



**PRESS RELEASE**

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**LAFARGEHOLCIM NORTH AMERICAN COMPANIES AND HERCUTECH SIGN AGREEMENT TO MARKET HIGH-PERFORMANCE INSULATED CONCRETE WALL SYSTEM IN NORTH AMERICA**

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*Strategic alliance will draw upon the benefits of HercuTech’s advanced HercuWall® system and LafargeHolcim’s innovative concrete mix designs, technical expertise and market know-how.*

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LafargeHolcim, the largest diversified supplier of construction materials in North America, and HercuTech Inc., an innovative manufacturer of high-performance, pre-engineered building components for the construction industry, have signed an agreement for marketing HercuWall®, a high-performance insulated concrete wall system. The collaboration combines LafargeHolcim’s innovative concrete mix designs, technical expertise and market know-how with HercuTech’s technologically superior HercuWall® insulated concrete walls. The strategic alliance is expected to make this new product offering available for residential construction projects throughout North America.

HercuWall® is a panelized system that is produced in a factory and quickly assembled on the job site, reducing cycle time while combining many steps into one. This patented “green” technology contributes to high LEED® ratings and “net-zero” energy goals. ShearStrip® technology eliminates the need for vertical rebar. Along with EPS foam insulation and LafargeHolcim state-of-the-art concrete, HercuWall® achieves significant improvements in resilience, sustainability and cost efficiency compared to traditional wood-frame construction.



The end result is an energy-efficient and cost-competitive solution for improving the quality and service life of new homes as well as keeping home prices affordable. In short, HercuWall® incorporates the strength and long-term durability of concrete to create better walls and better homes.

“LafargeHolcim’s expertise in cementitious materials brings us important advantages in terms of concrete mix design and technical support for improving placement and optimizing the total system,” said Michael Niemann, chairman and chief executive officer of HercuTech. “Their extensive infrastructure to service the market, customer relationships, reputation for quality and consistency, and record of commercializing breakthrough technologies—combined with HercuTech’s proven HercuWall® system—allow the strategic alliance between our companies to showcase and expand the reach of our advanced insulated concrete wall systems in North America.”



“This agreement perfectly aligns with our mission to provide production homebuilders with demonstrated forward-looking technology they need,” said Maik Strecker, head of growth and innovation for LafargeHolcim in North America. “HercuTech developed this game-changing system and 7th ranked U.S. homebuilder Meritage Homes provided valuable industry insight and support. HercuWall® meets the needs of residential builders, as well as the growing demands of consumers, for more sustainable, energy-efficient homes. We are excited by the opportunity of working with HercuTech to help make this innovative insulated concrete wall system readily available to homebuilders throughout North America and setting the industry standard for affordable, high-quality insulated concrete wall systems for years to come.”

#### **ABOUT HERCUTECH**

HercuTech Inc. develops, manufactures and markets pre-engineered building technologies for the construction of high-performance, energy-efficient structures for home and work. The company primarily targets production home builders and multifamily developers. Other applications include custom homes, charter schools, retail centers, restaurants, and care facilities. HercuWall® is both hurricane and fire rated; and meets the performance, cost, and scalability parameters that builders require. For more information, visit [www.hercutech.com/products/hercuwall](http://www.hercutech.com/products/hercuwall).

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#### **ABOUT LAFARGEHOLCIM**

As the world leader in the building materials industry, LafargeHolcim Ltd. and its subsidiaries have the assets necessary to meet the building and design challenges of today’s increasing urbanization. Globally, LafargeHolcim has 100,000 employees, a well-balanced local presence in 90 countries and combined net sales of CHF 33 billion (EUR 27 billion) in 2014. With the most innovative cement, concrete and aggregate solutions; strong R&D; and a commitment to health, safety and sustainability, LafargeHolcim has the building solutions to meet customers’ needs, from the individual homebuilder to the largest and most complex project. We are committed to drive sustainable solutions for better building and infrastructure while contributing to a higher quality of life. We are positioned to deliver on this commitment.

In North America, LafargeHolcim companies include close to 1,000 sites and employ more than 12,000 people. Our customers rely on us to help them design and build better communities with innovative solutions that deliver structural integrity and eco-efficiency. We are committed to contributing to building better cities and are an active participant in local environmental, educational and sustainable construction initiatives, including relationships with the Wildlife Habitat Council and Habitat for Humanity.

Lafarge North America Inc., Lafarge Canada Inc., Holcim (US) Inc. and their subsidiaries are LafargeHolcim companies, and together constitute the largest diversified supplier of construction materials in North America. These companies are sometimes referred to as “LafargeHolcim” for editorial convenience.

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