



**This is
not a brick.
It is a
Smarter Brick.**

- Fireproof
- Less water used
- Sustainable growth
- Thermally Efficient
- A third of the carbon footprint
- 4 x stronger than standard bricks

RAMBRICK
smarter bricks

An innovation in quality, sustainable building materials

We all understand that rapid urbanisation creates a number of problems for the economy and our environment. How often do you see massive piles of rubble being scoured from the earth to make way for new houses and developments? What do you think happens to all this soil? Well, the simple reality is that it needs to move to make space for the houses. So we load it onto trucks - that clog up our highways - travelling many kilometers to be dumped in an expensive hole called a landfill site. Then we travel hundreds of kilometers away just to mine sand and aggregates from our rivers - destroying biodiversity and our precious water resources - only to lug it all the way back to be made into building materials.

It goes without saying, we have to change the way we do things. The question is; can we use innovation to turn this waste into opportunities and solutions? USE-IT - the Durban-based multi-award winning Non-Profit Organisation has discovered an answer that makes use of innovation in the waste sector to unlock the Green Economy.

Chris Whyte, Managing Director of USE-IT, best puts it into perspective saying; "Over the last 6 years we have helped create over 2300 jobs by unlocking the value in less than 1% of the city's waste. We've hardly even scratched the surface of the opportunities available. With funding from eThekweni Municipality we have saved the city more than 4.5 times their investment, just in landfill diversion, and leveraged more than 11 times that amount in additional funding for project development and job-creation".

USE-IT's flagship innovative project development is the Rambrick™ - a Compressed Earth Block made from waste soil and builders' rubble destined for the landfill. As an organisation USE-IT believes their innovative Rambrick™ is part of the solution to a few of the country's most dire problems.

So what's the problem?

- **LANDFILL** - In South Africa we spend R25 billion yearly landfilling 108 million tons of waste. More than 30% of this is inert soil and rubble.
- **HOUSING** - The housing backlog is at 2.3 million units. Housing delivery has dropped by 25% in the past 5 years. We build less than 2% of the backlog required yearly and yet the backlog increases by more than 4% per year.
- **UNEMPLOYMENT** - A rate of 25% in South Africa and almost double that if we include discouraged job-seekers and those living on state benefits.
- **CLIMATE CHANGE** - More than 1/3 of carbon emissions causing Global Warming emanate from the built environment, yet we still use energy-intensive "conventional" materials.

Here's the solution

The Rambrick™ "smarter bricks" system diverts specific landfill and, through skills development and job-creation, converts it into various housing products- with 1/3 less carbon footprint than conventional materials!

So we save on LANDFILL by converting it to quality HOUSING, creating EMPLOYMENT and combating CLIMATE CHANGE.

It's a four-in-one solution...

The Rambrick™ "smarter bricks" is the only 5-star fully certified EcoStandard building system (Agrément, NHBRC, SABS and CIDB compliant) in Africa. The Rambrick™ is also 15 to 45% cheaper, 3 to 5 times stronger, 3 times more thermally efficient, bulletproof, waterproof, soundproof and eco-friendly saving 1/2 a ton of Carbon per square meter built.

**When you're ready to move into innovative sustainability,
find out more at www.rambrick.co.za**



★★★★★ Rambrick is rated a 5-star EcoStandard® product REG#: CE8072015

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