

# CONCRETE. READY FOR SAFETY.

Weaker, cheaper materials could save money. But they could also cost lives. With concrete, you know that what you build is going to be secure from Day One. There's simply nothing safer - and that's worth the investment.

## 5 key benefits of concrete that protect lives and protect your interests:

### Fire resistant

Unlike softwood lumber, concrete will not burn. It can handle temperatures over 1,000 degrees Fahrenheit.

### Improved air quality

Concrete walls and floors are a healthier alternative that do not harbor toxic mold growth or emit harmful chemicals.

### Stands up to Mother Nature

Concrete can withstand any natural disaster including hurricanes, tornadoes, high winds and floods.


### Outlasts man-made disaster

Concrete can even withstand explosions and is resilient when other safety systems in the building fail.

### Environmentally responsible

Over the life of the building, concrete has a lower environmental impact through reduced CO2 emissions.

When safety's your top priority, concrete's your top choice.

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Concrete  
Association

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**BUILD WITH STRENGTH**

[www.atlanticconcrete.ca](http://www.atlanticconcrete.ca)