

# FROM CARBON TO SIMPLY BETTER CONCRETE

CARBONCURE CONCRETE MASONRY PRODUCTS FOR CONCRETE MASONRY PRODUCERS

### ENHANCE YOUR BRAND AND GROW YOUR BUSINESS WITH THE GREEN BUILDING MARKET

CarbonCure is supporting the concrete product industry's mission to reduce its carbon footprint and improve its competitiveness with other building products.

The CarbonCure Technology injects recycled carbon dioxide ( $CO_2$ ) into concrete mixes as an admixture. The  $CO_2$  chemically reacts with cement to form nano-calcium carbonate minerals that become permanently embedded in the concrete, resulting in lower carbon concrete products.

Concrete masonry producers receive cutting-edge marketing support to leverage their carbon savings to enhance their brand and grow their business.

CARBONCURE.

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There is an urgency to act now to reduce the embodied carbon in new construction developments. It's imperative that designers, as developers, and builders we support the rapid scaling of technologies, tools and processes that reduce carbon emission from the manufacturing of building materials.

**Stacy Smedley** Director of Sustainability, Skanska



For more information visit www.carboncure.com

## **A CONCRETE SOLUTION TO REDUCE EMBODIED CARBON**



#### **REDUCE YOUR CARBON FOOTPRINT**

Designers and developers can capitalize on the unique qualities of concrete masonry they rely on: strength, resiliency, versatility, durability, sound-reduction and thermal-insulation – with a reduced carbon footprint.

CarbonCure concrete masonry units saved over 3,000 lb CO<sub>2</sub> on MGM National Harbor Resort in Washington DC

#### **ENHANCE YOUR BRAND**

CarbonCure supports concrete masonry producers enhance their branding with the design and development community through cutting-edge marketing material, including brochures, AIA-accredited presentations and a real-time carbon savings website ticker.

CarbonCure saved as much CO<sub>2</sub> on the concrete masonry in Michigan Institute of Technology's student housing as an acre of trees would absorb in a year.





#### APPEAL TO THE GREEN BUILDING MARKET

Architects, Engineers, Contractors and Governments are aligned on a global mission to specify products with reduced embodied carbon. CMU products made with CarbonCure represent a simple solution for AECs to achieve immediate progress toward environmental goals.

Tridel showcased its condo building's carbon reduction using signs through its parking garage in Toronto

#### TOGETHER, WE CAN SAVE UP TO 500 MILLION TONS OF CO<sub>2</sub> EMISSIONS EVERY YEAR

CarbonCure concrete masonry units in the Mackenzie Vaughn Hospital in Ontario saved 12,455 lb of CO<sub>2</sub>.



