



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 your business a scalable, value-added product to address 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 extracts high-value polymers from recycled paint, creating an additive that delivers proven concrete performance. It reduces shrinkage, optimises structural integrity, and extends durability, giving you a clear point of difference in the market.

Building a Competitive Advantage with Unwanted Paint.

Ad-Back delivers clear environmental and commercial benefits, helping you meet ESG and low-carbon 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 or asset durability.

- Made from 100% recycled water-based paint.
- Maintains compressive strength with no performance loss.
- Proven to reduce dry shrinkage and improve durability.
- Delivers superior carbonation resistance, out performing traditional SCMs when used with slag – a key selling point for major projects.

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 producers looking to innovate, differentiate their product line, and meet the growing demand for high-performance, sustainable materials.

Applications

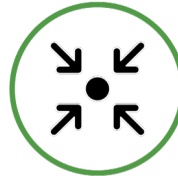
- **Pavements & Pathways:** Footpaths, bikeways, shared-use trails, and disability ramps.
- **Architectural & Decorative:** Precast panels, planter boxes, street furniture, and facade walls.
- **Flooring & Slabs:** Retail/industrial flooring, garage floors, and residential driveways.
- **Low-Load Precast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

Performance Data (70% Slag Mix)



Compressive Strength:

Maintain performance vs. control mixes



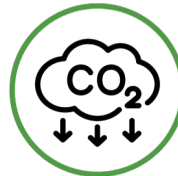
Drying Shrinkage:

14% reduction over 56 days



Air Content:

Remains below the 5% nominal limit while decreasing further over time



Carbonation Depth:

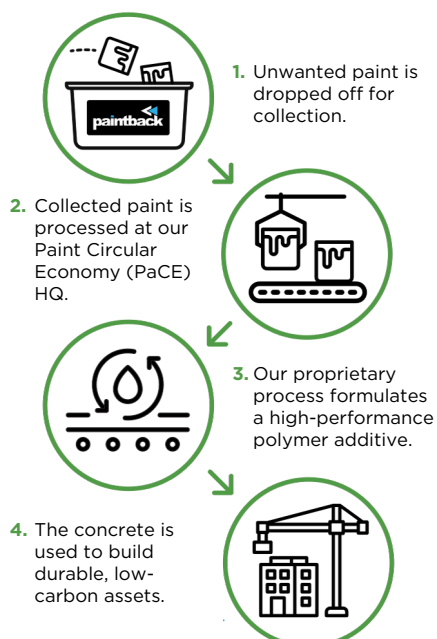
Reduced from 15mm to 10mm (70-day accelerated test ISO 1920-12)



Early Strength:

Offers early strength gain for fast-track projects

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, especially in marine environments.

For more information visit paintback.com.au

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paintback