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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Concrete manufacturing company to build headquarters in Kerrville**

**Kerrville, Texas (Feb. 1, 2024)** – The City of Kerrville is pleased to announce that Megaacrete, a new joint venture between Florida-based companies Litecrete and Aercon, will have its U.S. headquarters in Kerrville.



This joint venture aims to redefine North America's Autoclaved Aerated Concrete (AAC) industry.

Litecrete, a 30-year-old steel fabrication company, is owned by Mexico's Zambrano family, a founding member of Cemex, the third-largest cement/concrete company in the world.

Aercon, owned by the Herb family, has been an industry leader in AAC production since 2002, boasting American-made products with exceptional thermal and acoustic properties and fire-resistant capabilities.

Megaacrete will produce AAC thin panels ranging from 4 to 10 feet in length and available in 2, 3, and 4-inch thicknesses. AAC provides benefits over traditional building methods, including speed of construction, thermal and acoustic abilities, resistance to pests and mold, and superior fire ratings.

“Partnering with the Herb Family and Aercon will provide the AAC industry in the USA the technical, operative, and economic support needed to position the AAC thin panels as a mainstream solution,” Megaacrete co-owner Bernardo Zambrano said.

Company co-owner Thomas Herb added, “Megaacrete will set the standard for AAC production in the U.S. and North America for production quality and customer service.”

Megaacrete will operate primarily in the midwest and western United States. The company plans to build a \$40-million, 120,000-square-foot building in the 300 block of Peterson Farm Road near the Kerrville/Kerr County Airport. Megaacrete has set a targeted opening date of 2025 and projects adding 40 primary jobs initially and 180 indirect jobs locally over the next five years. Those primary jobs come with a current annual average wage of more than \$54,000.



Megaacrete’s operations are estimated to add \$58 million to the local economy over that same time period.

The Kerrville location will house corporate offices and a training center, allowing vendors to experience the advantages of building with AAC.

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**“I am delighted and so excited that the Zambrano and Herb families have chosen Kerrville as the city in which to expand their company,” Kerrville Mayor Judy Eychner said. “One of the best things about this partnership is that this company has deep family roots. And because it is family owned and family run, it is a perfect fit with Kerrville and our family values. I predict a long-lasting partnership that will greatly benefit both Megaacrete and the city of Kerrville.”**

**-- Kerrville Mayor  
Judy Eychner**

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In addition to approximately \$1.2 million in local incentives offered by the Economic Improvement Corporation in the form of a land grant, another

combined \$1.7 million in incentives has been pledged by the City of Kerrville and Kerr County.

Kerrville Economic Development Corporation Executive Director Gilberto Salinas lauded the impact Megaacrete will have on the local scene.

**“Our community leadership yet again is welcoming not only a major corporation, but the new headquarters of a global company which will be calling Kerrville home. Megaacrete plans to build its headquarters and manufacturing facility in the city’s industrial zone, from where it will be producing advanced structural materials for the construction industry. The manufacturer’s economic impact will be felt for years to come, especially as it pertains to the region’s supply chain and local economy.”**

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impact will be felt for years to come, especially as it pertains to the region's supply chain and local economy," Salinas said.