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## REPRINT | NEWS

Lachaux Beton – BBlox Chosen for  
Exhibition of French-Made Products

**REDI\*ROCK®**

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Redi-Rock International, Charlevoix, MI 49720, USA

# Lachaux Beton – BBlox Chosen for Exhibition of French-Made Products

**French Redi-Rock producer Lachaux Beton – BBlox was chosen as one of 101 companies presenting innovations at the Great Exhibition of French-Made Products at the Elysee Palace (the French equivalent of the White House) on January 17-19. The Redi Rock products, which are made in several locations in France, were chosen by a committee, chaired by the French Secretary of State for Economy and Finance and 10 leading figures.**

French President Emmanuel Macron explained the importance of the event on LinkedIn, writing that, "Today, we are taking control of our future ... Difficulties persist, but a page is turning: 'Made in France' is experiencing new momentum ... By choosing a product made in France and not made elsewhere, you have the power to support your country, your economy, your jobs ..."

The 101 products showcased at the exhibition were chosen from the 101 departments of metropolitan France and overseas. The products were chosen for their innovation and impact on the French economy.

During this event, Vincent Lachaux, the director of Lachaux Beton – BBlox, met Macron during a reception among the other business owners. He also met the French Minister of Economy, Bruno Le Maire.

Redi-Rock is a system of precast modular blocks (PMBs) for retaining walls made from wetcast concrete that have the appearance of natural stone. Manufactured with first-purpose, 4,000 PSI (27.6 MPa) or greater concrete in steel forms, the PMBs range from 1,400 pounds (650 kg) to 3,306 pounds (1,500 kg). The massive weight of the blocks – as well as the patented knob and groove technology that makes them interlock together like giant Lego blocks – often allows the blocks to form tall gravity walls where no geogrid reinforcement is needed. Lachaux Beton – BBlox is just one of the growing Redi-Rock manufacturers internationally.

"We couldn't be more proud of the work Lachaux Beton – BBlox has been doing in France. They brought an innovation into France, and have used it to create jobs and spur their business growth. This award is a testament to the impact a concrete manufacturer can have on the face of a country's infrastructure," said Jake Manthei, president of Redi-Rock International. ■

## FURTHER INFORMATION

# REDI-ROCK®

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*The French Redi-Rock producer Lachaux Beton – BBlox was chosen as one of 101 companies presenting innovations at the Great Exhibition of French-Made Products at the Elysee Palace.*



*Vincent Lachaux, the director of Lachaux Beton – BBlox, met the French President Emmanuel Macron during a reception among the other business owners.*