The Canadian Precast/Prestressed Concrete Institute (CPCI), founded in 1961, is a research, education and communications institute and the prime source of technical information about precast and prestressed concrete in Canada. The Institute is the publisher of the CPCI 5th Edition Design Manual, the Architectural Precast Concrete Walls: Best Practice Guide, the Precast Concrete Wall Thermal Performance Calculator Software and over 100 technical publications and studies.

CPCI and its Members are the leading source of technical resources (Body of Knowledge (BOK)) for the precast concrete industry in Canada. From this BOK, Building Codes, Design Guides, Educational Programs, Certification, Sustainability Programs, Accelerated Building Construction and new research ideas are derived. CPCI develops, maintains, and disseminates the BOK necessary for designing, fabricating, and constructing sustainable and resilient precast concrete structures.

CPCI’s primary goal is to significantly increase the awareness and understanding of the advantages of precast concrete products, services and systems. CPCI tracks market penetration in all market sectors using all relevant communication and marketing channels to maximize the awareness of: (1) precast concrete advantages, (2) precast concrete certification, (3) industry achievements and priorities, and (4) CPCI (and CPCI member) programs and services.
Purposes

The purposes of this corporation are to stimulate and advance the common interests and general welfare of the structural, architectural and specialty precast and prestressed concrete industry.

- To develop, fund and implement a comprehensive, ongoing marketing program to increase the demand for and use of the structural, architectural and specialty precast and prestressed concrete produced in Canada;
- To collect and disseminate knowledge, statistics, ideas and information relating to design, manufacture and use of precast concrete and prestressed concrete;
- To advance precast and prestressed concrete and its design and manufacture, through investigations and research relative to new applications, and through improved engineering processes;
- To establish industry-wide standards for design and production of precast and prestressed concrete to improve quality and design of product;
- To perform all lawful and desirable activities within Canada and elsewhere, to promote the efficient, constructive, and beneficial operation of the structural, architectural and specialty precast and prestressed concrete industry.

Gain Exclusive Member Benefits

At CPCI, our principal goals for membership are to provide you with unique opportunities to grow your business, be part of a billion dollar industry and to connect you to a community of peers to actively influence and enhance the industry.

Join a North American collective voice and receive the following benefits:

- Updates on critical business and legislative issues that affect the precast and prestressed concrete industry
- Subscription to the CPCI e-newsletter and Imagineering Magazine
- Participation and influence on committees within CPCI – including Technical, Marketing, Student Education and Sustainability, Productivity and Safety plus Special Interest Groups based upon market segments
- Leadership role opportunities in promoting CPCI to all stakeholders
- Represent the interests of the Canadian precast and prestressed concrete industry to stakeholders, key accounts, government and academia
- Network with colleagues outside your workplace
  - Peer-to-peer within CPCI market segments
  - Promotes dialogue between CPCI and the construction industry
There are two types of membership in the Institute: voting members (Active, Associate, Professional) and non-voting members (Supporting, Affiliate, Student).

The seven classes of membership are as follows:

1. **ACTIVE MEMBER**: A person, firm, or corporation engaged in the manufacture of structural, architectural or specialty precast and prestressed concrete.

2. **ASSOCIATE MEMBER**: A person, firm, or corporation engaged in a business or industry allied or related to: a) the manufacture of structural, architectural or specialty precast and prestressed concrete or b) the transportation, erection, installation, or construction of structural, architectural or specialty precast and prestressed concrete structures.

3. **SUPPORTING MEMBER**: A person, firm, or corporation engaged in a business or industry allied or related to: a) the manufacture of structural, architectural or specialty precast and prestressed concrete or b) the transportation, erection, installation, or construction of structural, architectural or specialty precast and prestressed concrete. This membership is limited to those companies who operate from a single location and supply goods and services to only the Active Member companies within the area of the single location.

4. **PROFESSIONAL FIRM MEMBER**: A company which supplies services to the Active Member companies of CPCI; A firm or corporation engaged in a business allied or related to: a) The manufacture of structural, architectural or specialty precast concrete, or b) The transportation, erection, installation, or construction of structural, architectural or specialty precast concrete.

5. **AFFILIATE MEMBER**: Any person or organization that has an interest in the structural, architectural or specialty precast and prestressed concrete industries. These include other allied related organizations that have joint memorandums of understanding with the institute, and university professors.

6. **STUDENT MEMBER**: Any person who is enrolled in a recognized Institute of higher learning, which curriculum is related to our industry activities. Student Members have voting privileges on CPCI’s Student Education Committee.

