All **10 straight and cut machines** now have the most updated electrical cabinets and software available.

FLORIDA Jacksonville





In Jacksonville, the new **201** is up and running and is expected to produce upwards of **800 tons**.

The new **Pipe Mesh** line is being installed and is expected to produce upwards of **1,000 tons**.

INDONESIA Bekasi

Record sales: highest sales in the last eight years. Production now runs two to three shifts to keep up with customer demand.

Equipment: a new spiral-making machine for gabion mesh, an added compressor unit, upgraded production-area flooring, and LV2 rails installed for the Tecvile machine.

New products: the production team developed **cable trays and gabion mesh** to expand what the sales team can offer.

Safety & training: no workplace accidents; fire extinguishers refilled; all employees wear safety gear and have government insurance; measuring instruments calibrated and maintenance training completed.

EMPLOYEE PROFILES

Thank you for your hard work, talent and productivity, Osler, Javier, Juan and Subiyanto.

OSLER SERRANO AGUILAR Florida





Been at CRI since June 2021

Family: Minerva Velazquez Bracamontes, Kevin, Neithan and Austin Mael

Favorite Food: Louisiana-style shrimp

Favorite Sport: Fishing

Favorite TV Show: Malcolm in the Middle

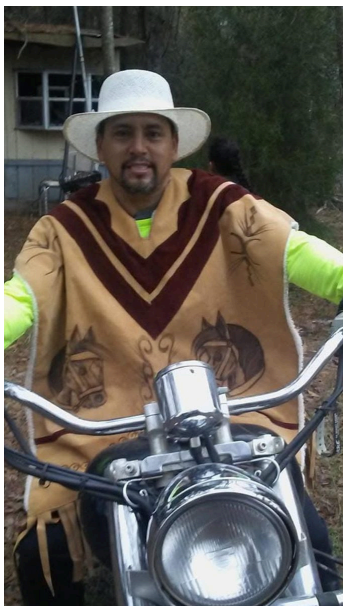
Favorite Song: El Color de Tus Ojos – Banda MS

Interests: Spending time with family

How would you describe yourself? Responsible and hardworking

JAVIER TORRES Texas





Been at CRI since [Year]

Family: Hilda, Fernando, Michelle and Jerardy Torres

Favorite Food: Menudo

Favorite Sport: Soccer

Favorite TV Show: Live soccer games

Favorite Song: Banda

Interests: Grilling, playing soccer, spending time with family

How would you describe yourself? Hard worker, honest, likes to try new things – building, yard work and more

EMPLOYEE PROFILES

Thank you for your hard work, talent and productivity, Osler, Javier, Juan and Subiyanto.

JUAN GARCIA HERNANDEZ Arizona





Been at CRI since 2011

Family: Esteban Adriel

Favorite Food: Tacos

Favorite Sport: Boxing

Favorite TV Show: Movies

Favorite Song: Las Nieves de Enero

Interests: "I have a good boss and I like the work."

How would you describe yourself? "My brother brought me here to work."

SUBIYANTO Indonesia





Been at CRI since November 2019

Family: Wife Fiji Rahayu; children Adibah Naila Husna Al Mira Putri and Afzal Atallah Putra Subiyanto

Favorite Food: Seafood

Favorite Sport: Badminton

Favorite TV Show: Indonesian colossal dramas

Favorite Song: Dewa 19

Interests: Helping those in need; he leads the neighborhood watch group where he lives

How would you describe yourself? Moved from the small city of Gunung Kidul, Java, to the big city of Bekasi – hardworking and never gives up for the sake of his family



FLORIDA BIRTHDAYS

OCTOBER – DECEMBER 2026

OCTOBER

- **10/03** Jose D. Disla Lebron
- **10/03** Erik Garcia-Diaz
- **10/04** Jaime Maldonado Medina
- **10/07** Francisco Ramirez
- **10/09** Valente Dominguez Amilpas
- **10/14** Gabino Hernandez Bautista
- **10/18** Kevin Cruz
- **10/19** Tomas Gonzalez
- **10/21** Obed Serrano Aguilar
- **10/22** Erlis Sidedor
- **10/23** Osler Serrano Aguilar
- **10/24** Crisanto Bautista Pena
- **10/28** Christopher Arnold
- **10/30** Adrian Toledo

NOVEMBER

- **11/04** Amancio Cruz Santiago
- **11/05** Juan Ortiz
- **11/08** Carlos Diaz Guzman
- **11/10** Nick Piel
- **11/11** Luis Landeros Hernandez
- **11/17** Josue Ortiz Lopez
- **11/21** Tracy Hopper
- **11/22** Marcos Francisco
- **11/29** Luis Fernando Lopez Lopez

DECEMBER

- **12/09** Juan Cuello
- **12/15** Julienne Andrade
- **12/16** Midia Aughenbaugh

HAPPY BIRTHDAY! · ¡FELIZ CUMPLEAÑOS! · SELAMAT ULANG TAHUN!



