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## Product Innovation News

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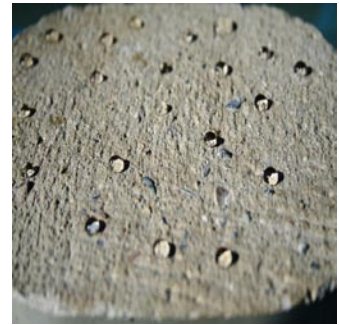


Photo courtesy of Hycrete, Inc.

### Use Once and You Are Dry?

So says Hycrete, Inc. It recently launched Hycrete InfiniShield™, a new addition to the company's portfolio of sustainable waterproofing products. InfiniShield leverages Hycrete's integral waterproofing technology to provide moisture protection for grout, mortar, and stucco. Among its many benefits, InfiniShield delivers stain resistance, efflorescence control, reduced moisture absorption, freeze-thaw protection, and enhanced durability.

Suited for both commercial and residential applications, InfiniShield is formulated based on Hycrete's core waterproofing admixture, Hycrete Element™ that has been used in more than 120 construction projects worldwide. Element is part of the larger Hycrete IntegraTek™ Waterproofing System, which combines service with the admixture to deliver watertight concrete structures. The IntegraTek System waterproofs concrete and eliminates the need for using conventional external membranes that emit volatile organic compounds (VOCs) and are generally composed of non-renewable materials.

InfiniShield is a single application solution that simplifies the waterproofing process. InfiniShield requires a very small dosage per application with no additional labor or equipment needed, keeping in line with Hycrete's "pour-and-you're-done" approach.

InfiniShield is derived from a certified Cradle-to-Cradle technology platform by McDonough Braungart Design Chemistry, LLC (MBDC). This approach is cleaner and more user friendly than conventional solutions.

For more information about the new Hycrete products, please visit [www.hycrete.com](http://www.hycrete.com).