



The Old Way



The Smart Way

## The decision is simple...

If you want a stronger, easier and more attractive solution, choose THE REINFORCER® for your basement foundation problems.



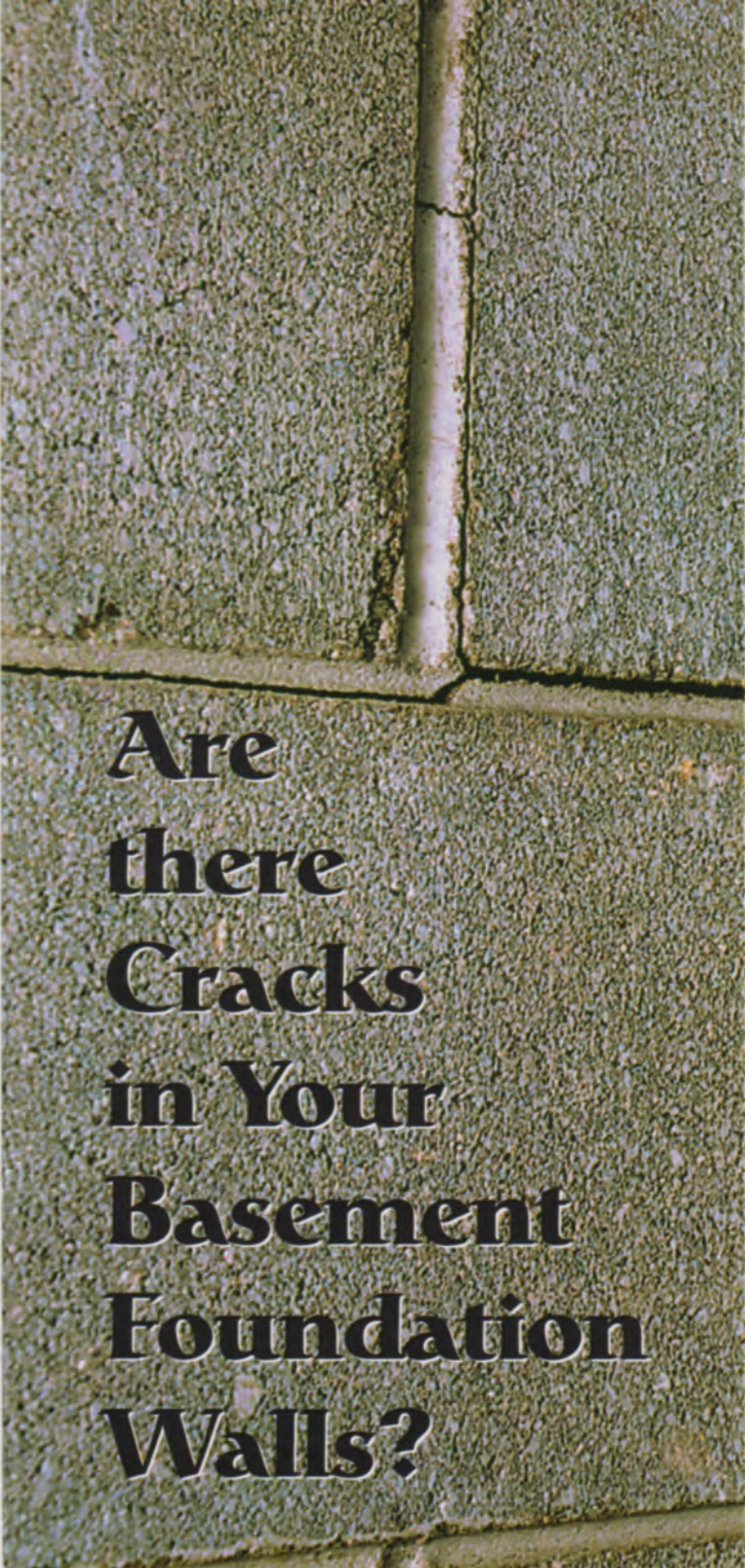
**NATIONWIDE**  
REINFORCING

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Are  
there  
Cracks  
in Your  
Basement  
Foundation  
Walls?



