

Wieser Concrete Products, Inc.

Acquisition Target Intelligence & Lookalike Builder

Executive Summary

Wieser Concrete Products is a 2nd-generation, family-owned precast concrete manufacturer headquartered in Maiden Rock, Wisconsin. Founded in 1965, the company has grown from a single employee to 160+ team members across 9 locations in WI, MN, and IL. They are actively acquiring companies and have demonstrated acquisition capability with their 2021 purchase of Minnesota Precast Industries.

Acquisition Thesis: Wieser operates as a platform consolidator in the highly fragmented \$30B U.S. precast concrete market (top 10 players hold <25% share). Their multi-market diversification (agricultural, septic/wastewater, highway, commercial) and geographic density strategy create clear add-on acquisition criteria.

Company Snapshot

Attribute	Details
Founded	1965 by Joseph H. Wieser
Headquarters	Maiden Rock, WI (Pierce County)
Ownership	2nd Generation Family-Owned (since 1999)
Employees	160+ team members
Certifications	NPCA Plant Certified
Acquisition History	Minnesota Precast Industries (2021, Rosemount MN)

Geographic Footprint

Manufacturing Facilities (4)

- **Maiden Rock, WI** — Home Office, Sales, Manufacturing & Delivery
- **Portage, WI** — Sales, Manufacturing & Delivery
- **Roxana, IL** — Sales, Manufacturing & Delivery (St. Louis metro)
- **Rosemount, MN** — Manufacturing & Delivery (2021 acquisition)

Distribution Sites (4)

- **Fond du Lac, WI** — Distribution
- **Spooner, WI** — Distribution
- **Jordan, MN** — Distribution (Septic Only)
- **Weston, WI** — Distribution (NEW)

Form Fabrication Facility

- **Menomonie, WI** — Wieser Form Fabrication (manufactures precast forms)

Product Portfolio & Market Segments

Wieser serves four distinct end markets with varying degrees of specialization. Understanding which segments carry proprietary technology/processes is critical for target selection.

Segment	Products	Differentiation
AGRICULTURAL	Slatted Floor Manure Storage Bunker Silos, Feed Bunks Grain Storage, Water Tanks Cattle Guards, Foot Baths	HIGHEST MOAT Proprietary Dri-Cast™ process Pan-L-Bilt® manure systems 8,000 PSI strength (vs. standard) In-house design/engineering
SEPTIC/STORAGE	Septic Tanks (up to 40,000 gal) Holding Tanks, Grease Traps Wastewater Treatment Systems Stormwater Management	HIGH MOAT Large tank capability (40K gal) Low-profile designs Training seminars for installers BioMicrobics partnership
HIGHWAY/INFRA	Box Culverts Noise Abatement Walls Bridge Components Retaining Walls	MEDIUM MOAT Custom engineering capability Atypical shape design-build IDOT/DOT relationships
COMMERCIAL	Building Panels Utility Structures Custom Structures Burial Vaults, Storm Shelters	STANDARD MOAT Turnkey installation Custom design capability Quality reputation

Unique Competitive Advantages

1. Proprietary Dri-Cast™ Manufacturing Process

Unlike conventional wet-cast (poured) concrete, Wieser's Dri-Cast process uses machine-made slats with vibration and compaction producing 8,000 PSI compressive strength—significantly stronger than industry standard. This delivers: consistent quality, longer product life, superior finish/texture, and structural integrity that competitors cannot match.

2. Pan-L-Bilt® Manure Storage Systems

Wieser's signature agricultural product—slatted floor under-barn manure storage systems. Operating since 1967 (58 years), they are the only Midwest provider offering complete turnkey solutions: design, engineering, manufacturing, and installation. Testimonials reference systems operating since 1972 with zero structural concerns.

3. Vertical Integration: Wieser Form Fabrication

In-house form manufacturing capability (Menomonie, WI) gives Wieser the ability to create custom molds for non-standard products. This enables rapid prototyping and custom engineering that competitors sourcing forms externally cannot match.

4. In-House Design-Build Engineering

Full engineering staff provides structural calculations, shop drawings, and custom product development. Customer testimonials cite "professional-grade shop drawings" and ability to "test the limits of what was possible" with atypical designs.

5. Training & Education Platform

Wieser hosts onsite wastewater training seminars providing CE credits for plumbers, POWTS inspectors, and soil testers. "Precast Days" events educate engineers, contractors, and specifiers—creating sticky customer relationships and pull-through demand.

Lookalike Target Builder

Criteria Framework for Identifying Acquisition Candidates

Tier 1: Highest Priority Targets

Geographic Density Plays — Companies that fill white space in Wieser's current footprint or create logistics synergies.

