

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

As I write this column I am also preparing to travel to California for the [ASTM E60 Committee on Sustainability's spring meetings, April 12-14](#). Thank you to the Masonry Alliance of Codes and Standards for supporting me in representing our industry in these important meetings. Among the topics to be discussed include a workshop on the IGCC, a new standard on life cycle assessment (LCA), and one on product category rules for environmental declarations. Being "at the table" helps to ensure that new standards that are developed create a level playing field for all building materials. I encourage you to join me as your time allows... whether attending the meetings or participating electronically via committee work and ballots. Your voice is important!

Christine "Tina" Subasic, PE, LEED AP  
CSubasicPE@aol.com

### GREEN BUILDING NEWS

#### **Proposed Tax Incentives Support Green Building Energy Initiatives**

President Barack Obama wants to reduce energy consumption of buildings by 20% by 2020. The plan so far includes tax incentives worth hundreds of millions -- financed by taxes on oil companies -- for those interested in pursuing energy-efficiency goals. Commercial and industrial buildings consume 49% of America's energy supply, and 35% of energy used by the federal government is consumed by its buildings. Read more at [Fox Business](#).

#### **Energy Efficiency in Buildings Facts & Trends**

14 companies headquartered in 9 countries have studied and synthesized an exceptional data set reflecting more than 100 billion square meters of building floor space and two-thirds of world energy demand. The result is a significantly more detailed view of the current state of energy demand in the building sector than has previously been compiled. Click [here](#) to read more.

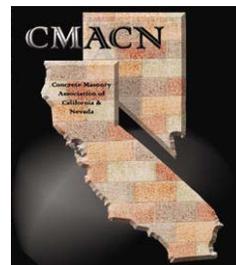
#### **Asia Pacific Economic Cooperation (APEC) Conference on Green Buildings and Green Growth**

The U.S. government partnered with ASTM International and approximately 20 other trade

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associations, standards development organizations and conformity assessment bodies to plan and host the APEC Conference on Green Buildings and Green Growth on March 3-4 in Washington, D.C. The conference focused on the enabling role of standards and trade. The conference was part of the project, "Sustainability in Building Construction (Commercial Buildings) - Efficiency and Conservation," a program that is being overseen by the U.S. Department of Commerce and ASTM International to build awareness and promote participation in developing the technical requirements that will facilitate trade in the sustainable construction of commercial buildings. Visit [www.astm.org/GLOBAL/APEC](http://www.astm.org/GLOBAL/APEC) for more information. Or read the [full story](#).

## PRODUCT NEWS

Manufacturers continue to explore the use of new materials and methods in efforts to "green" their products. Check out the links below to see what some in the masonry industry are doing. ~Tina

### Creating Building Materials with 50% Less Carbon by 2030

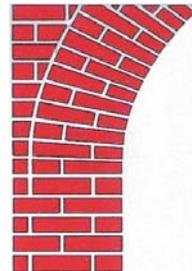
Zeroing out fossil fuels in construction materials will be a tough challenge for manufacturers of concrete and other building products, but this is the goal put forth by the "2030 Challenge for Products" initiative. Selling these products in the marketplace has been tough, said Jeff Davis, an executive from U.S. Concrete, which has created ready-mix concrete with a 30% smaller carbon dioxide footprint. Read more at [SolveClimate.com](http://SolveClimate.com).

### High Replacement of Cement in Masonry Construction Studied

An NCMA Education and Research Foundation grant was awarded Brigham Young University in Utah for studying the effects of high replacement of Portland, Ore., cement in masonry grout with supplemental cementitious and/or recycled materials. Grout mixes with varying amounts of flyash and slag cement will be prepared — up to 65 percent cement replacement with Class F flyash and up to 85 percent cement replacement with slag cement and flyash. The university has lost no time in initiating the research. A final report on the research is anticipated in March 2012. For more information on this or other NCMA Foundation sponsored projects, contact NCMA Director of Publications [Dennis Graber](#) or visit the [foundation website](#).



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## Oldcastle Awarded Green Builder 'Hot 50 Products'

Suretouch® by Oldcastle was named one of this year's "Hot 50 Products" by GreenBuilder Magazine in their fifth annual nationwide product guide of innovative energy-efficient building products. The patented Suretouch veneer system includes concrete masonry units that offer the appearance and feel of natural stone as well as traditional clay brick masonry. The inclusion of polystyrene cladding panels gives the system an insulation factor of R-13.5. Read [More](#).

## New Concrete Block Uses Recycled Glass

Recycled glass is a key ingredient for a new concrete block being made by a Montana company. Greencrete Products mixes the glass compounds with concrete to produce bricks for retaining walls and other projects. "We've taken something that's basically expensive to get rid of and we've knocked that cost down. So that's the exciting part of it with us," said Greencrete's Gary Linton, on [KPAX-TV \(Missoula, Mont.\)](#).

## IMI LEED-ing the way to Sustainable RETROFITS

The next big area of Green movement for the construction industry is sustainable retrofits...a market estimated to grow to \$15.1 billion by 2014 and a market perfectly matched for tile, stone, and terrazzo. Read more of IMI's April 8th blog at <http://imiblog.org/>.

## OTHER POINTS of VIEW

Opinions on green building are as varied as people are, and while we may not agree with the views presented below, I think it is still important to be aware of them.  
~Tina

## Architect Debunks Modern Myths about Sustainable Design

When asked recently what he feels are the most common misconceptions about sustainable design, he offered the following along with the reasons why these myths need to be busted for once and for all. Read [MORE](#).

## It's Better to Build a 'Green' House From the Ground Up

"The argument that it's better to buy an existing building than build new - since the ecological impact of a building project is supposedly greater - is not true according to these writers. Read [MORE](#).



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## Earthquake-Prone Regions Trade Adobe Bricks for Earthbags

Earthbags -- little more than plastic sacks of sand or soil -- are replacing bricks as the building material of choice in many earthquake-prone areas. The technology is cheap and easy to teach, and the flexible bags are able to shrug off seismic disturbances that would topple traditional brick-and-mortar or adobe structures according to this [MediaGlobal](#) article.

## EDUCATION

### Green Codes 101: Navigating the Codes, Standards, and Rating Systems

Join leaders from four key associations in the green building industry to help you navigate the landscape of sustainable construction practice in this ICC webinar. They will provide perspective, frame the facts and discuss the issues you need to be aware of to make sense of how these predominant programs work together to drive "green" construction practices into the marketplace. [Click here](#) to learn more and register.

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