



Top Row: Jorge Gonzalez, Operator, Felipe Dias, Director; Bottom Row: Mathew Biestro, Northern Manager, Terry Bishop, Sales, GSE, Danial Dias, Director, and Bernardo Dias, CEO.

Since 1952, the Dias family has built an exceptional cement production and concrete ready mix operation in both Brazil and Florida, based on the mission of setting the highest standard of quality and service for their customers while providing a safe, stable and honorable workplace for their team.

JAMMIN' SUPERMIX™

“This is a service oriented company, says Bernardo Dias, President. “In service you strive for punctuality, for quality, in our case, it is not only the quality of our fleet that makes a difference, but also the quality and courtesy of our employees.” The company delivers their Supermix™ concrete from 17 ready mix plants and 22 batch plants with a current fleet of 175 trucks to some of the largest and most prestigious concrete projects in Florida.

“Our mission is to set the highest standard of quality and service for our customers while providing a safe, stable and honorable workplace for our team,” continues Dias. The company provides technical support to help architects achieve their most aggressive designs with ever higher psi specifications and other requirements. Their product quality and timely delivery is in part from the family’s investment in the most state-of-the-industry production controls and processes, but also from the family’s extensive experience in providing Supermix concrete

in Brazil. There, they have grown from start-up in 1976 to 120 batch plants, 2,000 concrete making trucks, 300 pump trucks and 3,000 employees across 22 states.

The company has won multiple awards for Private Firm Sales Growth in Florida, Top Hispanic Company Sales Growth, and Florida’s Fastest Growing Private Companies dating back to 1998.

MANAGED PROCESSES YIELD TIMELY SERVICE

“Everything we do is based on information with numbers, performance and why this, why that,” notes Dias. “So we can make the right decisions to be more effective. To make an ever-better product. To be more productive; and to maintain our promise of timely delivery.”

**“KAWASAKI-KCM IS A GREAT COMPANY
WITH GREAT EQUIPMENT.”**

— BERNARDO DIAS, PRESIDENT



The Kawasaki-KCM loaders provide excellent productivity and are quite efficient.



The company's concrete block plant matches the Supermix mission of the 'best product on time'.

"I always tell our people that yes, our business is selling concrete, but our primary focus is mitigating liability," says Felipe Dias, Executive Director. "Because once you pour the concrete, it costs significantly more to tear it out and do it right. It is basically, a high stakes game. A very high stakes game. And we're always on our toes, because as the architects get more creative, the stakes get higher. In the past, creating high rise buildings required concrete at 4000 psi. But now, it is common to have 12-14,000 psi specifications on delivery."

"Our key to success is good service, and our good employees," Dias continues. "You know, serving the customers the best we can, and working hard every day. I do believe we have a clear competitive advantage because we are so employee oriented and so customer oriented. And we compete against very large, vertically integrated companies who are naturally very slow to react and very bureaucratic. Whereas we have the ability to jump on a problem right away and get it resolved. We are proactive about being a partner to our customers—the contractor at the jobsite. We are more than the company supplying the materials. So the projects that we are fortunate to be part of, I think our customers recognize and appreciate our attitude of partnership in their success. Most of our customers are family businesses and I think they can relate to our being a family business too."

Supermix has done an excellent job of growing with first class management, aggressive sales efforts and the best equipment they can find.

GREAT EQUIPMENT A MUST

One important element of the company's management of quality and timely delivery is to invest in quality equipment. The plants operate with state-of-the-industry processes. The loaders used at each plant are all high quality. The fleet of ready mix trucks is kept nearly new and very well maintained. No piece of equipment is allowed to get old or reach high hours.

"Not long after I was moved into the position of Northern Manager, with a hand in suggesting the specification of new equipment, some of our wheel loaders came up for replacement," says Mathew Bisesto. "The company had not previously tried the Kawasaki-KCM loader brand. Yet, years ago, I had been exposed to some of the first models introduced to the United States—and I had been quite impressed. So, it seemed that as we continued to search for the best equipment for the application, we should include the Kawasaki-KCM brand in our comparison of specifications, features, price and dealer support."

"I'll tell you something about the Kawasaki loaders," adds Bernardo Dias. "When Matt brought to me the information that we needed to buy a new loader...and he asked if I would contemplate buying a Kawasaki, I said, yeah, why not? I've always heard of Kawasaki making good equipment. And he said, good, I'm going to contact them to get a quote, and I'll get back to you. In the meantime, I've, of course, gotten quotes from our current suppliers. And, Kawasaki has great equipment. So does Komatsu and others. But Matt was a great enthusiast about the Kawasaki equipment. He said, "I think Kawasaki is a great machine". And I said, "Well, let's try to get an agreement and buy the Kawasaki."

And it was not a great surprise, that we bought in February, 6 months ago, a Kawasaki loader and today we have 800 hours and change on the loader at one and we have close to 1700 hours on the other loader at another location. And so far, you know, no big deal beyond normal wear and tear and the operators are very happy. So, congratulations! Kawasaki-KCM is a great company with great equipment."

Supermix is serviced by GS Equipment, Inc. and their multiple locations in the South Florida area.

