

**For Immediate Release**

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**HABITAT FOR HUMANITY – NYC AND CONCRETE INDUSTRY LEADERS  
BUILD NYC’S FIRST MULTIFAMILY HOMES, USING INSULATED CONCRETE FORMS**

**This Innovative “Green” Material Saves Energy and Creates Safer, Stronger Homes**

**Low-income families in Bedford-Stuyvesant will be some of the first NYC residents to live in homes built with new, green material—Insulated Concrete Forms (ICF).** The first multifamily residential buildings made with ICFs in NYC are nine affordable **Habitat for Humanity – New York City** homes under construction in Brooklyn.

On Nov. 14, representatives from some of the city’s cement and concrete industries demonstrated how ICFs snap together like Legos, forming walls for the Habitat-NYC homes. Among them were members of the companies and organizations that donated materials for this innovative project, including **Lafarge, Greco Brothers, Tilcon, New York PolySteel and the NYC Concrete Promotional Council.**

Made of polystyrene foam insulation with reinforced steel between the sides, these blocks are light and easy to fit together. Once concrete is poured into them, ICFs become exceptionally sturdy exterior walls. The foam remains in place, and no additional insulation is needed.

**Buildings constructed with ICFs:**

- Require less energy to heat and cool, lowering energy costs;
- Offer greater sound resistance to reduce indoor noise;
- Are tighter, resulting in a more comfortable, less drafty, indoor environment;
- Are stronger and more durable, providing better resistance to weather or catastrophe and requiring less maintenance;
- Experience less structural deterioration from time, moisture and insects;
- Do not need conventional insulation material.

**Roland Lewis**, Executive Director of Habitat for Humanity – New York City, said: “We thank our industry partners, who generously contributed their expertise and product so we could pioneer the use of Insulated Concrete Forms in New York City. Our future homeowners will benefit by saving money on energy bills, by living in more comfortable ‘green’ environments and by having safer, stronger homes.”

Lafarge, which donated 200 tons of cement to the Halsey Street homes, “is delighted to be a part of the Halsey build and the local community. It’s encouraging when an organization like Habitat thinks

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outside the box and embraces new technologies and ideas like ICF construction and sustainable development.” said **Michael R. Fletcher**, Assistant Sales Manager, Lehigh Valley District, Lafarge.

"Greco Brothers Ready Mix Concrete Company has long admired the work of Habitat for Humanity and is very proud to enter into its first partnership with Habitat for Humanity to help provide low-cost quality housing to those in need," said **Joseph L. Greco Jr.** and **Anthony N. Greco**, owners of Greco Brothers Ready Mix Concrete Company.

**Rob Diccianni**, Tilcon New York Inc. general sales manager, said: "Tilcon, as part of the Oldcastle Materials Group, proudly supports Habitat for Humanity International and is a National Underwriter of Habitat's Congress Building America program. On the local level, Tilcon partners with Habitat affiliates in our own communities. For this ICF project we are supplying approximately 800 tons of crushed stone for the concrete. We as a company are very community- and civic-minded. We look for opportunities to become involved with and to find ways to give back to our communities. Building projects are a good match for us."

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### **About Habitat for Humanity – New York City**

*Habitat-NYC transforms lives and our city by uniting all New Yorkers around the cause of decent, affordable housing. With the help of an average of 10,000 volunteers every year, Habitat-NYC has built more than 165 affordable homes in the five boroughs of New York City.*

### **About Lafarge**

*Lafarge in North America is the largest diversified supplier of construction materials in the United States and Canada. Its materials are used for residential, commercial, institutional and public works construction. Lafarge in North America is wholly-owned by Lafarge S.A., the world leader in building materials, with top-ranking positions in all four of its businesses: Cement, Aggregates & Concrete, Roofing and Gypsum. With 80,000 employees in 76 countries, Lafarge posted worldwide sales of 16 billion euros in 2005.*

*Lafarge believes that sustainability can be a competitive advantage. This long-term perspective includes the need for economic, social and environmental consideration in our daily business decisions. We believe this approach will help us achieve our objectives to be the preferred supplier, community partner, employer and investment.*

*Lafarge, through its North American partnership with Habitat for Humanity International (HFHI), has supported Habitat for years to provide decent, affordable housing. The partnership recognizes that—as a whole—our contributions make us the largest supplier of cement, concrete, aggregates, and gypsum products to the world's premiere building materials charity.*

### **About Greco Brothers Ready Mix Concrete**

*Greco Brothers Ready Mix Concrete is the oldest Ready Mix Concrete producer in New York City. Our company has been family owned and operated serving the ready mix concrete needs of commercial, public and residential projects since 1958. We currently operate three ready mix plants within New York City, with a fleet of over 40 trucks. Our hands-on family approach to our business, combined with producing a quality product, has allowed us to obtain our longevity and earn the respect of our customers and competitors.*

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### **About Tilcon New York Inc.**

*Tilcon New York Inc.'s operations include quarries, asphalt plants, recycling plants and water terminals. Our Construction Services Division is a leading contractor specializing in heavy highway construction. Over 1,000 employees in New York and New Jersey provide millions of tons of crushed stone, asphalt, sand, gravel and recycled materials to our respective markets.*

**About PolySteel New York**

*PolySteel has been manufacturing insulating concrete forms since 1978, pioneering and leading an industry that now boasts 50 products and builds thousands of homes each year. Our nationwide network of factory-trained distributors and builders are recognized as the most professional group of industry representatives in the business. All of our distributors are committed to providing the best customer service and support anywhere. We manufacture our forms in company-owned and authorized factories under the highest standards of quality control, and we are recognized for our training and technical support methods. PolySteel continues today, as it did over 20 years ago, to be a pioneer. We are always striving to develop new and more advanced techniques and materials to deliver only the best products and services to our customers.*

**About the New York Concrete Promotion Council**

*The New York Concrete Promotion Council (NYCPC) is made up of ready mix concrete suppliers, cement companies, concrete admixture companies, and other companies serving the concrete industry. The main goal of the NYCPC is to promote the use of ready mix concrete throughout the state of New York. Through our regional council activities, like AIA/CEU certified seminars, newsletters, home-shows, contractor certification and education and community involvement, we are getting the word out to architects, engineers, home builders, developers and homeowners.*

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