

# Building with Holcim masonry and mortar solutions



## The opportunity

Sustainability seeks to balance the economic, social, and environmental impacts that a growing population will have.<sup>1</sup> Holcim has long recognized these issues in the construction industry, providing companies with the opportunity to meet the challenges with our Envirocore™ line of Masonry and Blended cements. Build green with Holcim's Envirocore today.

*Use Holcim masonry and mortar from the building foundation to the stonemason's finish.*

**Holcim (US) Inc. is a leader in the cement industry, providing a wide range of cement and related materials throughout North America.**

Whether you need environmentally friendly cement to meet sustainability requirements, specialty color masonry to satisfy aesthetic designs, or traditional cement for residential and commercial building, Holcim is the answer for availability, local production and fast delivery times. Our cement is manufactured in plants all across the country, and many of our products ship by rail or barge to reduce energy and transportation costs.

**Sustainable Building Masonry and Mortars.** Holcim's Envirocore™ products give your projects a lower carbon footprint with the same reliable performance of traditional portland cement. Our Envirocore cements requires less virgin raw materials and less energy to produce. That makes it easier for you to qualify for sustainable building requirements for schools, public works, and commercial projects.

The impact of green building on the economy as well as your business is significant. Rick Fedrizzi, President and Founding Chairman of the U.S. Green Building council remarked that, "Green building can stimulate the economy at a level one-and-a-half times larger than the federal stimulus bill."<sup>2</sup> That's exactly the kind of economic growth and next-generation architectural design that Holcim's line of Envirocore Products were made to serve.

For more on Holcim's commitment to the environment and sustainable development, visit the web at <http://www.holcim.com/sustainable>.

## For Architects, Designers, and Masons



Mortamix® Rainbow Custom Color Masonry Cement



Mortamix® Rainbow Custom Color Cement-Lime



Mortamix® Rainbow Custom Color Mortar Cement



White Masonry Cement

## For Construction Professionals



Mortamix® Masonry Cement (Types M, N, S)



Masonry Cement (Types M, N, S)



Mortar Cement

<sup>1</sup> "A Track Record of Sustainability", [http://www.cement.org/newsroom/track\\_record.asp](http://www.cement.org/newsroom/track_record.asp).

<sup>2</sup> "Green building is a crucial and urgent economic and environmental imperative, says new McKinsey report," [http://www.usgbc.org/Docs/News/Mckinsey%20press%20release\\_July%2029.pdf](http://www.usgbc.org/Docs/News/Mckinsey%20press%20release_July%2029.pdf), July 29, 2009.

# Holcim Masonry and Mortars

**Color Masonry and Mortars.** Holcim Mortamix® Rainbow Custom Color cements offer a full spectrum of color options to enhance the aesthetics of brick, block, tile and stone masonry mortars. In addition to 40 standard colors, we can blend Mortamix Rainbow cements to match almost any color—a piece of old mortar, a paint chip, a photograph, anything. Our pre-blended masonry products eliminate mixing at the job site, reducing batch variations and making sure the color stays true to your vision. And if you just need a good white masonry cement, we have that, too.

**Traditional Masonry and Mortars.** Holcim's traditional masonry and mortar cements are manufactured from the highest-quality portland cement, plasticizers and air-entraining additives. Like all our cements, they are blended under laboratory-controlled conditions at Holcim plants located throughout North America. You get better cement, faster, from a network of local suppliers you can trust.

## Holcim Product Options for Masonry and Mortar

Product Name	Envirocore	Colors	Types
Mortamix® Rainbow Custom Color Masonry Cement	●	All	M,S,N,O
Mortamix® Rainbow Custom Color Cement – Lime		All	M,S,N,O
Mortamix® Rainbow Custom Color Mortar Cement		All	M,S,N
White Masonry Cement	●	White	N
Mortamix® Masonry Cement	●	Gray	M,S,N,O
Masonry Cement	●	Gray	M,S,N
Mortar Cement	●	Gray	S

*Note on cement types:*

*Type M—use for foundations, manholes and places where extreme moisture and freeze/thaw cycles occur; compressive loads; below grade.*

*Type S—use for commercial constructions and some masonry and stucco applications; lateral and compressive loads.*

*Type N—use for most versatile, general-purpose light construction; non-load bearing applications.*

*Type O—use for historic restoration where low strength is required in areas unlikely to be frozen when saturated or exposed to high winds or other lateral loads.*

**Tested Reliability.** Holcim Masonry Cements are produced to meet the requirements of ASTM C 91, Standard Specification for Masonry Cement; and Holcim Mortar Cements are produced to meet the requirements of ASTM C 1329, Standard Specification for Mortar Cement. Holcim Cement-Lime Mixtures contain ASTM C 150 Portland Cement and ASTM C 207 Hydrated Lime that are pre-blended to meet the proportion and property requirements of ASTM C 270, Standard Specification for Mortar for Unit Masonry. All Holcim Masonry and Mortar Cements and pre-blended Cement-Lime Mixtures are formulated to produce mortars meeting the strength requirements of ASTM C 270 when used with a sand meeting the requirements of ASTM C 144.



### Environmental options for a better world

As one of the leading global manufacturers of cement—the critical ingredient that binds concrete—we at Holcim understand the importance you place on quality materials. But there is also a growing awareness in the industry that large building projects can have an impact on the environment. That's why we created products that can help you design and build a better world, like our eco-efficient Envirocore™ line of cements, mortars and mineral components.

By going with Holcim, our LEED® Accredited Professionals can assist in choosing a product that helps your customers' projects achieve certification in the face of increasing green building regulations.



The Suwanee Town Center unites form and function using Holcim masonry and mortar cements.

## Strength. Performance. Passion.

Holcim gives you access to a complete line of masonry and mortar cement used by professional masons. Most colors can be matched for aesthetic performance, and all our cements are strong. But it's not solely about the strength and performance of our product.

Holcim has a network of plants located around the country. Manufacturing cement on a regional level gives you a wide choice of products, prompt delivery, and cement that comes from local suppliers.

Holcim products are rigorously tested in our own laboratories. But we don't stop there. We also confirm these results at both independent facilities and major universities to ensure you get consistent performance.

In addition, you have access to our staff of technical service engineers, who are outstanding experts in their fields. They provide experience and knowledge about cements, masonry, concrete, specifications, standards, and the latest developments for cement use in a variety of construction applications. Service: That's the real passion behind our Holcim products.

For more information and additional resources, please call 888.646.5246.