



PAREXUSA

COMPANY



PAREXUSA

Committed to Innovation: Parex USA, an American Corporation based in California, is a subsidiary of the ParexGroup and backed by a global network which provides access to technology, innovation and trends from around the world. Parex USA has 11 manufacturing and distribution centers throughout the United States.

Parex USA is a leader in the fields of specialty chemicals and ready-to-use mortars. With an ongoing commitment to green initiatives such as low VOC finishes, light-weight and dustless mortars, Parex USA offers a complete line of innovative products for EIFS, stucco, and tile and stone installation systems.

Local Strength – Global Support: The Parex USA team takes pride in offering solutions to some of the industry's most complicated challenges. Architects, specifiers, contractors and building owners know that Parex USA offers substantial resources to support the largest construction projects.

A Dedication To Service: The first company in the industry to be ISO certified, Parex USA was the first to offer state-of-the-art industry service programs such as Architectural Plan Reviews, Same-Day Color Matching and educational forums for designers and applicators. In-house testing laboratories and quality assurance programs have resulted in the development of products which exceed national and international code requirements. Parex USA has earned its reputation for products and services which are unparalleled in the industry.

1926: LaHabra Stucco begins manufacture of exterior stucco

1953: LaHabra Stucco builds largest stucco plant in US

1966: LaHabra Stucco reinvents the stucco industry with the introduction of a user-friendly base, and color packs



PAREXGROUP

**2700 employees
Operating in 18 countries with over
45 manufacturing facilities**

ParexGroup, a division of Materis, SA, a French corporation was founded in the 80s. ParexGroup boosted its international development in the middle of the 90s by the acquisition of companies with histories of strong growth and leadership in their home markets.

Growth Through Innovation:

Fact – Five percent of ParexGroup’s staff work in Research and Development.

Shared Experience = Success:

ParexGroup encourages the sharing of information and the transfer of knowledge between all of the company’s laboratories which are located in the United States, Spain, Argentina, Brazil, Australia and Singapore.

Global Vision:

ParexGroup includes offices, factories and R&D laboratories throughout the world:

- Argentina
- Australia
- Belgium
- Brazil
- Chile
- China
- France
- India
- Malaysia
- Morocco
- Philippines
- Singapore
- Spain
- Thailand
- Turkey
- UAE
- UK
- USA



BUSINESS GROUPS



EIFS: Parex and Tiefs set the standard for offering the best exterior insulation and finish systems in the industry. Known nationwide for many technological advancements of EIFS, these companies offer the right products for virtually any application. In an era when energy efficiency is of paramount importance, EIFS not only dramatically decreases energy costs by adding a continuous layer of insulation; it also offers a beautiful alternative that today's building owners, specifiers and architects truly appreciate.

Stucco Solutions: LaHabra and El Rey Stucco boast a combined history of over 115 years in the stucco industry. As national leaders, both companies offer a complete line of today's most popular stucco choices for construction and renovation, with an extensive variety of textures and colors. In both commercial and residential applications, stucco continues to be one of the most versatile and enduring materials on the market today.

Tile and Stone Installation Systems: Merkrete tile and stone installation systems exhibit superior innovation and consistently provide the right solution. From underlayment material to grouts, thin sets, waterproofing and crack isolation material – Merkrete offers one of the most diversified product lines in the industry. Behind every Merkrete product is revolutionary research, groundbreaking development and an unsurpassed commitment to quality, customer service and green innovations.



1968: El Rey Stucco begins manufacturing in Albuquerque, NM

1984: El Rey Stucco begins manufacturing in Colorado Springs, CO

1986: Parex company begins manufacturing EIFS in Redan, GA

1991: Parex begins manufacturing in French Camp, CA

1995: LaHabra Stucco begins manufacturing in Riverside, CA

BRANDS



LaHabra® – The original California stucco since 1926, LaHabra has been the standard recognized by professionals and homeowners for quality. LaHabra has become the leader in stucco cement finishes. Today, LaHabra continues to raise industry standards by seeking better solutions, and backing every product with the best customer service in the industry.

El Rey Stucco – Since 1968, El Rey Stucco has earned a reputation for high-quality products and industry-leading service. As one of the largest cement stucco finish manufacturers in the Southwest, El Rey also offers a complete line of stucco base coats, acrylic and elastomeric finishes.



– Since 1971 Merkrete has successfully provided one billion square feet of tile and stone installation systems. Merkrete has become one of the tile market’s most respected brands for innovation, technical knowledge, and unique products.

PAREX – The Parex tradition of leadership in the building industry began in 1986 with a family of innovative EIFS products and a commitment to growth based on unparalleled quality and support. Parex offers a complete line of stucco assemblies, acrylic and elastomeric finishes.

Teifs™ – Established in San Antonio in 1995, Teifs has worked to improve EIFS and stucco industry standards in Texas and the surrounding states. Offering a variety of EIFS and stucco assemblies as well as decorative and elastomeric finishes.



2000: LaHabra Products, Inc. is acquired

2002: El Rey Stucco is acquired

2003: LaHabra Products establishes the first high speed/ high volume automated stucco facility in the US

2004: Surewall brand is acquired

2005: LaHabra Products, El Rey Stucco, and Parex are merged to create ParexLaHabra, Inc.

2006: Teifs Brand is acquired

2007: Mer-Kote Products is acquired and merged into ParexLaHabra—Merkrete Systems and Mer-Ko Brands are maintained and integrated

2008: Introduced the first Dustless Mortars in the US

2010: ParexLaHabra becomes Parex USA, Inc.



Parex USA offers a wide range of products with 11 manufacturing and distribution facilities across the country providing national distribution with the convenience of local sales and technical service.

Research & Development:

- Riverside, California
- Staffed with experts in every product category

National Technical Service:

- Technical Consultation
- Plan Review
- Field Service

Product Testing

- Building Code Compliance
- Evaluation Service Reports

Educational Programs:

- AIA CEU
- Applicator/Contractor Educational Programs

Manufacturing, Sales and Distribution:

- National Manufacturing
- National Sales Support
- National Distribution

PAREXUSA

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Locations
Anaheim, CA
North Hollywood, CA
Riverside, CA
French Camp, CA
Albuquerque, NM
Colorado Springs, CO
San Antonio, TX

Redan, GA
Dalton, GA
Fort Pierce, FL
Wilkes Barre, PA

