



A Stronger Rebar for a Stronger Foundation

Customer:
Bar-Lift, Inc.

County:
Hidalgo

Industry:
Plastic Chair for
Rebar and Wire

NAICS:
32619

TMAC Services
Product & Business
Development

Who to contact:
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Founded in 2003, Bar-Lift, Inc. strives to provide the safest, strongest foundation support for buildings worldwide. Bar-Lift is a revolutionary universal plastic support for use in commercial and residential concrete foundations. The rebar support chairs are manufactured by EMU Plastics in McAllen, TX. They have sold 15 million rebar support chairs in the past 10 years and they have the only “yellow chair” rebar support chair patent for concrete foundations on the market.

The Situation

In 2002 Mr. Ruben De Leon approached TMAC to obtain a design and drawing of his product plan. He had the idea of manufacturing a rebar support that would be utilized in the construction industry. TMAC provided Mr. De Leon a design of a Plastic Chair for Rebar and Wire Mesh for concrete foundations. Mr. De Leon was very pleased with TMAC services on product development.

The Solution

With their design on hand, Mr. De Leon and Dr. Sotelo were ready to knock on some doors to find an injection molding company that would be interested in manufacturing their product. They started doing research on different companies’ capabilities; their lead time, costs, etc.

TMAC worked with Mr. De Leon in finding potential manufacturers that would be interested in producing his product.

The Solution (continued)

Luckily, Mr. De Leon found a local manufacturer and started producing the first rebar supports. Throughout the years, Mr. De Leon has worked with different companies, as he is always in pursuit of better opportunities.

The Results

The hard work and dedication has paid off. Bar-Lift, Inc. has sold over 15 million units since 2003. The company averages over 25 million units sold annually making it the rebar support chair of choice for contractors.

Bar-Lift reinforcement chair has been engineered and manufactured to support high torsional and lateral forces without failing. It ensures proper location and height of metal reinforcements in concrete.