

# READY MIXED CONCRETE. READY FOR ANYTHING.

Strength. It's a term that gets used a lot. And while it's one of the most essential components of any building, it's more than the strength itself that's important. It's the benefits of strength that make a difference in what you build.

## 5 Key Elements to Building with Strength:

### Stands the test of time

Concrete structures are designed to last for centuries. Unlike other materials, concrete only gets stronger over time.

### Sustainable

Concrete's strength, durability and energy efficiency make it an environmentally friendly material—especially when you consider the entire lifecycle of the building.

### Simple to use

If a material isn't easy to use, it doesn't matter how strong it is. Good thing concrete can be molded into any shape, size or design you can imagine.



### Safe and strong

Building with concrete gives you a fire resistant structure. When combined with other fire safety systems, you can exceed building requirements—instead of just meeting them.

### Value that lasts

Concrete won't rot, mold, rust or deteriorate. It's energy efficient and virtually maintenance-free—which means the resources you invest now will last for decades to come.

**BUILD WITH STRENGTH**

Concrete. Choose it first—to last. Learn more at [BuildWithStrength.com](http://BuildWithStrength.com).

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION