

Introducing next-gen calcium carbonate for a more sustainable world: endurocal®

Meet endurocal® - the first zero-carbon footprint calcium carbonate on the market.

Made from recycled carbon, endurocal – also known as endurocal calcium carbonate (ECC) – is created through CarbonFree's SkyCycle™ process.

It provides superior performance benefits, versatility and the ability for companies to reduce Scope 3 emissions while remaining cost competitive.

How does the process work?

Carbon dioxide is captured from hard-to-abate industrial sources before entering the atmosphere and then is converted into a carbon-neutral version of calcium carbonate. This industrial mineral is essential to the creation of high-performing products across a wide array of industries, including:

- Paintings and coatings
- Plastics
- Food
- Nutraceutical and pharma
- Building and construction
- Consumer goods
- Cosmetics

Benefits of endurocal®



Whiteness

For products that either benefit from color or need to maintain color.



Size

The ability to engineer materials from the micron to submicron.



Strength

Shape and size aid in increasing the strength of formulated products.



Decarbonization

The only zero-carbon calcium carbonate on the market.



Abrasiveness

Because of the hardness the abrasiveness of a product can be enhanced.



Formulation Advantages

Offers a wide range of features, from pH to biological process enhancement.



Substitute

Offers the ability to lessen or swap out more expensive raw materials like TiO₂.



Opacity

Take advantage of light scattering ability.

Did you know?

The calcination of calcium carbonate (CaCO₃) is a major contributor to carbon dioxide (CO₂) emissions that are changing our climate.

So what does this look like among some key industries where zero-carbon endurocal® can make a significant impact?



There were over 250,000 new single-family homes built with vinyl siding in 2023, which is almost **14 million pounds of CO₂ from CaCO₃** – this is the weight of the Eiffel Tower!



868 million gallons of architectural paint was consumed in 2023 – **that is the weight of nearly 2,000 Statue of Liberties of CO₂** attributed to CaCO₃ alone.



For the most popular antacid, over 6 billion tablets are sold each year. This is the equivalent to the **weight of 10 blue whales (3 million pounds) of CO₂ from CaCO₃**.



In the fortified breakfast cereals market, the volume of cereal is expected to amount to over 1 billion pounds by 2028, generating 10,000lbs of CO₂ from CaCO₃. **This amount of CO₂ is the weight of an African elephant.**

endurocal's zero-carbon footprint is based on a preliminary life cycle analysis (LCA). The LCA is based on a planned facility and not on actual operating data. The LCA assumes that a power purchase agreement will be used to match 100% renewable electricity with the current electricity grid mix available at the planned facility site.

Our experts are ready to speak with your experts about how we can work together to improve your formulations, or create new ones, with endurocal®.

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