7. **LIFETIME MEMBER**: Any person whom the Board of Directors determines has made a highly significant contribution to the structural, architectural or specialty precast and prestressed concrete industry, and has demonstrated a sincere interest in this Institute. Any member may nominate a person to be considered for such honour by advising the Honorary Membership Committee of such nomination. The Honorary Membership Committee shall consist of the Chair and two last past Chairs of the Institute. If the nomination is approved by the Committee it shall be presented to the Board of Directors, where the nomination shall require the unanimous approval of the Board of Directors.
CPCI NATIONAL COMMITTEES

**Technical Committee**
The CPCI Technical Committee mission is to lead the development of technical best practice documents and design manuals for the precast prestressed concrete industry in Canada, to positively influence industry related national and provincial standards and specifications, and to build on the technical body of knowledge through a commitment to a long-term and forward-thinking research and development program.

**Research Subcommittee**
The mission of the subcommittee is to provide clear recommendations to the CPCI Technical Committee on research and development in support of the CPCI strategic plan and the CPCI policy on research and development. Its research initiatives are divided into three main areas: Innovation, Influencing Changes to Codes and Standards and Validation or Enhancement of Existing Systems.

**Marketing Committee**
The Marketing Committee mission is to inspire and raise awareness on the many positive attributes of precast concrete products, systems and services.

**Sustainability, Productivity and Safety Committee**
The Sustainability, Productivity and Safety Committee mission is to achieve a sustainable and competitive industry through leadership and excellence in environmental, productivity and safety initiatives.

**Student Education Committee**
The CPCI Student Education Committee mission is to create long-lasting relationships with students, teachers and professors at college, university and trade schools, to introduce them to the industry and its body of knowledge, and to encourage a life-time of learning and engagement with the precast concrete industry that will extend through their professional careers.

**Chapters**
For the purposes of provincial, area, or local representation and activities, the Institute is divided geographically into six Chapters: British Columbia, Alberta, Manitoba/Saskatchewan, Ontario, Quebec and Atlantic. These Chapters function relatively independently in their respective areas, but for coordination and cohesion, they relate to the Institute regarding constitutional, policy, or all-industry matters.
TECHNICAL OUTREACH

The CPCI Technical Committee meets regularly and actively partners with other cement and concrete industry associations and institutes to address technical issues, and codes and standards pertaining to the concrete industries. The Committee is responsible for:

- Author of the CPCI Design Manual and other CPCI technical publications
- Originating, coordinating, and supervising all industry related research projects
- Presenting programs at CPCI meetings
- Reviewing technical papers
- Evaluating codes and standards
- Advising CPCI on all aspects of the technology it embraces

CODES AND STANDARDS

CPCI and CPCI members are active on these important building codes:

- CSA A23.3 Design of Concrete Structures
- CSA A23.1 & 2 Concrete Construction / Methods of Test for Concrete
- CSA A23.4 Precast Concrete – Materials and Construction
- CSA S413 Parking Garages – Design and Construction
- CSA S6 Canadian Highway Bridge Design Code

PUBLICATIONS

CPCI has published and distributed over a half a million technical guides including:

- CPCI Design Manual (currently 5th Edition)
- Architectural Precast Concrete Walls: Best Practice Guide
- Meeting and Exceeding Building Code Thermal Performance Requirements
- CPCI Maintenance and Inspection Manual for Precast Concrete Building Enclosures
- High Performing Precast Concrete Building Enclosures - Rain Control
- Structural Floor and Roof Technical Guide
- Infrastructure Construction Technical Publication
- Structural Solutions Technical Guide
- And many more
PROFESSIONAL EDUCATION SEMINARS

CPCI presents many educational seminars each year:

- CPCI seminars for the Royal Architectural Institute of Canada (National Convention)
- CPCI seminars for the Canadian Parking Association (National Convention)
- Transportation Association of Canada (National Convention)
- Construction Specifications Canada (National Convention)
- Canadian Society for Civil Engineering Annual Conference & Trade Show
- CPCI Architectural Precast Concrete Best Practice Guide Seminars
- Departments of Transportation Infrastructure for Life Seminars
- Lunch and Learn sessions (lunchbox seminars)

STUDENT EDUCATION OUTREACH

- National Precast Day – open house plant tours of precast concrete facilities
- Graduate Engineering Annual $30,000 Scholarship
- Architectural Precast Studio Program
- CPCI Young Professional Mentorship Program
- Precast lectures at colleges and universities
- Distribution of CPCI Design Manuals (free PDF copies for all design professionals)
- Precast Concrete Lesson Plans for professors and students
- CPCI National Student Design Competition

SOCIAL MEDIA

CPCI understands that social media is crucial for our industry and our member companies to stay top-of-mind with our customers. CPCI uses social media as an extension of your referral network and a platform to showcase latest industry news and publications.

