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RADCRETE PACIFIC LTD PTY  
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I am the general manager of Radcon Italia S.r.l. from the beginning of our activity as distributor of Radcon Formula # 7 in Italian market.

I come from petroleum industry as sale area manager of bitumen in North Italy. During my first activity I established contact with many bituminous waterproofing membranes industries.

Talking with them I could know the hard, but fascinating waterproofing world.

In the 1985 I leaved the petroleum company and I began my activity in the waterproofing market as sale distributor of the most important building products maker in Spain.

I have to start by saying I love to sell new products with a great technical value and Spanish industry manufactured only waterproofing membranes, very good products, but very poor technically.

Then, continuously I looked for in the market a new real advanced waterproofing product.

In the 1996 I read in the waterproofing international magazine an article about a unique, revolutionary waterproofing system distributed by the Australian company Radcrete Pacific in Sydney.

Radcon Formula # 7 had all the characteristics of the ideal product for waterproofing; and above all Radcon annulled the risk of damaging caused from the traffic during or after the treatment; in Italy is the principal cause of work's contestation.

After having contacted the Radcon Scandinavia for the first information and for knowing their positive experience, I got in contact with Radcrete Pacific that was spreading in Europe.

Radcrete invited us (I and my future partners) in Sydney where we have had the opportunity to talk with the Sydney University, to see some important sites and to know the Radcrete team leaded from Mr. Ed Byrne.

We visited also the Thailand distributor and many interesting sites in Bangkok.

I and my partners were prompt to accept the Radcon Formula # 7 distribution in Italy.

Italy is the membranes' country and with the forty industries had and have engaged the national and international market.

As everybody knows, the Radcon Formula # 7 is a special product. It is invisible and his technology is very different from all other products. The customer has to believe in Radcon Formula # 7 characteristics and to trust you. It is not easy!

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For this reason, the first year was dedicated to obtain experience working with Bologna University, and to persuade an Italian insurance company to guarantee this new product that unfortunately was invisible after the treatment.

In the 1997, we began our activity officially.

Because of the particular situation of Italian waterproofing market, we decided on our strategy:

- 1) Not to apply but only sale Radcon Formula # 7.
- 2) To work with a sale network side by side to applicator' s net.
- 3) To consider only the market's fields where Radcrete has success in all the world: bridges, parking, water reservoir.

During the first years we accepted all the works that the competition considered very difficult.

From month to month, without advertising costs, Radcon Formula # 7 was utilized in works more and more important.

I am glad to confirm that during our 15 years working relationship with Radcon and Radcrete products combined personnel in the technical and application side has clocked up some 234 years experience in applying Radcrete products, Radcon Formula # 7 specifically.

In fact, I can added to my 15 years: On-site Supervisor 15 years  
Area Manager (n° 3) 24 years  
12 applicator over 15 years experience = 180 years experience  
then the Radcon experience total is: 234 years

Today Radcon Italia is known about the most important bridge designers, parking planners, and hydraulic engineers and now it is present in the specification of some important works as tunnels, bridges, parkings and some viaduct restorations.

Best regards,

**Giovanni Bonatti**

