



Preforte & CarbonCure: A Success Story

Top South American concrete producer brings low carbon concrete to Bolivia with CarbonCure & ECOForte

About Preforte

Preforte is a Bolivian company that has been providing solutions for the construction industry and generating added value for customers since 2018. Visionary, innovative and committed to product and service quality, Preforte is a leader whose operation is grounded in ethical and moral principles. The organization operates across Bolivia as a full service provider of prestressed, prefabricated, and ready mix concrete.

“We used to dream of being the leaders in sustainable concrete. Now we are.”

Since their founding in 2014, Preforte’s team of 300 have been driven by a mission to set the benchmark for efficient construction solutions. The organization commits to personal and professional development of workers with a culture that encourages them to dream big—and push the limits.

As South American governments continue to emphasize the importance of sustainable construction, providers have continued to evolve their service and product offering. In 2022, Preforte became a CarbonCure producer partner, further cementing the company as a market leader in sustainability by being the first Bolivian concrete producer to be a permanent CarbonCure supplier.

“We are a company that seeks to innovate, but we were missing that commitment to the environment. When we found CarbonCure, we had a real opportunity to reduce our CO₂ emissions in real time and begin having an impact right away.”

Julio César Suárez, CEO, Preforte

With the emissions reduction in their products thanks to CarbonCure, Preforte’s ECOForte offering is among the greenest, most sustainable concrete products in Bolivia.

At a Glance

Company name:
Preforte

Plant locations:
La Paz, Cochabamba and Santa Cruz de la Sierra - Bolivia

Plants with CarbonCure:
4

Total CarbonCure concrete produced:
129,339 m³ (169,169 yd³)

Total CO₂ savings:
Over 1,000 metric tons



The Opportunity

A culture that values sustainability

Bolivia is a champion of environmental protection policies at all levels of government. In fact, the Federal Government has even ratified their ambitions via the United Nations Framework Convention of Climate Change—where they showcase their “commitment to both Mother Earth and to the Paris Agreement,” reaffirming that the civilizational horizon of Living Well in harmony with Mother Earth is a fundamental State Policy to advance towards the country’s climate action.”

At the same time, growth in Latin American infrastructure is rebounding after the COVID-19 pandemic. The [Bolivian construction industry is expected to expand by 9.5% in 2022](#), while the current administration has allocated more than 5 billion USD for public investments, including highway construction, production and social sectors. Concurrently, governments at all levels are driven to prioritize the use of materials and contractors who maximize land usage with reduced emissions.

Growth in oil and gas production in Bolivia will stimulate investment along with reactivation of pre-2020 projects. Regardless of industry, lower carbon concrete is essential for the continued growth of the communities in which Preforte operates, and an ongoing driver for their success. “We are all working together on this goal,” says Suárez. “Nowadays, you either adapt or you stop being competitive.”



The Solution

CarbonCure flexibility ensures success

Preforte has seen tangible impacts since bringing **CarbonCure** into four of their plants (with plans for more in the months to come.) With an average production of 35,000 to 37,000 m³ (45,778 to 48,394 yd³) per month, the team has been able to maximize the efficiency of raw material inputs. “Concrete used to be cement, gravel, sand and water,” says Rodrigo Hinojosa, Commercial Manager, La Paz. “Now, it is truly science-based—and CarbonCure applies the concept of chemistry with technology and innovation.”

The geographic distance between CarbonCure’s facilities in Canada and Preforte’s Bolivian operations posed no additional barriers for adoption; the implementation was smooth and straightforward. “The technology is very simple. It adapts to the plant very easily, and it’s very user friendly,” reports Hinojosa.

With operations in three separate regions, there is ample opportunity to grow. CarbonCure’s stackability—a key value of its offerings—has helped Preforte to maximize their concrete’s performance.

“We’ve seen technical improvements in concrete workability, better handling by the client on site, and better management of our time and processes with our dosage. The comparative advantages since implementing CarbonCure are huge.”

Julio César Suárez, CEO, Preforte

Preforte’s ability to deliver consistent, high-quality concrete—with the addition of CarbonCure —has been maintained, thanks in part to readily accessible and quick delivery of CO₂ via their local supplier. Additionally, **CarbonCure’s Technical Services & Support team** provided ongoing quality control and assistance in mix design optimization, successfully working around travel difficulties due to the pandemic. With access both to onsite teams and to the lab teams in Canada, Preforte maintained the performance needed to pour in various environmental conditions.

For example, La Paz—at an altitude of 3,650 meters (11,975 feet)—can be a tough environment for pouring concrete, thanks to the low humidity and frequent winds in higher regions. “We’ve continued to achieve highly optimized concrete in these difficult conditions,” says Hinojosa. “In fact, we’ve seen better resistance at both early stage and at 28 days, along with improved resistance. It’s just another benefit for our customers.”



The Results

Improved performance, reduced emissions

Since adopting CarbonCure, **Preforte has seen a 10% increase in domestic sales**. As a supplier for housing, concrete paving, commercial construction and specialized products, Preforte has experienced this significant increase thanks to their sustainable offering. “Our customers can actually receive bonuses from the city of La Paz for using lower carbon concrete in construction projects,” explains Hinojosa. ECOFORTE product does not include any additional costs for the users, which truly maximizes their investment, and aligns with the country’s culture of environmentalism and efforts to reverse climate change.

“We were able to tell a customer that his site had reduced 44,000 kg of CO₂—the equivalent of 2,500 hectares of forest—and he was amazed. CarbonCure lets us make an even greater impact on the communities where we live and work, and that’s really important for our team.”

Julio César Suárez, CEO, Preforte

With the combination of both potentially challenging environmental conditions—high altitude in La Paz and cooling surazo winds lower downland in Santa Cruz de la Sierra—being able to consistently meet performance requirements and pouring conditions has been key to Preforte’s success. “We use CarbonCure in all our concrete mixes,” explains Suárez. “The thousandth mix matches the first mix. We never see any variation issues.”



What's Next

A new sustainable norm

Since its first client approached Preforte seeking sustainable solutions, Preforte has continued to expand its offering of sustainable concrete products. Thanks to CarbonCure, Preforte's ECOFORTE concrete is being used for paving, prestressed, self consolidating and ready mix concrete projects across the Northwest regions of Bolivia. In fact, Preforte provides low carbon concrete even for projects that don't explicitly ask for it, effectively reducing the embodied carbon of each job and proving yet again that the company is a leader in sustainability in its market. Commercially, offering a lower carbon solution is a differentiating concept—crucially, for both Preforte and its clients, value isn't based solely on price.

"The leap we made in adopting CarbonCure was a big one, but we've embraced it. Thanks to CarbonCure, we can make any concrete. This is what encourages us to keep thinking, dreaming and believing we can build better."

Julio César Suárez, CEO, Preforte





Build for the Future. Build with CarbonCure.

If you are a concrete producer in Latin America and have owners, builders, contractors or designers inquiring about low carbon concrete, CarbonCure offers a great way to take advantage of the opportunity.

To learn more about CarbonCure, visit [carboncure.com](https://www.carboncure.com). To contact a CarbonCure representative, email us at info@carboncure.com or call us at +1 (902) 448-4100 (Worldwide) or +1 (844) 407-0032 (North America).