



Concrete Home Still Standing After Tornado Strikes Stoughton, Wisconsin

The ability of ICF homes to withstand hurricane- and tornado-force winds has long been known, but was made even more evident on August 18th when a tornado destroyed most of the homes in a Stoughton, Wisconsin neighborhood. When the air cleared, one home was still standing with almost no damage: a concrete home, currently under construction, built with insulating concrete forms (ICFs) from Reward Wall Systems.

Reward Offers ICF Discount to Families Rebuilding After Storms

Reward Wall Systems is offering a \$1-per-form discount to families who must rebuild in the wake of devastating storms like the tornados that ripped through Wisconsin or Hurricane Katrina that devastated southeastern United States. Homeowners can call Reward at 1-800-468-6344 for more information on the discount offer. This offer is not limited to families in Wisconsin, but applies to anyone who must rebuild after destruction by hurricane or tornado.

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What are ICFs?

Reward ICF walls combine the tremendous strength of steel-reinforced concrete with the insulating properties of expanded polystyrene (EPS) to produce an extraordinary wall system. The forms stack together to form a wall. Vertical and horizontal rebars fit into the hollow core for reinforcement and concrete is pumped into the core. The result is a super-insulated airtight, steel-reinforced concrete wall.