

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

Our last edition generated some comments regarding the products that were featured in the included articles. As you may remember, the September 15, 2014 edition was dominated by articles on product news - from pieces on new materials like masonry units made from fly ash to new certifications of some very old materials (i.e. stone). One of the questions raised was regarding the performance and reliability of new products. This is certainly a valid concern, and one that is especially relevant when talking about products made with alternative materials. Specifiers need to be wary of selecting materials based heavily on green claims alone. That's why testing and research are essential when dealing with new materials and products to ensure their performance is as expected. It's also important to remember that products included in *Sustainability E-News* have not been evaluated in any way by TMS or myself. Our goal is to inform you and generate discussion. What is the best way to evaluate new raw materials? How do we determine durability? How do you decide which attribute is most important? There are many questions to consider, and so we hope the conversations will continue.

As a reminder, next month the TMS Sustainability Committee will be meeting in conjunction with the TMS Annual Meeting in Scottsdale, AZ. This is a great forum for these discussions and also provides several opportunities to expand your knowledge. For more information check out the [TMS website](#) or [contact TMS](#).

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NOTE: Inclusion in this newsletter is not an endorsement of the products and materials featured, nor have these products been evaluated by TMS or the editor. Furthermore, the views expressed in the articles featured are those of the article authors.

BUSINESS NEWS

I often mention when talking to manufacturers that pursuing sustainability needs to be about more than earning LEED points - done well it also adds economic value to your company. I hope the articles below will help you in achieving those goals. ~Tina

How to Achieve Business Value From Operating Sustainably

PE INTERNATIONAL

It is becoming ever more evident that there is tangible business value to be unlocked from looking at your company's operations through a sustainability lens. And despite what the naysayers would have you believe, it is possible to quantify the benefits of sustainability in the same way as many

Sponsors of TMS's Sustainability E-Newsletter

Click on the links below to find out more about each of these organizations who have graciously sponsored this E-Newsletter. Sponsors designated with an Asterisk(*) are also TMS Members at the following levels:

- *** designate Sustaining Members
- ** designate Affiliate Members
- * designate that at least 1 person is an Associate or Professional Member of TMS.

traditional business activities according to [this PE International article](#).

How to Get More mileage Out of Your CSR Reports

ADVERTISING AGE

The average annual CSR report is "expensive, time consuming and contributes virtually nothing to the performance of your business" -- but it doesn't have to be that way, writes Paul Klein in [this piece](#). Involving outside stakeholders, even and especially your critics, can be a smart way to make reports more credible, engaging and impactful.

Welcome to the New Era of Eco-Innovation

GREENBIZ.COM

Companies are starting to grasp that eco-innovation depends on creating products that aren't just greener but are also better than conventional products in almost every way imaginable, [writes Nadya Zhexembayeva](#). "A new era of innovation for a resource-depleted world is upon us," she asserts.

GREEN BUILDING NEWS

The first link below is to a clever video on the sustainability of masonry. I enjoyed watching it and hope you do too!
~Tina

PROSOCO Produces Video on the Sustainability of Masonry

MASONRY DESIGN MAGAZINE

Lawrence, Kan.-based PROSOCO, a custom formulator of specialty cleaners and protective treatments for masonry and concrete, has produced a short video on the sustainability of masonry. The video, which features hand-drawn animation, provides an entertaining look at the many benefits of building with brick. Check it out [here](#).

Fannie Mae Introduces ENERGY STAR Certification for Multifamily Buildings

ECOBUILDING PULSE

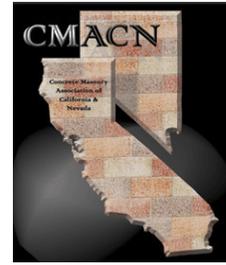
A new ENERGY STAR score introduced by Fannie Mae enables multifamily building owners to compare performance to similar buildings based on data from more than 1,000 survey responses nationwide. [Read more](#).

Historical and Masonry Structures Department Has YouTube Channel

UNIVERSITY OF MINHO

The Historical and Masonry Structures from University of Minho has a new YouTube channel:

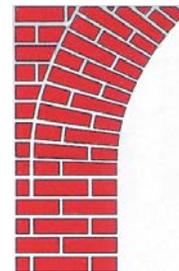
Platinum Level



[Concrete Masonry Association of California and Nevada](#)***



National Concrete Masonry Association
FOUNDATION



[Western States Clay Products Association](#)***

Gold Level



[ISISE.HMS](#). In the channel you can find several videos about their activities, such as laboratory tests, interviews and research projects.

PRODUCT NEWS

The first link below is a great example of an owner or company being innovative with the waste they generate.
~Tina

U.N. Building Recycles Its Own Glass into New Concrete Masonry Pavers

LINKEDIN.COM

The United Nations Headquarters complex in New York City is looking a whole lot greener. Glass from the windows of the United Nations Secretariat Building was recycled and turned into Pozzotive SCM/Pozzolan. It was then used to manufacture Unilock pavers that were used on the United Nations site. [Read more.](#)

CalStar Expands Capacity, Options for Sustainable Masonry With Opening of Second Plant

MASONRY DESIGN MAGAZINE

CalStar Products, manufacturer of low-energy, low-carbon masonry products, has rolled out the first shipments from its new Columbus, Miss., plant, with dry- and wet-cast lines for brick, trim and paver products using proprietary formulations that include nearly 40% recycled content. According to [this article](#), the new facility increases CalStar's capacity and product offerings while improving its geographic range.

EDUCATIONAL OPPORTUNITIES

TMS Annual Meeting

The Masonry Society's Annual Meeting will be held in Scottsdale, AZ from October 10 - 14. In addition to committee meetings, General Education Sessions will be held on Saturday, October 11. Topics include EPDs, seismic design, Direct Design, storm shelters, and more. [Register for the meeting.](#) Other educational opportunities include [Masonry Testing](#) training and certification programs, and LEED v4 for Manufacturers. To learn more, visit the [TMS website](#).



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Silver Level





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Bronze Level



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