



# **G-MIX<sup>®</sup>**

**LOW CARBON CONCRETE**

**FOR ARCHITECTURAL BUILDING PRODUCTS**



50% LESS CEMENT

AT LEAST 5% RECYCLED MATERIALS

EXCEEDS ASTM STRENGTH REQUIREMENTS

THIRD-PARTY TESTED

## ENGINEERED TO MAXIMIZE SUSTAINABILITY WITHOUT SACRIFICING STRENGTH AND DURABILITY

Genest has been using less cement in concrete block production than most producers since 1985, and after years of experience and development, we are proud to introduce **G-mix®**. This low carbon formula uses **up to 55% recycled content and half of the cement** traditionally used to produce concrete blocks while exceeding ASTM C90 specification requirements. You can be confident that when you specify from Genest, you will have a low carbon footprint for your project.

## G-MIX® IS AVAILABLE FOR ALL GENEST CONCRETE PRODUCTS

- Architectural Block
- Comfort Block®
- Normal Weight Block
- Paving Stone
- Light Weight Block
- Retaining Wall Block ...and more!



LOCALLY SOURCED AGGREGATE

LOW CARBON FOOTPRINT



# DEVELOPED USING PROVEN METHODS OF CO<sub>2</sub> REDUCTION WITH QUANTIFIABLE, VERIFIABLE RESULTS

The processing of cement, the primary binding agent in concrete, accounts for 75% of total carbon emissions by traditionally manufactured concrete. We offset the use of cement with slag, a byproduct from the steel industry, to reduce our carbon footprint. The materials we use to supplement cement have the added benefit of increasing strength and efficiency, improving color, and decreasing efflorescence.

To further reduce our environmental impact, we have the ability to replace over 50% of the aggregate in our concrete masonry units (CMUs) with foamed recycled glass. This reduces waste and the extraction of raw materials while improving thermal efficiency and producing a lighter weight CMU that still exceeds strength requirements, reducing carbon emissions associated with transport.



**AVAILABLE FOR ALL MIXES:**  
G-mix®     5% recycled content

**ADDITIONAL FORMULAS  
AVAILABLE FOR CMUs:**  
G-mix®25     25% recycled content  
G-mix®45     45% recycled content  
G-mix®55     55% recycled content



The cradle-to-gate environmental impact of G-mix® has been third-party tested and ASTM-verified, and **the Global Warming Potential (GWP) of our products is among the lowest in the industry.**

Our Environmental Product Declarations (EPDs), published by ASTM, provide detailed information regarding the environmental impact of our extraction, transport, and manufacturing processes.





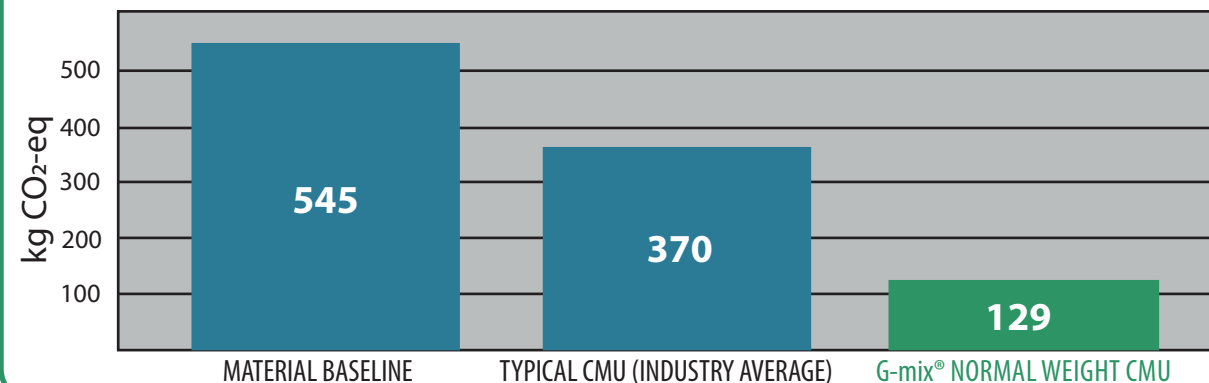
## HOW DOES G-MIX® COMPARE TO CO<sub>2</sub> CURING?

The use of slag in our concrete formula results in greater cement reduction than typical CO<sub>2</sub> curing methods without compromising strength and durability.

Our Environmental Product Declarations (EPDs) show that the environmental impact of G-mix® is among the lowest in the industry. **The carbon footprint of our normal-weight architectural CMUs is over 65% lower than the industry average.\***

### COMPARISON OF CONCRETE MASONRY UNIT GLOBAL WARMING POTENTIAL

\*based on the Carbon Leadership Forum's 2021 Material Baseline Report



G-mix® was specifically developed to lower the carbon emissions associated with the manufacturing of our products without sacrificing strength and durability. When you specify from Genest or use our products in an installation, you are making an environmentally responsible choice while ensuring that your project will continue to perform as designed for years to come.



DOWNLOAD ARCHITECTURAL SPECIFICATIONS AND OTHER RESOURCES AT [GENESTCONCRETE.COM](https://www.genestconcrete.com)



## UP TO 25% WEIGHT REDUCTION

In addition to making more efficient use of our natural resources by replacing up to half the natural aggregate in our concrete mix, the use of foamed glass aggregate results in significant weight reduction. Blocks made with **G-mix®55** are 25% lighter than our normal weight mix. Our **G-mix®55** 8" regular blocks weigh just 28.5 lbs each, 10.5 lbs less than our standard normal weight mix. If you lift 150 blocks a day at a job site, building with **G-mix®55** would save you from lifting an extra 1,575 lbs over the course of the day.

Lighter weight blocks also significantly lower transportation costs and carbon emissions associated with transport. For a 100,000 block project, building with **G-mix®55** 8" regular blocks results in an overall weight reduction of 950,000 lbs, eliminating 14.6 truckloads of material.







# GENEST

## IS COMMITTED TO PRACTICING SUSTAINABLE MANUFACTURING

We have made it our mission to reduce the environmental impact of concrete construction through innovative engineering, the use of reclaimed and recycled materials as well as locally sourced aggregate, and monitoring of fossil fuels used during the manufacturing process. Our products are subject to ongoing, continual improvement as we continually challenge our materials and processes, pushing the boundaries of what it means to make concrete blocks and paving stones.







**VIEW ALL AVAILABLE PRODUCTS, ARCHITECTURAL  
SPECIFICATIONS, AND RESOURCES AT [GENESTCONCRETE.COM](https://www.genestconcrete.com)**

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**For more information on G-mix, call 1-800-649-4773  
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