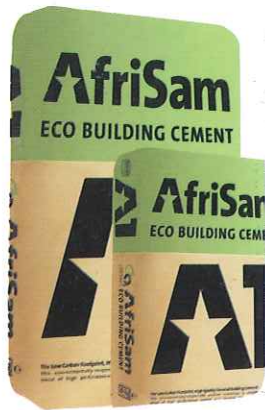


AfriSam launches its environmentally-responsible cement

AfriSam has introduced its new Eco Building Cement, an environmentally-responsible cement with half the world's average carbon footprint for cement.

Eco Building Cement is a blend of high-performance cement and mineral components, making it extremely durable. It is designed to provide a smooth, defect-free finish for concrete, masonry and plaster work and the concrete it produces is less permeable, offering greater resistance to the penetration of harmful substances. Eco Building Cement can be used in aggressive conditions and its high resistance to



chloride ingress reduces the risk of reinforcement corrosion. A high resistance to sulphates and other chemicals assists in preventing the early failure of concrete. The cement eliminates the risk of alkali-silica reaction (ASR), and it is also ideal for soil stabilisation.

When combined with sand, stone and water in typical mortar, plaster or concrete mixes, the carbon footprint of the mix is reduced to between 79 g/kg and 180 g/kg. "The overall carbon footprint of this cement stands at 453 g/kg, almost half the world average of 890 g/kg according to Cembureau and the World Business Council for Sustainable Development," says Mike McDonald, AfriSam's product technical manager. "We have achieved this without compromising on the quality required by SABS for cement in this strength class."

Eco Building Cement compares favourably with products in the 32,5-MPa strength class and outperforms many competitive products in this class in terms of workability, durability and long-term strength. Tests indicate 2-day, 7-day and 28-day strengths of ≥ 10 MPa, ≥ 20 MPa and ≥ 40 MPa respectively, with excellent long-term strengths due to the reactive mineral components in the product.

This CEM III A 32,5N Blastfurnace Cement complies fully with SANS 50197 specifications. It is available in practical and convenient 20-kg bags for ease of handling, reduced wastage and in-store convenience as well as in the traditional 50-kg bags for the building industry.

Eco Building Cement performs excellently for general purpose building, bricklaying and plastering. Its improved cohesion in concrete makes for improved placing and compacting. The product is available in the greater Gauteng area and is easily distinguishable in its bright green packaging.

"AfriSam has long been committed to environmental stewardship," explains McDonald. "We are conscious of the fact that South Africa is one of the world's largest and fastest growing carbon emitters, ranking in the top 10 per capita of CO₂ emitters globally.

"We have invested significantly in research to develop and implement a CO₂ measurement system on all our cement products. We now assess the on-going carbon footprint of every one of our 40 readymix operations, 16 aggregate plants and each cement product from every plant. This, we believe, is a world first in the industry. The production of Eco Building Cement complements this drive." ■

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