

Good Connections

Precaster Profile #1

MegaCast Gains An Edge With Flexible Connectors

K.K. Ausbon has 17 years of experience in the precast manufacturing industry, but he's never seen anything quite as innovative as the flexible rubber connectors that his contractor customers are using right now to connect pipe to his company's storm drain boxes.



Ausbon, who worked at one of the nation's largest precast manufacturing firms before founding his own company 10 years ago, says being able to offer the flexible connectors along with his products has given him a leg up on his competition.

"No other precasters are using them in my area," says Ausbon, president of MegaCast, Inc., in Pembroke, Ga. "We really wanted to do something different. Helping contractors avoid all of the time and money that goes into bricking up a connection has definitely been different."

Ausbon says he learned about the flexible connectors about a year ago. He's already sold three construction jobs using the products,

Company:	MegaCast Inc.
President:	James "K.K." Ausbon
Location:	Pembroke, Georgia
Founded:	1993
Market:	Georgia, Eastern South Carolina, Northern Florida
Products:	Manholes to 120", Box Culverts, Catch Basins, Pour-in-Place Structures

one of them a recent expansion of Macon County High School in Montezuma, Ga., for which MegaCast provided 25 flexible rubber connectors for 25 storm drain boxes.

These days, whenever his sales force quotes a job, Ausbon asks that they include flexible connectors, which not only last longer and look better than traditional brick and mortar joints, but they also save customers time and money on installation. "They can just clamp the pipe and not worry about an open hole or a mess," says Ausbon. "They can also backfill right away, and move on to the next box."



Catch basins with flexible connectors ready to ship.

In today's economy, it is even more important to find ways to increase revenue and profits.



Sometimes, MegaCast's customers are curious as to why the firm's price is higher than that of its competitors. Once they learn how much time and effort they'll save during installation, Ausbon says they tend to overlook the minimal cost of the connectors.

Providing solutions for customers creates a win/win for precasters.

"These guys get paid to lay pipe, not lay boxes," says Ausbon. "The fact that they don't have to do any bricking up or stopping to leave the open hole exposed while the brick dries, makes the connectors a very attractive option."

Now, Ausbon says even the large precaster that he once worked for is taking an interest in the connectors. "I hear that their customers are asking about them," Ausbon says. "That's a sign that the connectors are becoming more popular, and more generally used."

With three completed jobs under his belt, Ausbon plans to sell even more flexible connectors this year. He expects to add to his own firm's bottom line as a result of his early adoption of the products.

"All the customer has to do is try them and they'll know," says Ausbon. "It's sometimes hard to explain to someone from the old school that these new products are superior to the old methods, but once you send them one connector for free, they'll come back for more."

Precaster Benefits

- *Solve Customers' problems*
- *Increase revenue and profits*
- *Differentiate your company*
- *Demonstrate commitment to innovation*
- *Provide better value to your customers*

Contractor Benefits

- *Lay more pipe and structures per day*
- *Reduced labor hours*
- *Faster backfill*
- *Easier inspection*
- *Improved longevity of systems and roads*

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