Integrated Color for Ready Mix Concrete

Highly concentrated, requiring less pigment to create vibrant colors.
Permanent, stain resistant, and weather-resistant.

Pigments can be added to any concrete mix.

RECOMMENDATIONS
- Use on flat surfaces such as decks, patios, sidewalks, curbs, and kerbs.
- Not recommended for use on grade.
- Not recommended for use on grade.

AVOID
- Low temperatures where the mixture contains any starch.
- Increased moisture where the temperature is below 50°F.
- Not recommended for use on grade.
- Low in frost and 216°C.
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- Not recommended for use on grade.
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COLOR CHART

For Ready Mix Concrete

www.treesoffortana.org
At Ready Mix USA, a division of CEMEX, we believe strongly in sustainability and smart growth strategies for our communities. Throughout our history, we have sought to be a good corporate citizen with sustainability being an integral part of our business. Our management teams continually work to enhance and execute our Framework of sustainable development initiatives. We are aware of our responsibility to address complex growth challenges.

Given the importance of the sustainability-related challenges that society is facing, CEMEX has integrated sustainability into its business strategy. With the help of our Sustainability Model, we are incorporating practices into all of our day-to-day operations and decision making processes worldwide. Our model ensures that we concentrate our efforts and resources on the aspects of highest relevance to our business and greatest concern to our stakeholders. Through a structured and extensive process of both internal and external consultation, we defined 4 main sustainability objectives for CEMEX under the economic, environmental, social, and governance pillars supported by top priorities that ensure sustainability is embedded into every aspect of our business.

**Social Sustainability Objectives:**
- Implement a High-Impact Social Strategy to Empower Communities
  - Actively participating in the development of sustainable communities
  - Creating social and inclusive business opportunities
  - Fostering empowered, diverse, and community-building organizations
  - Enhancing the social relevance of our operations

**Environment Objective:**
- Achieve a Low-Carbon and Resource-Efficient Industry
  - Enhancing our environmental management
  - Conserving land, biodiversity, and water

Ready Mix USA - CEMEX’s Atlanta operations has chosen Trees Atlanta as one of our business partners to help our suppliers and customers make an impact on conservation efforts in our community. Our relationship with Trees Atlanta will have a lasting impact on conserving land, biodiversity, and water by helping to fund and support their organization through promotions, volunteering, and a financial commitment to their organization.

Trees Atlanta is a nationally recognized nonprofit citizens’ group that protects and improves Atlanta’s urban forest by planting, conserving and educating. Since 1985, Trees Atlanta has planted and maintained more than 100,000 trees. For more information about Trees Atlanta, please visit: [www.treesatlanta.org](http://www.treesatlanta.org).

Each year, Ready Mix USA will donate to Trees Atlanta $1.00 for each cubic yard of concrete sold which contains our USA CUSTOM COLORS, with a matching funds commitment from our color partner – Interstar Materials, Inc.