

ECOCYCLE®



BUILD NEW FROM OLD

Every year, billions of tonnes of construction and demolition materials (CDM) are generated worldwide.

ECOCycle® by Holcim is a circular technology designed to turn this challenge into an opportunity, transforming recovered materials into new, high-quality building solutions. By integrating recycled content into a wide range of products, ECOCycle® helps scale circular construction while reducing reliance on virgin natural resources.

 **HOLCIM**



Why ECOCycle®?

Products carrying the ECOCycle® endorsement label contain between 10% and 100% recycled construction and demolition materials by total mass, which is independently verified by SGS Australia to ISO 14021.

This gives customers confidence they are supporting circularity in the built environment without compromising on quality or performance. With a clear, easy-to-recognise label and a commitment to consistent, high standards, ECOCycle® makes it simple to choose more sustainable building solutions.



Ready-mix concrete with ECOCycle® inside

Ready-mix concrete with ECOCycle® inside provides customers with the certainty that at least 10% of the concrete by mass is manufactured from recycled construction and demolition materials. This use of recycled content maintains high performance, workability and strength needed across a wide range of applications.



Scan the QR code or call us on **13 11 88** to learn more about ECOCycle® in our ready-mix concrete.

