

## **AWARD-WINNING QUIKRETE® GREEN CONCRETE MIX EXPANDS INTO NEW MARKETS**

*Green Concrete Mix Formulated with Recycled Materials*

**ATLANTA (Jan. 19, 2010)** – Building on a successful launch in 2009, The QUIKRETE® Companies' award-winning QUIKRETE® Green Concrete Mix has expanded availability in several new markets across the country.

After an initial launch of the product in the Seattle, Wash.; Portland, Ore.; and northern California markets, QUIKRETE® Green Concrete Mix is now available in the Denver, Colo.; Columbus, Ohio; Salt Lake City, Utah; and New England markets.

QUIKRETE® Green Concrete Mix consists of a blended concrete mix containing 50 percent recycled materials, which include recycled aggregates, fly ash (a post-industrial byproduct) and/or slag cements. *Popular Mechanics* selected QUIKRETE® Green Concrete Mix for a Breakthrough Product Award in October 2009.

With the use of recycled materials, QUIKRETE® Green Concrete Mix diverts material from the waste stream and preserves virgin aggregate resources. As an example, for each 60-pound bag of the material, there is 0.25 cubic feet of waste diverted from the landfill volume. The material, per bag, achieves a compressive strength of 3,500 psi (pounds per square inch) in 28 days and meets the performance requirements of ASTM C 387.

“QUIKRETE® Green Concrete Mix is an affordable, sustainable option that is formulated using local recycled aggregates – not aggregates from remote locations that are trucked into the production facility,” said Dennis Winchester, QUIKRETE® executive vice president.

“This means the diversion of materials into landfills comes at the local level and makes for a more direct impact on the community’s environmental footprint. Construction professionals and consumers alike can utilize the mix for a more sustainable concrete option without sacrificing performance.”

Suitable for general concrete work, QUIKRETE® Green Concrete Mix qualifies for points within the Recycled Content and Regional Material classifications as defined through the LEED™ Green Building certification. Leadership in Energy and Environmental Design (LEED) is a point rating system devised by the U.S. Green Building Council (USGBC) to evaluate the environmental performance of a building and encourage market transformation towards

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sustainable design.

Citing a statistic showing that 81 million tons of fly ash and slag are produced annually as coal is burned in power plants, *Popular Mechanics* in October 2009 honored a pair of QUIKRETE® products, including QUIKRETE® Green Concrete Mix, among the “10 Most Brilliant Products of 2009.” The magazine’s Breakthrough Awards celebrate “innovations poised to change the world, and the passionate, smart creators behind them.”

As part of the *Popular Mechanics*’ Breakthrough Awards, the magazine also honored QUIKRETE® Asphalt Cold Patch, which contains approximately 90 percent graded recycled asphalt pavement (RAP) that is rejuvenated with a special binding agent.

QUIKRETE® Asphalt Cold Patch is designed to permanently repair potholes found in roadways and cracks over 1-inch. Requiring no heating or mixing, the patching material provides an immediate solution as the cold patch bonds with the surrounding asphalt. Once leveled and compacted using a tamper, the repaired surface can be driven on immediately.

The patching material is available in 50-pound bags and will yield approximately .32 cubic feet when properly compacted – covering an area of 3.8 feet with 1-inch of thickness.

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured in 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.QUIKRETE®.com](http://www.QUIKRETE®.com) or call (800) 282-5828.

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