



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

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Build With Strength Partners with Habitat for Humanity of Tuscaloosa To Build First Low Carbon Concrete Block Home

A joint effort among CarbonBuilt, CEMEX, and the Alabama Concrete Industries Association, for the concrete block home that is at the forefront of sustainable, safe construction

Tuscaloosa, AL - Build With Strength and industry partners are announcing the construction of Habitat for Humanity of Tuscaloosa's first concrete block home made with low carbon concrete, another first for the local housing nonprofit. When complete, the sustainably designed home will be able to withstand natural disasters and is expected to provide permanent, affordable housing to its new owner, who has lived in multiple locations over the past three years.

CarbonBuilt partnered with Blair Block and the National Carbon Capture Center to embed captured CO₂ from a power plant to cure the concrete blocks. The combination of captured carbon as well as the reduced use of cement in the mix can reduce the carbon footprint of the blocks and other precast concrete products by more than 60%. CEMEX donated its low carbon Vertua ready mix concrete for the slab and to fill in the blocks. The specific mix supplied by CEMEX for the home reduces CO₂ emissions by 40% compared to an industry-standard Portland-cement-based ready mix.

Construction of the home comes at a time when climate resilience and sustainability are becoming increasingly relevant in Alabama and across the country. When finished later this year, the sustainable concrete home is expected to be purchased by a local Tuscaloosa woman who has sought permanent housing for the last three years. The innovative structure is expected to offer her additional peace of mind and protection in an area that continually faces natural disasters while providing unparalleled energy efficiency.

"We're thrilled to help contribute to sustainable concrete construction with our high-quality materials across Alabama and along the Gulf Coast," said Marc Tyson, President of Ready Mix USA, a CEMEX company. "Concrete homes provide added protection during natural disasters, especially in this area where storms are frequent, and we're proud to be part of this project that can serve as an example of strength and sustainability for other homes in the region."

"This home is not only going to make Tuscaloosa history, but it's going to be a model for sustainable housing," said Rahul Shendure, CEO of CarbonBuilt, "We can reduce emissions while building safe, sustainable and energy efficient homes, and we're thrilled to be a part of this project with all of the partners."

Other partners for the build include the Alabama Concrete Industries Association, Bama Concrete, Georgia Masonry Supply, and the National Concrete Masonry Association.

Backed by the National Ready Mixed Concrete Association (NRMCA), Build With Strength is a coalition of architects, builders, engineers, emergency services personnel, policymakers and others committed to solving challenging housing issues. Build With Strength is partnering with Habitat for Humanity International to help further address those issues on a large scale.

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About Habitat for Humanity of Tuscaloosa

Habitat for Humanity has its roots in Koinonia Farm, founded in 1942 by farmer and biblical scholar Clarence Jordan. Montgomery businessman Millard Fuller graduated from University of Alabama and later connected with Jordan. Together they developed the concept of “partnership housing,” which led to the creation of Habitat for Humanity International in 1976. Habitat for Humanity of Tuscaloosa began in 1987 through the efforts of Hank Hawkins, a friend and classmate of Fuller’s at the University of Alabama. This affiliate was built on the grassroot efforts of local volunteers committed to building affordable homes for families in need.

About National Ready Mixed Concrete Association

NRMCA is celebrating 90 years of representing the producers of ready mixed concrete and the companies that provide materials, equipment, and support to the industry. It conducts education, training, promotion, research, engineering, safety, environmental, technological, lobbying and regulatory programs. To learn more, visit <https://www.nrmca.org/>.

About Build With Strength

Build With Strength is a coalition of the National Ready Mixed Concrete Association and works with communities, lawmakers, and industry employees to advocate for safer, sustainable building materials. To learn more, visit <https://buildwithstrength.com/>.

About the Alabama Concrete Industries Association

The Alabama Concrete Industries Association was founded in 1963 to provide a unified voice for companies in the concrete industry. Whether it be promotion of concrete products, fighting detrimental regulations and legislation, or coming together to tackle common challenges of the industry, the ACIA is working to protect and promote the concrete industry.

About CarbonBuilt

CarbonBuilt’s Reversa™ process, winner of the [NRG COSIA Carbon XPRIZE](#), directly embeds CO₂ from industrial and direct air capture sources into proprietary low-cost and low-carbon concrete formulations. This reduces overall CO₂ emissions by more than 60 percent while delivering products that meet existing industry specifications and yield significantly greater margins for concrete producers. More information is available at www.carbonbuilt.com.

About CEMEX USA

CEMEX is a global building materials company that provides high-quality products and reliable services with a rich history of improving the wellbeing of those it serves through innovative building solutions, efficiency advancements and sustainability efforts. Its U.S. network includes 10 cement plants, close to 50 strategically located cement terminals, nearly 50 aggregate quarries and more than 280 ready-mix concrete plants. CEMEX USA has been repeatedly recognized for its efforts in sustainability and energy management, including earning U.S. EPA ENERGY STAR® Partner of the Year in 2019, 2020 and 2021.

About National Concrete Masonry Association

Founded in 1918, the National Concrete Masonry Association (NCMA) unites, supports, and represents the producers and suppliers of concrete masonry systems – including concrete masonry, manufactured stone veneer, segmental retaining walls, and other hardscape systems. From small family-owned businesses to large corporations, NCMA is comprised of members that stand together to make buildings safer, more resilient and more pleasing to the eye.