MARKETING OUTREACH

CPCI has the largest marketing outreach program in the construction industry. CPCI’s marketing strategy involves market segmentation and marketing vehicles based on our one-to-one strategies (treat different customers differently through mass customization). CPCI’s goals are to enhance corporate awareness, increase brand appeal and reposition to new markets where opportunities arise. Our programs include direct mail, trade publication advertising, electronic marketing (websites, e-brochures, e-publications, social media), public relations and National Precast Day (open house plant tours).
CPCI CONSTRUCTION TRADE MAGAZINE ADVERTISING

Total readership is over 300,000 annually in publications such as:

- Award Magazine
- Canadian Architect Magazine
- Canadian Consulting Engineer Magazine
- Construction Canada Magazine
- SABMag
- The Parker Magazine
- ReNew Canada Magazine
- Building Envelope Magazines

NATIONAL PRECAST DAY

National Precast Day (Open House Plant Tours)

CPCI’s National Precast Day (NPD) is an annual open plant tour of a precast concrete manufacturing facility. The open house effectively demonstrates how precast concrete is manufactured under rigorous quality control and highlights the accelerated building construction (ABC) and its characteristics including prefabrication, resiliency, energy efficiency, sustainability, safety, security, durability and lowest total cost of ownership. Over the years NPD has hosted over 50,000 participants.

TRADE SHOWS

CPCI trade shows include both national and regional shows. Our total trade show average audience for the following events is 40,000 visitors.

- Royal Architectural Institute of Canada (National Convention) Trade Show
- Canadian Parking Association (National Convention) Trade Show
- Transportation Association of Canada (National Convention) Trade Show
- Construction Specifications Canada (National Convention) Trade Show
- Canadian Society for Civil Engineering Annual Conference & Trade Show
- The Buildings Show/World of Concrete (National Convention) Trade Show

DIRECT MAIL

CPCI distributes 20,000 print and 20,000 electronic copies of CPCI’s Imagineering Magazine per year.

The CPCI Imagineering Magazine highlights and promotes the North American precast concrete industry. This publication is one of our best marketing vehicles, as it only promotes precast solutions and is the voice of the Canadian precast concrete industry.
CPCI WEBSITES

CPCI’s two websites that are interlinked have over 30,000 monthly visitors combined. The CPCI Project of the Month receives about half of our web visitors.

www.cpci.ca  |  www.sustainableprecast.ca

ENVIRONMENTAL OUTREACH

CPCI established a Sustainability Committee in 2008, presently named the Sustainability, Productivity and Safety Committee, to provide industry leadership through education, sharing of sustainable/environmental building practices and promotion of the adoption of best practices in precast concrete plants and on project sites. A key CPCI initiative is the development of guidelines for sustainable practices, including minimizing water use, water recycling, dust and emissions control, resource reuse and recycling, and energy reduction.

CPCI AGM, THE PRECAST SHOW AND CPCI COMMITTEE MEETINGS

- CPCI educational opportunities at the AGM bring local AEC professionals to the CPCI Suppliers’ Trade Show
- The CPCI AGM and trade show provides opportunities for CPCI associate members and professional firm members to showcase their products and services
- CPCI partners with the National Precast Concrete Association (NPCA) and the Precast Concrete Institute (PCI) to co-locate at The Precast Show to increase exposure to associate members
- The CPCI annual Associate member roundtable meeting provides supplier members the opportunity to help advance the direction of CPCI and the Canadian precast concrete industry
- The annual CPCI Associate Member Award celebrates the value and importance of our Associate Members in the progression of the Canadian precast concrete industry
- CPCI committees are open to all voting members and CPCI values the significant contributions of our members on all of our committees

PRECAST CONCRETE CERTIFICATION

Certification sets very high standards for quality precast concrete production that require a deliberate, concerted effort to implement. Once attained and practiced consistently, certification quality standards contribute to improved customer satisfaction by helping make the construction process faster and smoother for all parties involved. All CPCI member plants are certified by the Canadian Precast Concrete Quality Assurance (CPCQA) Certification Program.
For more info www.precastcertification.ca
WHY JOIN CPCI?

The precast and prestressed concrete industry is ever changing, increasingly competitive and always growing. You never know what's going to happen today that will affect your business tomorrow. That's why it's important to to combine your efforts with others in the industry.

There's an advantage to having connections, to belonging to an organization that can provide support, educational opportunities, industry information and grow your business opportunities.

CPCI connects leaders in the precast concrete industry from all over the world and provides educational, leadership and networking opportunities. If there's a trend in the industry, CPCI will inform our members about it. If there are legislative decisions being made that can help or hurt your business, CPCI will help you understand the issues. CPCI keeps you up to date on emerging business and technical issues. CPCI's research, technical, educational, and marketing outreach programs will help your business strengthen and grow.

Please contact CPCI for more information about the fastest growing concrete product industry in North America.

For membership applications and more information about CPCI and membership go to: www.cpci.ca