



LOW  
CARBON  
CONCRETE



DESIGNED  
FOR THE  
SMALLEST  
FOOTPRINT



## FIRTH LOW CARBON CONCRETE

All around the world we're seeing people make changes to the way they live and work in an effort to lessen the impact of carbon on our planet. It's something we all need to commit to. Each and every one of us doing our bit to help reduce the effects of global warming for the sake of our children and grandchildren and the generations who follow.

### SO HOW ARE WE DOING OUR BIT FOR PLANET EARTH AT FIRTH?

We've developed and proven an effective way to lower carbon within the manufacture of concrete, while still delivering the same strength and consistency that Firth concrete offers - we've created **Firth Low Carbon Concrete**.

It's still rock-solid Firth concrete, but now we can reduce carbon in our concrete by **10% to 20%** and even more on the right project.

If that doesn't sound like a lot to you, think of it this way. If you're building a new home that requires a 150sqm floor slab and you choose Firth Low Carbon Concrete for the foundation, your decision has just had the equivalent impact on the environment as CO<sub>2</sub> savings of up to 1 tonne, or what 50 trees will sequester in carbon dioxide in one year!

Imagine if everyone who built a new home made a great decision like you just did? We'd all be making giant steps toward healing the planet in no time.

So, Kiwi new-home builders, if you're wanting to join others around the world and do your bit to help save the planet, choose Firth Low Carbon concrete. And enjoy seeing the impact you have on a smaller footprint.



10-20% less carbon as standard



Same strength, same performance



Greenstar, Homestar and Infrastructure Sustainability Council compatible



Conforms to ISO 14001 Environmental Management System



Approved by nature



### WE LIKE TO BE TRANSPARENT

Firth's Environmental Product Declaration (EPD) provides transparency through a verified external assessment of Firth's manufacturing processes. We also are proud to be the 1st concrete manufacturer in the world to get Declare labels for our ready-mix concrete and our concrete masonry products. Declare is an ingredients initiative for building products that is designed to shape a greener, healthier environment. **Find out more at [Firth.co.nz](https://www.firth.co.nz)**



TALK TO YOUR RFL REP TODAY  
OR VISIT [FIRTH.CO.NZ/LOWCARBONCONCRETE](https://www.firth.co.nz/lowcarbonconcrete)  
TO FIND OUT MORE



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\*Reduction in embodied carbon compared to 2020 EC Baseline (ISC) for ready-mix concrete provided by the infrastructure Sustainability Council from the Materials Calculator NZ 2.0.