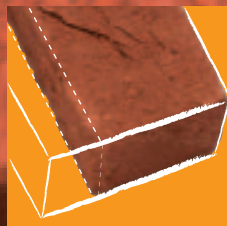


CRH
CLAY SOLUTIONS

BRICKS AND MORE

Less
is More



Beeksteen® | Product introduction

LESS IS MORE

BEEKSTEEN®

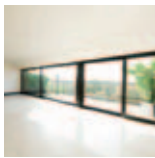
There are bricks which raise questions...

and there are bricks which answer them.

With the Beeksteen® facing brick, CRH Clay Solutions once again proves that a bit less can also be a great deal more. This innovative facing brick creates added value for all the parties involved in construction and real estate by providing greater sustainability, increased space and improved ease-of-use.

**Sustainability**

Less CO₂ emissions from your building and decreased consumption of natural raw materials

**Space**

Provides more usable space and takes up less space throughout the logistics chain

**Ease-of-use**

Less weight, easier to work with, lighter construction

**Added value**

Beeksteen® provides added value and results in significant savings on your initial investment

Beeksteen® proves once again: LESS IS MORE

There are some questions which can only be answered by a new and innovative type of brick

The question asked by the market: How can we make a positive contribution to a better living environment? The answer provided by CRH Clay Solutions: a facing brick which is 35% narrower and therefore offers several major advantages.

The Beeksteen® facing brick helps to reduce CO₂ emissions. In addition, by using Beeksteen® bricks for walls, it is possible to increase the net lettable floor space by roughly 1%. Finally, it reduces costs throughout the building and logistics chain.

The Beeksteen® facing brick is the answer to your need for sustainability.

Sustainability

The production and use of Beeksteen® bricks provides ecological, economic and social benefits. A façade built with Beeksteen® bricks translates into a 35% reduction in terms of CO₂ emissions in comparison to a traditional brick façade.

Space

Due to its smaller surface, the Beeksteen® brick provides greater usable space. The lettable space can be increased by roughly 1%. In addition, savings are realised in terms of logistics costs, as the Beeksteen® brick is 35% lighter and also takes up less space.

Ease-of-use

Its lighter weight means that the Beeksteen® brick lightens the workload of the bricklayer and his assistant. At the same time, the lighter weight of the brick wall also offers additional benefits for the entire construction of the building, from the foundation to the wall construction.

Added value

Taken together, all these benefits generate significant added value throughout the building chain and more than justify the claim made by Beeksteen® that less is more!

More information and/or a personal meeting?

Would you like more information? Would you like to talk with a consultant about the many additional benefits and opportunities provided by Beeksteen®? Then feel free to contact us by telephone at +31 (0)475-518100 or simply visit our website: www.crhclaysolutions.com