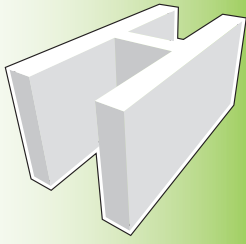


FINALLY ... a GREEN BETTA BLOCK™



Betta Block

Take action for the environment

Baines Masonry is on the cutting edge of masonry technology. We have been working for several years to produce a block better than the market standard. We are proud to announce the release of our new block design that will ensure block manufacturing will be safe for generations to come.

Baines Masonry's **BETTA BLOCK™** has unsurpassed environmental benefits over standard masonry and other "light weight" options.

Baines Masonry's BETTA BLOCK™ is

- ✓ **Made of 65% heavy industry by products**
 - By using these products we are reducing the amount of landfill generated from coal fired power stations and the steel making industry.
- ✓ **Uses 40% less cement then normally required, with the addition of Discrete Super Fly Ash**
 - 40% less cement means 40% less CO₂ emissions
 - Architectural product achieves sharper arrises
 - Betta Block has up to a 45% lower carbon footprint than other masonry products
- ✓ **Light Weight**
 - BETTA BLOCK™ "H" Block has a dry weight of less than 10.5Kg
 - A lighter block reduces injury risks and OH&S claims
- ✓ **BETTA BLOCK™ is strong**
 - Compressive strength ≥ 15MPa
 - Complies with Australian Standards AS/NZS 4455
- ✓ **Transport Advantages**
 - Lighter block means more product per load - reducing the transport impact on the environment.
 - More blocks per load reduces freight costs.

BETTA BLOCK™ by Baines Masonry has a drastically reduced carbon footprint. Not only is it better for the environment but being lighter makes it safer to use without compromising on necessary strength.



Did you know ...

- Concrete is second only to water as the most consumed substance in the world. Every year, almost 1 tonne of concrete is produced for every human on the planet.
- Producing 1 tonne of cement results in emmissions of approximately one tonne of CO₂
- Cement manufacturing accounts for between 7% to 8% of CO₂ globally
- Demand for concrete is estimated to double within the next 30 years worldwide



**REDUCE YOUR
CARBON FOOTPRINT!**

Contact us today and we will help you reduce your carbon footprint on your next project!



**BAINES
MASONRY**

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