The Old Way



The Smart Way

Are you concerned about  
the hassle, mess, and  
intrusive construction  
methods required  
to stop your basement  
walls from cracking  
or bowing?

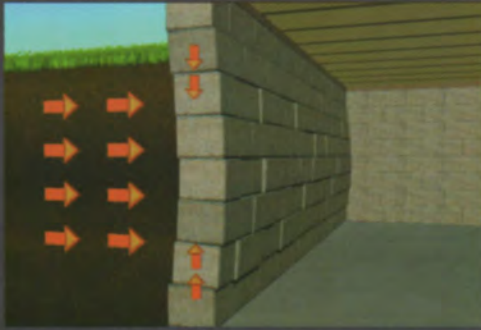
### Stop worrying...

Now, you can have your basement walls reinforced with a simple, practical, and attractive material.

Introducing THE REINFORCER<sup>®</sup>, a revolutionary new product from Nationwide Reinforcing, Ltd. made to stabilize basement foundation walls!

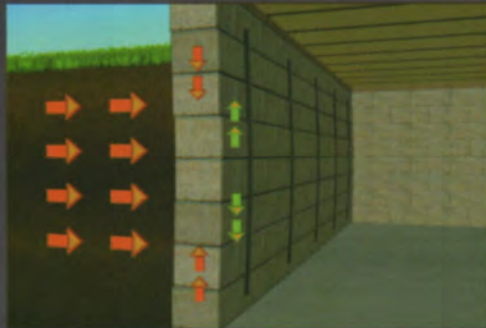


## Why walls bow and eventually collapse.



Typically, foundations are stressed when pressure (hydrostatic, expansive soil or lateral earth movement) is exerted on the outside of the foundation, causing walls to crack and separate beyond their tensile capacity. If not stopped, or properly reinforced, foundations could collapse.

## The Reinforcer® helps eliminate the damage.



When the Reinforcer® is applied to foundations, it counteracts further outside pressure on the wall, taking the tension force or tensile load that the concrete or mortar joint cannot. For every increase in pressure, the Reinforcer® supplies an equal and opposite resistant force making the wall stronger, helping to eliminate shifting, expanding, cracking or bowing.



## No Heavy Equipment

THE REINFORCER® is a patented state-of-the-art system developed by professional engineers. A combination of space-age polymers and carbon fibers have been processed into a material that is virtually impossible to stretch. It is a perfect material to use on basement foundation walls to resist outside pressure.

Until now, the most common method to stop outside pressure from further bowing foundation walls was to anchor steel beams along the inside perimeter of basement walls.

**THE REINFORCER® replaces the need - and hassle - of steel beam installations.**

- **Permanent**
- **Economical**
- **Guaranteed**



## No Messy Concrete

You no longer need invasive measures (such as digging, breaking through concrete floors or making structural changes to floor joists) to stabilize foundation walls. THE REINFORCER® is simply applied directly to existing walls.

You no longer have to worry about the look of boxy, ugly steel columns, which can intrude into your basement space. THE REINFORCER®, less than a sixteenth-inch thick, is easily concealed.

### How does THE REINFORCER® work?

When THE REINFORCER® is applied to foundation walls, it counteracts further outside pressure on the wall, taking the tension force (or tensile load) that the wall cannot.

For every increase in pressure on the wall, THE REINFORCER® supplies an equal and opposite resistant force making the wall stronger. It helps eliminate expanding, shifting, cracking, and bowing.



## No Invasive Measures

THE REINFORCER® has a tensile strength that has proven to be eight to ten times stronger than steel.

THE REINFORCER® works on concrete, block, poured concrete, brick and clay tile to secure and stabilize cracking, bowing or buckling foundation walls.

When you need to stop foundation walls from bowing, shifting, or cracking, ask for THE REINFORCER®, a revolutionary state of the art solution to an age-old problem.



**NATIONWIDE**  
REINFORCING

Installed by a certified network of professional technicians.