

FOR IMMEDIATE RELEASE

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Curecrete Announces Industry-Leading Environmental Product Declaration (EPD) for Densified & Densified-Polished Concrete Flooring Systems

Springville, UT – Curecrete, the company behind **Ashford Formula™** and **RetroPlate®**, has officially released a **third-party verified Environmental Product Declaration (EPD)** for its densified and densified-polished concrete flooring system—marking a major milestone for the concrete flooring industry.

This EPD positions Curecrete among the first manufacturers of concrete densifiers worldwide to achieve a full, cradle-to-grave EPD, reinforcing its leadership in transparency, innovation, and sustainable building materials.

“Architects, designers, and builders are demanding verified environmental data—not claims,” said Roy Bowman, Chief Technical Officer. “By publishing a third-party verified EPD, Curecrete is delivering exactly that. This is a big moment for densification, and we are proud to lead the industry forward.”

A First for Concrete Densification – And a Big Win for Sustainable Design

Curecrete’s EPD covers the full densified flooring system, including:

- Ashford Formula
- RetroPlate
- KickStart™
- CreteClean Plus with Scar Guard™
- CreteClean Plus with Scar Guard – Single Dose™
- RF Grind & Enhance™
- RH Densify & Harden™
- RF Hard Surface Cleaner™
- RF Hard Surface Cleaner – Single Dose™

CURECRETE DISTRIBUTION, INC.

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The EPD provides a science-based, transparent accounting of environmental impacts across the entire lifecycle—from raw materials to a 60-year service life. It is:

- Third-party verified by Labeling Sustainability
- Cradle-to-grave
- Compliant with ISO 14025, ISO 21930, and EN 15804+A2
- Valid through September 2030
- Applicable across North America and globally

This makes Curecrete one of the few concrete flooring solution providers whose environmental data meets global procurement standards and aligns with LEED v4/v4.1 MR credits, ESG reporting requirements, and LEED v5 carbon-readiness.

Why This Matters to Architects & Specifiers

Concrete floors are everywhere—data centers, warehouses, retail, education, education, manufacturing, government facilities, and beyond. For decades, densified concrete has been used because it's durable, low-maintenance, and cost-effective. Now, the industry has what it has long been asking for: verified environmental performance data.

Curecrete's EPD helps architecture, engineering, and construction teams:

- Streamline LEED and sustainability documentation
- Provide transparent, third-party verified lifecycle data
- Meet government and public procurement requirements
- Strengthen environmental claims with independent verification
- Compare systems using standardized, globally accepted criteria

"Our customers have relied on Curecrete products for performance. Now they can rely on us for verified environmental transparency as well," said Vernon Talbot, Chief Sales Officer.

Proven Performance Meets Verified Sustainability

For more than 75 years, Curecrete has been a leader in concrete densification. The publication of this EPD expands that leadership into the rapidly growing sustainability arena.

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"This isn't just a document—it's a statement," said Max Poggio, President & CEO. We are committed to helping the building community design better, build better, and document better. Publishing this EPD is a testament to that commitment."

Access the EPD & Key Sustainability Resources

Curecrete's full, third-party verified EPD is available now for [download](#). You can also explore our [Sustainability & EPD Resource Page](#), featuring an EPD summary, system overview, sustainability qualifications, and project highlights—all in one place. Discover how Curecrete is advancing the future of sustainable concrete.

About Curecrete

Curecrete is the manufacturer of the industry-leading Ashford Formula and RetroPlate System, serving the global market with high-performance densified concrete flooring solutions for more than 75 years. With a focus on durability, innovation, and environmental transparency, Curecrete empowers designers, contractors, and owners to create long-lasting, sustainable floors that stand the test of time.

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