

**Material ConneXion® Announces its  
MEDIUM Award for Material of the Year**

Novacem's Carbon Negative Cement chosen as winner

Exhibition of Award-Winner & 9 Honorable Mentions to  
Showcase the Year in Material Innovation  
at Material ConneXion from March 15 – April 29, 2011

New York, NY, February 3, 2011— **Global materials consultancy Material ConneXion announces Novacem's Carbon Negative Cement as the winner of its second annual MEDIUM Award for Material of the Year.** The award recognizes materials juried into the company's Materials Library in 2010 that demonstrate outstanding technological innovation and the potential to make a significant contribution to the advancement of design, industry, society and economy. In addition to Novacem's Carbon Negative Cement, the company is recognizing **nine honorable mentions** as exemplary material innovations that will change the way we design in 2011—from product and packaging to architecture.

*"Our award for Material of the Year celebrates the power of material innovation to enhance the world in which we live—from our built environment to the designs that we interact with on a daily basis,"* said **George M. Beylerian, Founder & CEO of Material ConneXion.**

According to **Dr. Andrew H. Dent**, Material ConneXion's Vice President, Library and Materials Research, *"The year in material innovation reveals a continuing drive for sustainability. Whether it's through a clever substitution of natural materials, improvements to existing ideas, or a manipulation of high-tech processes, these tougher economic times are seeing a turn to simple, creative and powerful innovations that will help lessen our impact on the planet."*

**Novacem's Carbon Negative Cement**—a revolutionary solution to reducing carbon emissions in the construction industry—is one outcome of this movement with extraordinary, far-reaching effects. By replacing the calcium carbonates used in cement formulation with magnesium silicates, and by using a low-temperature production process that runs on biomass fuels, Novacem has developed a new class of cement that offers performance and cost parity with ordinary Portland Cement, but with a negative carbon footprint.

*"Concrete constitutes the greatest amount of manmade material on this planet—one that is claimed to contribute to 5% of humanity's carbon footprint,"* said Dr. Dent. *"With a simple change of ingredient, Novacem has achieved what could be one of the single largest reductions in CO<sub>2</sub> emissions in construction to date. This carbon negative cement reduces carbon emissions of poured concrete from 800Kg emitted per ton to 50kg absorbed per ton."*

As the world's leading global materials consultancy and library, Material ConneXion has unparalleled insight into the materials, processes and emerging technologies that are having the greatest impact on design worldwide. The nine honorable mentions, which hail from the US, Europe and Asia, represent some of the most important recent material developments on a global scale. Together, they promise to increase sustainability across a wide range of industries, from products and packaging to architecture.

**WINNER**

**Carbon Negative Cement** (Novacem, United Kingdom) is a revolutionary solution to reducing carbon emissions in the cement industry. By replacing calcium carbonates used in cement formulation with magnesium silicates, and by using a low-temperature production process that

employs biomass fuels, Novacem has achieved an alternative to poured concrete that offers the same performance and cost benefits as ordinary Portland cement but with a negative carbon footprint

### **About Material ConneXion®:**

Material ConneXion is a global materials consultancy that helps companies innovate through smart materials thinking. Built on the belief that Every Idea Has A Material Solution™, Material ConneXion is the trusted advisor to Fortune 500s, smaller forward-thinking companies, and government agencies seeking a creative, competitive, or sustainable edge through strategic material selections. With offices in New York, Bangkok, Cologne, Milan and Daegu, Korea, Material ConneXion's international network of specialists provides a global, cross-industry perspective on materials and their potential uses. Material ConneXion maintains the largest subscription-based Materials Library of innovative materials and processes in the world – an indispensable asset to a wide audience of designers and architects and a vital tool for the development of design, industry and economy.

### **About Novacem**

Novacem, the carbon negative cement company, is a spin-out from Imperial College London and has developed a new generation of carbon negative cement that will offer cost and performance parity with Portland cement. The cement is based on magnesium oxide produced from magnesium silicates, and is a scalable, transformational alternative to current carbon intensive cement production. In 2010 the company announced its Green Cement Bond with Lafarge, the world leader in building materials, as the first subscriber. Novacem is a World Economic Forum Technology Pioneer for 2011.

Novacem is currently working on a development programme to design construct and operate an Industrial Pilot Plant (up to 25,000 tonnes per year) to be co-located with an existing cement plant. It will work closely with Green Cement Bond subscribers and other industrial partners in this project and the first Commercial Volume Plants which will follow. Thereafter the technology will be rolled out to companies in and around the cement industry to ensure its full potential to reduce carbon emissions is realised.

The company raised a £1.1m Seed Round in 2009 from Imperial Innovations, the Royal Society Enterprise Fund and the London Technology Fund. It raised a further £1.6m in 2010 when Laing O'Rourke joined its investor group. It has also received financial and other support from the Technology Strategy Board, the Carbon Trust and industrial collaborators.

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