Irving Materials Inc (imi) is a leading building materials supplier operates approximately 160 plants servicing Indiana, Kentucky, Tennessee, southwestern Ohio, southeastern Illinois and northern Alabama. Trusted by customers since 1946, the company has a reputation for providing high-quality building material products and services including aggregates, concrete specialties, and ready mix concrete.
Challenge

As a ready mix concrete producer, Irving Materials, Inc. (imi) operates approximately 160 plants servicing Indiana, Kentucky, Tennessee, southwestern Ohio, southeastern Illinois and northern Alabama. The privately held company has a long standing commitment to innovation and community and in early 2017, a partnership with CarbonCure was formed to contribute to those goals.

“We pride ourselves on innovation, not just the newest thing that comes down the pipe, but the things that actually impact our customers and impact our communities,” said Jeff McPherson, VP of Customer Development at imi.

When searching for ways for imi to become more sustainable, imi found CarbonCure, which ended up being a perfect fit.

Solution

CarbonCure is leading a global mission to minimize the concrete industry’s carbon footprint by reducing embodied carbon, the carbon emitted from building materials and construction.

This is done through a process of introducing CO₂ into fresh concrete during mixing. Once injected, the CO₂ chemically converts into a solid mineral and becomes permanently embedded in the concrete. The mineralization process improves concrete’s compressive strength, so producers can reduce cement content in their mixes without compromising on concrete quality or performance.
Implementation

imi first installed CarbonCure in its Whiteland, IN plant in July 2017, under the direction of Quality Control Manager Darrin Litteral. Litteral led a team conducting an extensive 12 month testing process, where they gathered strength and durability data, and tested fresh properties such as finishing and set-time with concrete placer customers.

The following year, in the summer of 2018, imi concluded that CarbonCure provided an effective method of reducing cementitious content without compromising fresh and hardened properties, including strength and durability. The next step was easy: installing CarbonCure Technology in 9 more ready mix plants across Indianapolis, IN.

Starting in February 2019, CarbonCure worked with imi on a promotional blitz among leading specifiers and contractors in the Indianapolis area. McPherson remembers being shocked by the results, calling it a “home run.”

“Once we decided to go all in, the enthusiasm level in the marketplace was surprising. It was phenomenal — it blew my mind.” Almost immediately, imi began to secure projects because of CarbonCure’s value to end users: reduce the carbon footprint of concrete without making compromises.

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— Jeff McPherson
VP Customer Development, imi

Key Project: Infosys U.S. Headquarters
Indianapolis, IN
240,000 lbs CO₂ saved
Results

As of June 2020, CarbonCure has been installed in 60 of imi’s plants across Indiana, Kentucky, Tennessee and Ohio, with 15 more systems slated for future installs.

imi’s total production volume of CarbonCure concrete exceeds 670,000 cubic yards, reducing CO₂ by 7,900 tons — which is equivalent to the amount of carbon sequestered by more than 9,000 acres of forest in a year.

While imi had initially believed that structural engineers would be hesitant to alter specifications and use CarbonCure, Bob Haldrup, Senior Vice President of imi, says it has actually become “the simplest, easiest conversation we have with everybody.”

Going forward, imi will continue using CarbonCure in all non-specified work while building on positive word of mouth toward the goal of acceptance into specified commercial work by structural engineers.

This is just the beginning of the story and imi have ambitious plans for the role of CarbonCure in the future of their business. Haldrup envisions CarbonCure becoming a mainstay of all imi’s products within five years, summing it up by saying: “I can’t imagine why every cubic yard of concrete we produce wouldn’t be CarbonCure — it’s the right thing to do.”

To learn more about imi’s CarbonCure story, download the full case study eBook at carboncure.com/resources/imi.

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— Bob Haldrup
Senior Vice President, imi
CarbonCure Technologies Inc. is the global leader in carbon dioxide (CO₂) utilization technologies for concrete. The retrofit CarbonCure Technology chemically mineralizes waste CO₂ during production to make high-performing, more sustainable concrete. CarbonCure is on a mission to reduce the embodied carbon footprint of the built environment, with the goal of reducing CO₂ emissions by 500 megatonnes annually.

To learn more about how CarbonCure can help grow your concrete business while shrinking your carbon footprint, visit carboncure.com or contact a CarbonCure representative at info@carboncure.com or +1 (902) 442-4020.