TEXAS BIRTHDAYS

OCTOBER – DECEMBER 2026

OCTOBER

- **10/06** Luis Noyola
- **10/10** Yonatan Rivera
- **10/10** Pedro Xec Tecum
- **10/20** Juan Jose Ascencio
- **10/24** Virgilio Ordonez Mendez
- **10/26** Josue Diaz

NOVEMBER

- **11/07** Juan Carlos Mojica Sanchez
- **11/13** Karlo Mejia
- **11/15** Jose Alfaro
- **11/18** Anthony Esquivel
- **11/18** Oscar Flores
- **11/19** Cristian Alfaro

DECEMBER

- **12/02** Rodolfo E. Salazar
- **12/10** Pedro Ramirez
- **12/13** Delis Fuentes
- **12/15** Arturo Sanchez Penaloza
- **12/18** Pedro Pegueros
- **12/25** Moises Medrano
- **12/27** Javier Torres
- **12/28** Kevin Villanueva
- **12/31** Alexander Rivera

HAPPY BIRTHDAY! · ¡FELIZ CUMPLEAÑOS! · SELAMAT ULANG TAHUN!



ARIZONA & INDONESIA BIRTHDAYS

OCT – DEC 2026

ARIZONA

OCTOBER

- **10/08** Peter J. Gauvain
- **10/14** Sherry Rodriguez
- **10/19** Juan Garcia Hernandez
- **10/21** Justin Davis

NOVEMBER

- **11/11** Martin Zayas Morales
- **11/22** Roberto Silva-Juarez
- **11/28** Edgar Perez

DECEMBER

- **12/09** Juan Duran
- **12/31** Arturo Resendiz

INDONESIA

PT. Houston Steel International · Bekasi

OKTOBER

- **10/12** Antonio Rinaldi
- **10/18** Aria Sadikin

NOVEMBER

No birthdays this month

DESEMBER

- **12/03** Nefian
- **12/06** Chandra Alim
- **12/06** Subiyanto
- **12/13** Rachmat Hidayat
- **12/27** Dicky Christiawan
- **12/30** Natalia Kristiani Sianturi

HAPPY BIRTHDAY! · ¡FELIZ CUMPLEAÑOS! · SELAMAT ULANG TAHUN!

YEARS OF SERVICE · 2026

ANNUAL AWARDS

This year every USA location celebrates **off CRI premises**. Please confirm with your local Administrator who will be attending with you – CRI pays for the space and food ahead of time.

ARIZONA

Sat, October 24 · 1:00–5:00 PM
Uptown Alley · Surprise, AZ

25 YEARS
Ricardo Romero

15 YEARS
Heriberto Hernandez
Juan Garcia

10 YEARS
Sherry Rodriguez

5 YEARS
Roberto Silva-Juarez
Martin Nunez

RETIRING THIS YEAR
Joaquin Lopez

TEXAS

Sat, December 12 · [Time]
[Venue] · [City], TX

20 YEARS
Delis Fuentes

15 YEARS
Alfredo Sanchez

10 YEARS
Jovani Umanzor
Rigoberto Mojica
Jesus Romero

5 YEARS
Evan McCall
Yonatan Rivera
Juan Ascencio

RETIRING THIS YEAR
James Vivas

FLORIDA

Sat, November 21 · 2:00–6:00 PM
Old Spanish Quarter · Jacksonville

10 YEARS
Kallie Krebs
Brian Andrade

5 YEARS
Isrrael Bautista
Erik Garcia-Diaz
Jaime Maldonado-Medina
Lorenzo Aguilar
Kevin Cruz
Luis Santiago Diaz
Osler Serrano Aguilar
Ulises Bautista
Juan Ortiz
Jose Disla
Julienne Andrade
Gonzalo Caballero



THANK YOU FOR ANOTHER YEAR OF HARD WORK.

Everything we build starts with you. Every employee goes home with a CRI gift bag.