

## - For Immediate Release -

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[Landing page screenshot and logo can be downloaded here.](#)

### **Concrete Reinforcing Steel Institute Introduces *Safe and Sound* Initiative**

(SCHAUMBURG, IL – January 14, 2022) The Concrete and Reinforcing Steel Institute (CRSI) has launched a new landing page based on their new tagline, “Safe and Sound: Steel Reinforced Concrete”. The new web page is designed to provide quick information on the world’s most common building material and act as a vehicle to address, inform, and respond to pressing industry topics. Several issues have been addressed on the page, but more relevant content is planned. Visit the page at [www.safeandsoundsrc.com](http://www.safeandsoundsrc.com).

“The creation of the *Safe and Sound: Steel Reinforced Concrete* tagline and corresponding landing page allows CRSI to provide quick responses and commentary to issues such as corrosion protection/durability, sustainability, as well as claims/rebuttals to competing materials.” explains Danielle Kleinhans, President and CEO.

A social media and email awareness campaign kicked off in January. The campaign allows the Institute to reiterate the inherent benefits of steel reinforced concrete design and construction: resiliency, durability, and sustainability, among other benefits.

CRSI also has a nationwide network of Region Managers that promote the benefits of building with steel reinforced concrete to the architect/engineer/contractor/owner community and serves as a technical resource on design and construction. Visit the [CRSI website](#) for the breakdown of Region Managers and their respective regions and for more information.

#### ***About the Concrete Reinforcing Steel Institute***

Founded in 1924, the Concrete Reinforcing Steel Institute (CRSI) is a technical institute and Standards Developing Organization (SDO) that stands as the authoritative resource for steel reinforced concrete construction. Among the Nation’s oldest trade associations, CRSI offers many industry-trusted technical publications, standards documents, design aids, reference materials and educational opportunities.

CRSI's members represent over 80% of the U.S. manufacturers, fabricators and placers of steel reinforcing bar and related products with over 600 locations in 49 states, and with over 15,000 employees. Members produce, fabricate and install approximately 9 million ton of reinforcing steel per year using scrap steel in efficient manufacturing operations. It is estimated that the industry impacts over 75,000 people in steel transportation and placement in North America.

The CRSI membership also includes professionals across the country who are involved in the research, design, and construction of steel reinforced concrete. CRSI staff comprises a nationwide region network of industry professionals.

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Four Color



Two Color



One Color

