



# drumbeats

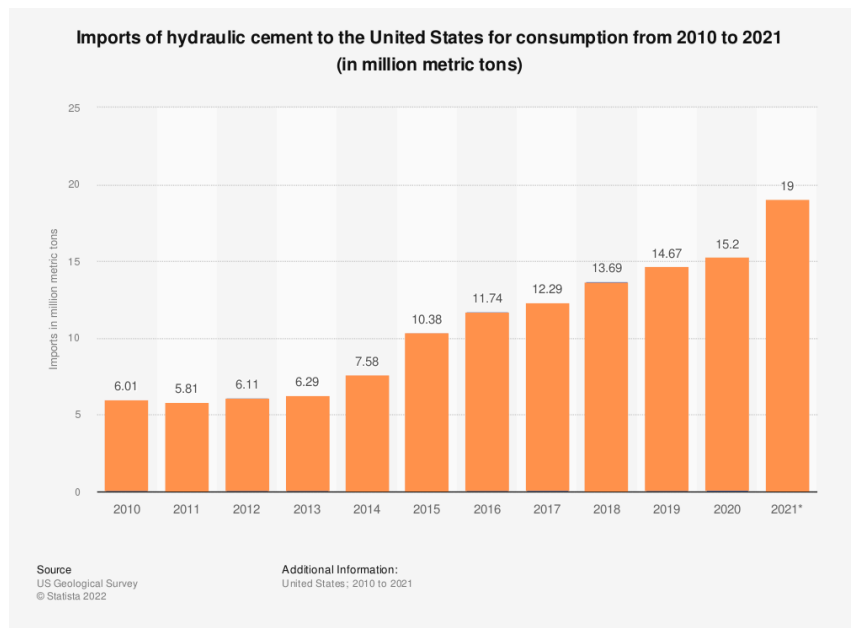
your Southeast low carbon concrete update

The construction marketplace is rapidly changing — with lots of talk around the need for lower carbon products, but some regional specifications don't allow for it. Producers are asking themselves, "Why bother? What's the economic advantage to investing in technologies that reduce carbon in our final product?"

Well, consider this: in 2021, the US consumed more than 100 million metric tons of cement - and production can't keep up.

**We've been increasing our imports steadily since 2010.** ➡

You don't need us to tell you that cement prices are rising - or that there is rationing in place in many regions in the SE. Alarmingly, even our reliance on SCMs is losing its appeal, with the availability of fly ash expected to decrease as global coal power projects continue to drop (down from 1.1M projects announced and/or permitted in 2015 to 336k in 2018.) And although slag continues to be available, logistics delays following the COVID-19 pandemic make it difficult to plan ahead.






So what can you do to maximize cement in your operations? **Think outside the box, and challenge the status quo - reduce your cement purchase with CarbonCure.**

CarbonCure injects carbon dioxide (CO<sub>2</sub>) into fresh concrete while it's being mixed. Once injected, the CO<sub>2</sub> chemically converts into a mineral, which permanently eliminates the CO<sub>2</sub> and actually improves the concrete's compressive strength. This enables producers to **safely reduce the cement content** in concrete mix designs.

To date, more than 550 CarbonCure systems have been sold, and thousands of commercial, infrastructure and residential projects have been supplied with 20 million+ cubic yards (15.5 million+ cubic metres) of CarbonCure concrete. And, CO<sub>2</sub> is available across the Southeastern states - [click here to access a map of CO<sub>2</sub> suppliers in your region.](#)

**Carbon sequestration is the business advantage that will differentiate you from your competitors - and maximize your profitability.**

Improve your profitability	Gain a competitive advantage	Expand your market share
 <p>Reduce costs with a proven technology that enables cement reductions, requiring no upfront capital investment</p>	 <p>Successfully compete and win more bids with low-carbon concrete, catering to the end users in the growing green building market</p>	 <p>Our technical experts provide sales &amp; marketing training for producers - so you can market CarbonCure to your advantage</p>

\*as of May, 2022

**America's biggest concrete producers are succeeding with CarbonCure, right now. Learn more below:**

		<p>New producer here</p>	
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Architects, structural engineers, owners and developers across the Midwest are seeking proven ways to reduce the embodied carbon of their building projects. Are you ready to supply them? **Contact us toll-free: +1 (844) 407-0032 to start the conversation.**