Must-Have Criteria:

1. **Location:** WI, MN, IL, IA, ND, SD, MI, IN, or OH (Upper Midwest/Dairy Belt)
2. **Product Overlap:** Septic tanks, agricultural products, or highway products
3. **Size:** \$3M–\$25M revenue (tuck-in scale)
4. **Ownership:** Family-owned, founder-owned, or fatigued PE ownership

High-Value Attributes:

- NPCA certified plant
- Owner approaching retirement (60+) with no succession plan
- Established DOT/municipal relationships
- Specialty products (large tanks, custom structures)
- Dry-cast manufacturing capability

Tier 2: Product Line Extensions

Capability Acquisitions — Companies with specialized products/processes that enhance Wieser's offering.

Target Product Categories:

- **Agricultural Precast:** Cattle slats, hog slats, dairy barn systems, bunker silos
- **Wastewater/Stormwater:** Advanced treatment systems, large-diameter pipe, retention systems
- **Specialty Tanks:** Grease interceptors, oil/water separators, fuel containment
- **Highway/DOT:** Box culverts, noise walls, bridge deck panels, MSE walls
- **Commercial:** Precast steps, burial vaults, utility structures, storm shelters

Tier 3: Geographic Expansion

New Market Entry — Established platforms in adjacent regions for step-out growth.

Priority Expansion Geographies:

- **Central IL / Southern IL:** Leverage Roxana plant; ag and infrastructure demand
- **Iowa:** Major dairy/hog state; natural extension from current footprint
- **Nebraska/Kansas:** Cattle feeding operations; bunker silo demand
- **Michigan/Indiana:** Growing dairy sector; infrastructure spending
- **Dakotas:** Agricultural growth; limited precast competition

Database Search Criteria

Use these NAICS/SIC codes and keywords for prospecting databases (ZoomInfo, D&B, PitchBook, etc.):

Classification	Codes / Terms
NAICS Codes	327331 (Concrete Block & Brick Mfg), 327332 (Concrete Pipe Mfg), 327390 (Other Concrete Product Mfg)
SIC Codes	3272 (Concrete Products), 3271 (Concrete Block & Brick)
Keywords	precast concrete, precast products, septic tanks, concrete tanks, box culverts, bunker silo, manure storage, cattle slats, precast steps, burial vaults, utility structures
Revenue Filter	\$2M – \$30M (ideal: \$5M – \$15M for tuck-in)
Employee Count	10 – 150 employees
Age of Business	20+ years (established operations, potential succession situation)

Known Regional Competitors (Potential Targets)

These companies operate in overlapping markets and may represent acquisition opportunities:

Company	Location	Products/Notes
Hanson Silo Company	MN	Cattle slats, hog slats, bunker silos, grain storage—100+ year history
Wieser Precast Steps	Stewartville, MN	Precast steps, septic, grease interceptors—same name, separate company (1982)
Wieser Precast (Iowa)	Williamsburg, IA	Separate entity—Iowa market
Wieser-Doric	MN	Burial vaults—potential brand consolidation
Stubbe's Precast	Various	Dairy slats, precast products—acquired by Bouygues 2018

Outreach Talking Points

When approaching targets on behalf of Wieser, emphasize these value propositions:

For Sellers:

- **Family Legacy Preservation:** "Wieser is a 2nd-generation family business that values culture and continuity—your employees and customers will be in good hands."
- **Operational Continuity:** "Minnesota Precast's experienced team stayed on after acquisition—Wieser believes in keeping what works."
- **Growth Resources:** "Access to Wieser's engineering, form fabrication, and multi-state logistics without losing local identity."
- **Fair Valuation:** "Wieser understands the precast business and values specialty capabilities appropriately."

For Referral Sources (Accountants, Attorneys, Bankers):

- "Do you have any precast concrete clients in the Midwest considering retirement or a transaction?"
- "Our client has completed acquisitions and is actively seeking tuck-ins in WI, MN, IL, IA, and surrounding states."
- "They're particularly interested in agricultural precast, septic/tanks, and highway products."

Industry Context for Positioning

Key talking points about the precast concrete industry that support the acquisition thesis:

- **\$30B U.S. Market:** Highly fragmented—top 10 players hold less than 25% market share
- **20%+ EBITDA Margins:** Precast typically commands higher margins than commodity concrete
- **6% CAGR Growth:** Driven by infrastructure spending, data centers, stormwater mandates
- **Active Consolidation:** CMC just paid 9.5x EBITDA for CP&P (\$675M); Fabcon acquired Bristol Precast (2023)
- **Local Market Dynamics:** Shipping radius (~150-200 miles) creates natural geographic moats
- **Secular Tailwinds:** Infrastructure bill spending, dairy consolidation driving farm modernization, stormwater regulations

Wieser Contact Information

Main: (800) 325-8456

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Note: *Confirm current M&A contact/decision-maker before outreach.*

— Prepared by CII Advisors —