



Safer Military Vehicles Goal for Louisiana Manufacturer

Starting with little more than a concept, Louisiana chemist Tom Leaverton is producing an exclusive line of products to stop corrosion, prevent leaks, eliminate odors and reduce cooling costs. With a client list including heavy-hitters like the Pentagon, he hopes a "Big Cat" will help him get the word out he can also improve the safety of military vehicles and provide strong, low-cost refugee shelters.

Monroe, LA ([PRWEB](#)) December 20, 2004 -- Atlanta sales rep Jay Maddox hopes the holiday focus on goodwill will help him find the right connection to make military vehicles safer and provide low-cost housing for refugees.

"A serendipitous conversation with my sister-in-law introduced me to Pro Set, Inc., a Louisiana manufacturer of pure polyurea," explains Maddox. "The original product, manufactured by Texaco about 20 years ago, was rigid with few applications. Our chemist and CEO, Tom Leaverton spent three additional years perfecting a more elasticized version, which has since been applied to such high profile projects as the roof of a Pentagon building."

Leaverton adds, "After I finalized the formula, even I have been surprised by the versatility of the product. Recently, a United Nations delegate asked us to develop inexpensive refugee housing. We used the improved polyurea to design a strong, waterproof shelter to house 6-8 people for less than \$700 each. We could manufacture these units all day long to be shipped all over the world, if only we could get the word out to the right folks."

One person who helps preach the good news is former professional football legend and Leaverton's longtime friend, Ernie "Big Cat" Ladd, now the company's marketing director.

"Pro Set is a lot like the AFL in its early years," Ladd explains. "Despite its life-and-death struggle against the well-financed NFL, the quality of the AFL ultimately prevailed. They proved that quality-in produces quality-out. Not so long ago, hardly anybody ever heard of Pro-Set or polyurea. Now, architects and engineers are writing our products into their specifications as preferred applications to stop corrosion, prevent leaks, eliminate odors and reduce cooling costs."

Mike Roberts, Director of Sales, says security concerns have helped to create even more new markets for pure polyurea coatings.

"Since 9-11, all federal buildings require a 250-foot buffer zone," he explains. "Apply a 1/8" coating of our products as a bomb-proofing agent to the inside and outside walls reduces the buffer requirement to 125 feet. In some cases, federal agencies which may have been forced to relocate because they couldn't maintain an adequate buffer in their current location can now stay where they are, saving taxpayers thousands of dollars."

Pro Set officials are also touting the product as an effective, low-cost add-on to improve the safety of military vehicles in Iraq.

"This is the time of year everybody likes to feel good about what they're doing," Maddox concludes.



“We want to help save lives by applying Poly Pro to the interior of our military vehicles. We’re also working with federal building operators to comply with FEMA regulations to reduce energy costs 30 percent by 2010. We apply a reflective coating, which meets energy conservation requirements and virtually pays for itself in lower cooling costs. Besides that, from the air, it looks like snow. That ought to make Santa happy!”

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