

Hard-Cem® for Ready-Mix Producers



# Replace Post-Applied Wear Layers with a Low-Risk, Value-Add Admixture

Hard-Cem is a full-depth durability admixture with unmatched abrasion and erosion resistance that **opens up new revenue opportunities for ready-mix.**

Hard-Cem® is a trusted concrete admixture for abrasion and erosion resistance that replaces conventional wear layers like dry shakes or liquid densifiers. Added integrally to the mix, Hard-Cem is twice as durable as the leading post-applied wear layers and enables concrete producers to deliver significant value-added solutions to clients.



## Greater Profitability

Unlike dry shakes or liquid densifiers that offer no commercial value to concrete producers, Hard-Cem is added integrally – so you can deliver durable, value-added solutions your clients will love – and earn excellent profit margins.



## Reduced Risk

Hard-Cem's warranty ensures concrete remains abrasion resistant for at least 20 years. It has been tested and proven in a wide range of applications and has no negative effects on concrete water demand, workability, set time, strength development or shrinkage.



## Lower Carbon Footprint

Hard-Cem significantly improves the longevity of concrete, reducing the need for carbon-intensive repairs and maintenance. It also helps you lower carbon emissions by using less cement to achieve the same durability as high-strength concrete.

## A Trusted Concrete Solution Since 2003

- 20 years of proven performance
- 20-year durability warranty
- Added to over 100 million ft<sup>2</sup> of concrete
- Published in *ACI E701-E4* Chemical Admixtures
- Up to 25% fewer CO<sub>2</sub> emissions than typical high-strength concrete mixes

# For Every Project that Values Durability + Sustainability

Hard-Cem® is a tested and proven solution effective with cast-in-place, precast, and shotcrete in horizontal, vertical, or inclined placements.



## How It Works



Hard-Cem uses a unique metal-mineral microstructure that is mixed integrally into concrete, simplifying the application process, reducing project costs associated with additional floor treatments or special finishing on the construction site, and increasing earning opportunities for producers.

It fortifies existing cement paste in the mix to increase the concrete's resistance to abrasive and erosive forces and eliminates the risks associated with conventional hardeners or densifiers (e.g., delamination, curling, cracking).

It significantly reduces replacement and repair requirements and more than doubles the concrete's wear life, effectively lowering the structure's embodied carbon footprint over its lifetime.



## Deliver More Durable, Profitable Concrete Today

Scan QR Code to find a distributor near you or learn more.



SMART CONCRETE®