

Children's app developer brings Ozinga mixer, plant into construction game

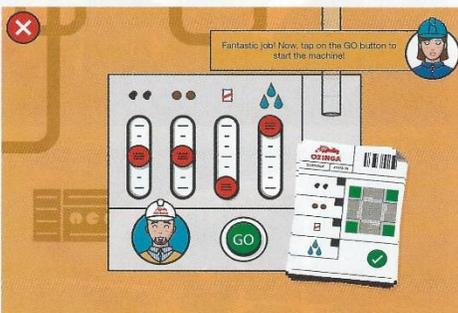
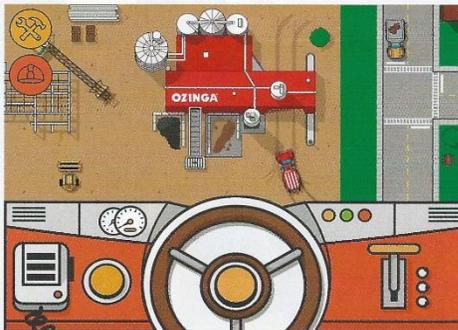
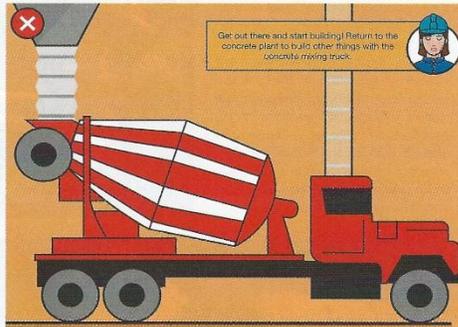
A children's tech startup has teamed up with Mokena, Ill.-based Ozinga Bros. Inc. to add an authentic touch—ready mixed loading and delivery—to Super Nano Trucks, an interactive construction game geared for kids aged 3-8. Available for Apple devices, the Bughouse game enables youthful users to command their own construction site by delivering concrete for pavements, flatwork and foundations.

With a companion download, Super Nano Trucks players can now drive mixers and load materials on a site modeled after the Ozinga Ready Mix Concrete downtown Chicago plant. "It is exciting when a concrete company and tech startup can partner to deliver a fun, behind-the-scenes educational experience to kids everywhere. How cool is it for a child to load, mix and drive their very own concrete mixer, just like the ones they see building their communities," says Tim Ozinga, co-owner of a ready mixed business serving northern Illinois, northern Indiana and southeastern Wisconsin.

"When we were little, our understanding of what construction workers did started and ended with a metal truck in a sandbox. Bringing Ozinga Ready Mix into Super Nano Trucks gives us an opportunity to connect digital toys with the real world so that children learn while they play," says Bughouse Co-Founder John Ostler. Super Nano Trucks lets boys and girls enjoy uninterrupted creative play while developing their fine motor and spatial skills, he adds; by giving them creative freedom to cultivate their own construction site through simple tasks and challenges, it also helps players express themselves and build problem-solving skills.

Super Nano Trucks is programmed with usage time, sound and other parent control options. It is the first in a line of Bughouse digi-

tal driving apps that focus on kid-tested and parent-approved experiences. Through a continuous feedback and development cycle, games remain current with added features and refinements. The Super Nano Trucks iPhone and iPad app is available in the App Store for \$2.99.



Users can drive a mixer into the factory; adjust dials; and, put together the right combination of materials to build roads, sidewalks and houses in the game.

This is a great app! It's advertised for 5 years olds.... but I had a blast with it! You can get it at the App Store for \$2.99. It's called the Super Nano Trucks for iPhone or iPad.

See attached story from Concrete Products, November 2015, pg. 22.

Bughouse, teamed up with IRMCA Member Ozinga Ready Mix to create this educational and fun app!

Congratulations OZINGA READY MIX CONCRETE! What a great way to introduce our industry to the next generation!

Thank you for your vision and creativity!

Now, does anyone know a 5 year old that can help me run this :)

Happy Holidays to all!

Jim

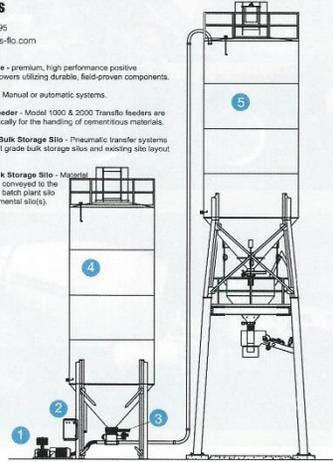
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