Building Communities

Our products are used to build the communities where Americans live, work and play.
We are an Industry Leader with More than 70 Years of Experience

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- **1946**: The company is founded and operates as Sonntag Concrete & Gravel.
- **1949**: First automated block machine installed in Marathon, Wis. in 1949.
- **1967**: In 1967 the business was renamed and incorporated as County Concrete Corp.
- **1981**: In 1981, the company manufactures its first concrete pipe and manhole products.
- In the 90s the company expands into larger commercial markets and introduces an updated logo.

Bridge Girders

Concrete Pipe & Precast

Hollowcore Plank
A PCI Certified precast and prestress facility constructed in Roberts in 2001 allows the company to continue manufacturing long span bridge girders for DOT transportation projects, including the Minnesota DOT expansion project over the Mississippi River in 2003.

In 2003, a new president is named, the company is renamed County Materials Corporation and its logo and marketing presence are further refined. In following years, additional acquisitions and plant openings are also completed.

In 2013, County Materials completed construction of a production facility in Janesville, WI, to enhance production capabilities for high performance bridge girders and landscape and masonry products with superior quality and high-end, sought-after aesthetics not readily available elsewhere in North America.

In 2018, a plant acquisition adds year-round production capabilities for NPCA-certified Insulated Sandwich Walls that are shipped to customer locations throughout the Midwest.

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At its founding in 1946, our company was known as Sonnentag Concrete & Gravel, and was hauling quarried materials to area farms. By the end of World War II, concrete block was in high demand to support development and growth of Marathon County communities. Merlin Sonnentag invested in a single machine capable of producing concrete masonry units for masons and builders in Marathon, Wis. and surrounding communities. That began the company’s journey into supplying concrete construction products for America’s growth and infrastructure development over the next seven and a half decades.

During the 1950s and 1960s, the country was growing and demand for concrete construction products was on the rise. Bustling, sprawling cities required stronger, more efficient construction materials. Our company responded. Ready-mix and excavation services were added in 1960. Merlin’s oldest son, John H., joined the company in 1966 after graduating college, and one year later, the company was incorporated and renamed County Concrete Corp.

Upgrades were made to block manufacturing capabilities by adding automatic batching and cement silos. This allowed the company to serve the growing agricultural, commercial and residential construction industry. The business also expanded into more masonry product lines used to build schools, hospitals, farm structures and homes. Relying on a steadfast commitment to quality and hard work, the company focused on earning the trust of employees and customers.
“Our priority has been and will continue to revolve around being responsive to our customers’ needs by providing personalized service, reliable industry knowledge and trusted experience. We add value for our customers because we employ dedicated people and keep investing in our manufacturing capabilities. Ultimately, we are guided by a focus on safety and continuous improvement.”

-Tim Sonnentag, President

**Strong Values, Hard Work**

Change was happening fast. Current company president, Tim Sonnentag, says “Values instilled by my grandfather and father remained a constant. Our focus has always been on serving the needs of our customers.”

As technology continued to advance and communities prospered, our company set the pace by manufacturing the first precast concrete products in 1972. This advancement provided a cost-effective and efficient alternative to cast in place concrete. This led to numerous specialty products, including septic tanks, catch basins, and storm manholes. With the modernization of precast products, delivery became faster, installation easier, and contractor construction schedules were reduced. Precast septic tanks provided unparalleled years of reliable service. Because of this, many communities began requiring concrete tanks.

Additionally, concrete manholes and precast products helped cities improve storm water management systems, a critical component to growing infrastructure. By 1981, the company was producing concrete pipe products, and one year later, John was named president of County Concrete Corp. In 1987, the company made a major move by establishing a concrete pipe operation near Orlando, Florida. America and the company were growing.

“The transformation of construction technologies happened incredibly fast,” said Sonnentag. “Our industry had to respond to demand and be on the cutting edge to provide contractors, engineers and designers with high quality and innovative materials to meet their needs. The scale and complexity of construction projects and material selection today is far different than earlier decades. County Materials and our team members played a pivotal role in that evolution.”
Overcoming Challenges

Throughout the years the concrete construction industry faced fluctuating economies, greater competition, and challenging business environments. Our company stayed focused on manufacturing products to keep pace with the nation’s growing infrastructure needs; our customers clearly understood our company’s unwavering commitment to serve them.

In the 1990s our company responded to demand from larger commercial markets by producing specialty products. The industry took notice, when in 1999, County Concrete earned a Harry H. Edwards Industry Advancement Award for innovations in precast technology. These advancements were used to manufacture concrete segments to construct a 1 million sq. ft. underground library archive at the University of Minnesota, a first of its kind project in the Midwest.

A change in ownership occurred in 2003, when the company was renamed County Materials Corp.; John’s oldest son Tim became president, and his youngest son William was named vice president. More growth and enhanced production capabilities led to major infrastructure work and higher profile projects. County Materials was selected as the manufacturer for the Minnesota Hiawatha Light Rail Tunnel in Minneapolis/St. Paul. The project was completed in 2003 and required 21,000 precast concrete tunnel segments and more than 200 arched wall and ceiling panels. The undertaking earned the company our second Harry H. Edwards Industry Advancement Award.

“Our business was founded on working hard, taking pride in the results, building relationships, and earning the trust of employees and customers – they are still the cornerstone of how our company operates today.”

- Tim Sonnentag, President
A Past that Inspires the Future

County Materials has grown to be a leading manufacturer in the concrete construction industry. Our American company is family-owned and employs dedicated team members who fulfill the company’s mission to build the communities where Americans live, work and play. Continuous improvement, technological advancements and trusted responsiveness have helped County Materials play a pivotal role in the growth and development of our nation’s infrastructure.

We will achieve our Vision to be a company that stands for Success, Stability and Support by seeking new markets and manufacturing opportunities, investing in our team members, driving innovation in our industry, and remaining unwavering in our commitment to support our local communities with a sense of purpose that goes beyond the bottom line. The future is bright for our industry and our company.

Strategic Growth

Over the past 15 years, additional plant openings and acquisitions have been strategically completed in Wisconsin, Illinois, Iowa, Indiana and Missouri. Investments have included manufacturing technology for massive, high-performance bridge beams, hollowcore plank, and insulated sandwich walls.

Today, County Materials maintains its headquarters in Marathon, Wis., and the third generation leads a team of nearly 1,500 people in more than 40 locations in six states. Our products are utilized in infrastructure, transportation construction, commercial, agricultural, municipal and residential building and landscaping projects of all sizes. The company’s largest product division is concrete pipe and precast products. Other regional product divisions include ready mix and aggregates, hollowcore, and prestress bridge girders, and numerous masonry and landscape lines that are capturing the industry’s attention.

Enriching the Lives of Others

Because of the family’s desire to give back, County Materials is active in local communities through the Sonnentag Foundation. The family’s philanthropic interests are strategically focused on supporting programs and projects that empower and inspire people in communities where County Materials has locations. Additionally, the Sonnentag Foundation awards scholarships to the children of County Materials’ team members who are graduating high school and pursuing continuing education.

Photo above: A sponsorship from County Materials Corp. has helped establish a branch of Courage League Sports in Eastern Iowa. Courage League Sports is a nonprofit organization that provides adapted sports and recreation with year-round programming for children and adults who are typically unable to participate because of a physical, cognitive, or emotional disability.
We are headquartered in *Wisconsin*, and supply concrete products throughout the United States, including *Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota* and *Tennessee*.