

NOVUM WALL®

SMARTER PRECAST
STARTS HERE



makenovumwall.com

SMARTER PRECAST BEGINS HERE


START-UP COST

-\$75K

This cost is approximate, but is enough to give current precasters and ready-mix suppliers a potentially substantial return on investment from day one.

This assumes access to existing labor, raw materials, and additional necessary equipment.

"Getting started with Novum Wall has helped us reach many smaller contractors and homeowners who would've looked right past larger blocks due to their size and scale."


 Weston Burkholder
Novum Wall of NWI [Lanark, Illinois]



Dual Retaining Form
[2x Retaining Cells]



"Novum fits a need in the market for a small [but not too small] segmental unit. When you consider it's wet cast, has superior aesthetics, and is produced with a form that's simple to use, manufacturing Novum Wall is a no-brainer for us."

 Josh Turton
Novum Wall Structures of OKI [Milford, Ohio]

TECHNICAL SUPPORT

1

We provide industry-leading tools and resources for specifiers such as landscape architects, engineers, and government officials to use in your local area to specify Novum Wall.



OPERATIONS

2

Here to help you craft top-quality products and institute the most efficient production practices.



BUSINESS DEVELOPMENT

3

We train your sales force to deliver engaging product presentations, generate effective quotes, and guide successful project takeoffs.



MARKETING

4

Generating high-quality leads with targeted national and regional campaigns and provide tools and guidance to support your local marketing initiatives.



3 Dual Retaining Forms
2x Standard Cells

1 Dual Retaining Forms
1x Standard Cells
1x Half Cells

1 Dual Corner Forms
2x 2-Sided Cells

1 Cap Form

SINGLE POUR
115
DAYS A YEAR

+

DOUBLE POUR
115
DAYS A YEAR

=

4,140
BLOCKS

.....
24,840 SQ FT
(2,308 SQ M)
OF WALL FACE

MARKETS FOR NOVUM WALL

Residential

Site Development

Water

Architectural

Campus

Government

Utilities

EXCLUSIVE LICENSING EXPLAINED

► **Novum Wall is offered through Exclusive Licensing.** Exclusive Licensing secures your right to manufacture the system within a defined territory, a distinct advantage that sets your operation apart.

While Novum Wall can be sold freely across territories, manufacturing rights are protected through Exclusive Licensing. This structure ensures that no additional Novum Wall producers can be added within your designated territory, giving you a competitive edge and room to grow your market with confidence.

Exclusive Licensing isn't just a protected production area; it's a value-added benefit that reinforces your investment and creates long-term opportunity.

FAQs

How do I make Novum Wall?

The production of Novum Wall is straightforward and efficient, just like its installation.

1. Prep your forms with release agent and color (if desired)
2. Pour your forms with concrete and vibrate
3. Let the product cure
4. Strip the blocks from the forms
5. Transport the blocks to inventory with a forklift, loader, or skidsteer
6. Clean the forms
7. Repeat

Why should I choose to produce Novum Wall?

Novum Wall addresses a lucrative gap in the retaining wall market, offering a stout but manageable block that can be efficiently installed almost anywhere with compact machinery and a small crew. From gravity walls up to 6 ft (1.8 m) to much taller mechanically stabilized earth (MSE) walls, Novum Wall covers the market with ease and simplicity.



Who will I sell Novum Wall to?

You'll sell Novum Wall to growth-minded landscape contractors, earthwork contractors, and large block installers who recognize the revenue opportunity a durable, efficiently installed, great-looking wall solution offers. Novum Wall is so simple to install that practically anyone with equipment (skid-steer, mini-excavator, or sub-compact tractor) capable of setting 650 lb (294.8 kg) is in your target market.

Does Novum Wall have any direct competitors?

While Novum does not have any direct competitors, it does provide a retaining wall solution that blends the best attributes from segmental retaining walls (SRW) and precast modular block (PMB) walls. It offers an architectural look and a durable solution in harsh freeze thaw conditions and performs better with deicing / salting. At 650 lb (294.8 kg) and 2.88 sq ft (0.27 sq m), it's easy to install with smaller machinery for shorter gravity walls and taller MSE geogrid walls. Plus, quoting is easy with standard sized blocks to offer quick pricing.