



Ad-Back Concrete Additive

Building better concrete with a unique, low-carbon additive made from 100% recycled paint.

• **That's infinitely good.**

Paintback's Concrete Additive is a breakthrough application for reclaimed water-based paint (RWBP), offering a scalable, value-added product that addresses critical industry challenges. While cement accounts for up to 90% of concrete's carbon footprint, Ad-Back concrete additive allows for higher SCM content (up to 70%) by overcoming related durability issues like carbonation. This enables you to formulate a superior, low-carbon concrete that maintains high performance and resilience.

This circular solution repurposes unwanted paint, creating a product that enhances concrete performance. It reduces dry shrinkage, optimises structural integrity, and extends durability, making it ideal for non-structural applications where asset longevity and lower lifecycle costs are paramount.

Building a Better Future with Unwanted Paint.

Ad-Back delivers clear environmental and commercial benefits, helping councils, builders and asset owners meet ESG and green procurement standards. Our solution directly supports Australia's Net Zero Plan by enabling concrete producers to meet Industry Sector goals, which calls for investment in high SCM, low-carbon building materials by 2030 and concrete innovation by 2035. For the Built Environment Sector, it facilitates the shift to low-emission materials and circular economy principles. This reduces embodied carbon in buildings, a major emissions source, by transforming reclaimed paint into a high-performance additive, aligning your projects with national decarbonisation policy without compromising on performance.

- Made from 100% recycled water-based paint.
- Maintains compressive strength with no performance loss.
- Proven to reduce dry shrinkage and improve durability.
- Reduces carbonation depth by over 50%, extending asset lifespan by protecting steel reinforcement from corrosion, especially in marine environments.

From unwanted paint, to new possibilities.

Ad-Back Concrete Additive offers a proven, low-carbon solution that helps meet sustainability goals with no compromise to performance or durability. It is the ideal choice for sustainable asset construction, meeting ESG targets, and the growing demand for high-performance, sustainable materials.

Applications

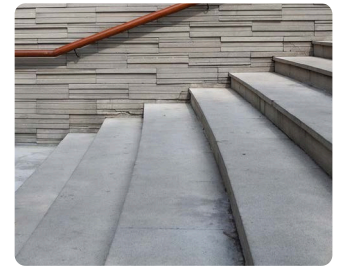
- **Pavements& Pathways:** Footpaths, bikeways, shared-use trails, and disability ramps.
- **Architectural & Decorative:** Precast panels, planter boxes, street furniture, and facade walls.
- **Flooring & Slabs:** Retail/industrial flooring, garage floors, and residential driveways.
- **Low-Load Precast Elements:** Non-load bearing retaining wall, concrete blocks, sound barriers, boat ramps and tidal pools.

Good for the environment and...

- **great for offering low-carbon, superior concrete products**
- **great for getting ahead of demand for low-emission materials**
- **great for gaining an advantage for low-carbon, high SCM concrete tenders**
- **great for driving net zero targets in sustainable building practices**

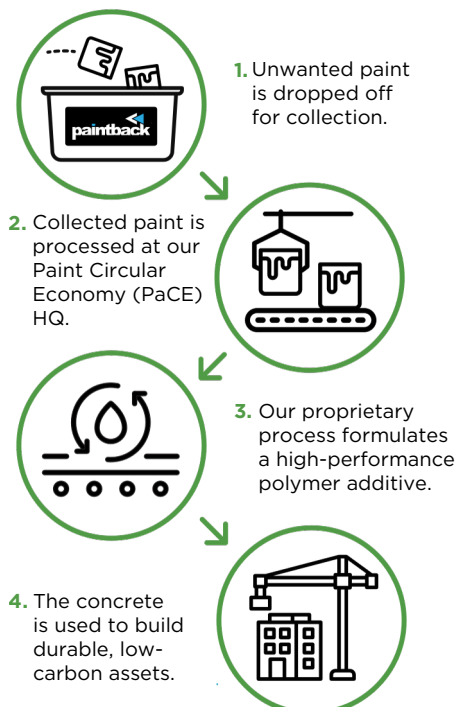


Perfect for street furniture, pathways and low-load precast elements.



Perfect for facade walls, disability ramps and non-load bearing retaining walls.

The process



Product Information

Product Type:	Concrete Additive for low-carbon/high SCM concrete
Handling Requirement:	This product needs to be consistently agitated before and during use
Source:	100% Reclaimed Water-Based Paint (RWBP)
Origin:	Made locally in Melbourne, Australia
Key Function:	Durability enhancements in low-carbon/high SCM concrete
Low-Carbon Performance:	Enhanced carbonation resistance by over 30-40%, protecting embedded steel, important for durability in marine environments.
Suitability:	Suitable for non-structural infrastructure applications

Performance Data (70% Slag Mix)

Compressive Strength:	Maintain performance vs. control mixes
Drying Shrinkage:	14% reduction over 56 days
Air Content:	Remains below the 5% nominal limit
Carbonation Depth:	Reduced from 15mm to 10mm (70-day accelerated test ISO 1920-12)
Early Strength:	Offers early strength gain for fast-track projects

For more information visit paintback.com.au

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paintback