



## **FOR IMMEDIATE RELEASE**

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### **Tensar Celebrates TriAx™ Geogrid Success “Product of the Year” Awarded in London**

Atlanta, GA – January 14, 2008 – Tensar International Corporation (TIC) won the prestigious Civils 2007 “Product of the Year” award with its innovative new TriAx™ Geogrid at Civils 2007, the United Kingdom’s largest civil engineering exhibition, held November 20-22, 2007 in London.

Unlike conventional geogrids – comprising of square or rectangular apertures – TriAx™ has a unique triangular structure, which Tensar believes offers a multitude of performance benefits for a variety of ground stabilization applications.

Tensar’s research lead to the unique design features of TriAx™, resulting in a new kind of geogrid that increases aggregate confinement to offer greatly improved soil stabilization properties. Tensar believes these performance features are ideal for highway projects involving unpaved roads and permanent paved roadways, as well as combating differential settlement on weak or variable subgrades. Tensar believes economies are achieved through either savings in aggregate layer thickness or extensions in pavement service life; with cost, time and environmental advantages.

Group Marketing Manager, Tim Oliver, was presented with the award at Civils 2007 where Tensar International was showcasing the features and proposed benefits of its now award-winning product.

“TriAx has been six years in the making and represents, what we believe to be, the most significant innovation in geogrid technology for decades,” says Oliver. “I am delighted to take away this accolade on behalf of the TriAx™ development team and look forward to seeing the product completely replace our biaxial geogrids in the coming months.”

Civils' NCE New Product Awards celebrate companies that have developed the most innovative products and services to benefit the civil engineering industry during the past year. Judges assess entries on the following criteria: innovation, design quality, sustainability and safety, fitness for purpose, commercial success, productivity gain and customer satisfaction.

*About Tensar International Corporation* – Tensar International Corporation is a subsidiary of Tensar Corporation, a leading developer and manufacturer of proprietary, highly engineered, non-traditional site development solutions for infrastructure end markets, including transportation, commercial and industrial construction. Tensar Corporation provides its customers with an integrated suite of innovative products, technologies and application expertise for a wide variety of end uses, including high performance roadways, earth retention structures, building foundations, erosion and sediment control.

In 2007, Tensar International Corporation launched TriAx™ – a geogrid, which Tensar believes offers superior performance in multi-directional stiffness and aggregate confinement, which enables better radial load resistance, a reduction in aggregate base thickness and improved resistance to rutting. The company also offers comprehensive design service, technical seminars and on-site support as part of a range of support services. Tensar International Limited, formerly The Netlon Group, was founded in Blackburn, United Kingdom in 1952 and purchased by Tensar Corporation in 2006, at which time Tensar International Limited and Tensar Earth Technologies, the American counterpart headquartered in Atlanta, Georgia, were merged to form Tensar International Corporation.

For further information on Tensar International Corporation's new TriAx™ Geogrid, visit [www.tensar-triax.co.uk](http://www.tensar-triax.co.uk) or [www.tensar-international.com](http://www.tensar-international.com).

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