



Las Vegas Convention Center
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The New Face of Affordable Housing on Display at World of Concrete

LAS VEGAS – Concrete is increasingly the construction material of choice for many Habitat for Humanity affiliates. Built for Habitat for Humanity Las Vegas using STYROFOAM™ T-Mass™ Technology by The Dow Chemical Company and with support from the Portland Cement Association and Team Concrete, the Count on Concrete Show Home is the new face of affordable housing. The home is on display at the World of Concrete in Las Vegas, February 4-7, 2003.

Habitat for Humanity is interested in concrete homes for several reasons including their energy efficiency. “Concrete is an excellent building material for Habitat homes,” said Susan Mackert, executive director of Habitat for Humanity Las Vegas. “Energy savings can free up the family budget for medical emergencies, educational opportunities and new clothing. Every dollar saved on bills means a great deal to our homeowners.”

About the home

Attendees of World of Concrete are cordially invited to see concrete’s advantages in residential construction and use of energy-efficient design techniques at the 1,237 square foot home located in the Silver Lot, just outside of the main entry doors of the Las Vegas Convention Center.

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Brought to you by PCA, Dow Chemical Company, and Team Concrete

In partnership with Habitat for Humanity



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Count on Concrete Show Home

Volunteers from Team Concrete constructed the home on-site just before the International Builders Show in late January. After World of Concrete, the home will be disassembled, and then reconstructed in nearby Henderson, Nev., for a Habitat family – Rosa Bonilla and her son Edgar.

Precast construction has been selected for the Count on Concrete Show Home. With precast technology, large sections (or panels) of concrete walls are poured horizontally in a carefully controlled factory environment. Openings for walls, doors, and electrical and plumbing lines are selected in advance. Once completed and cured, the panels are delivered by truck to the job site, lifted into place with a crane, and fastened together.

This Habitat home will combine concrete with STYROFOAM™ T-Mass™ Technology from The Dow Chemical Company. This system combines the energy efficiency of STYROFOAM extruded polystyrene insulation and the durability of concrete for foundations and above-grade walls that deliver lasting value. More information about the T-Mass system can be found at www.t-mass.com.

The Count on Concrete Show Home also features cement-based construction materials such as roof tiles, siding and trim, decorative concrete flooring and stucco.

Concrete Advantages

Wall systems that combine concrete and foam insulation can save families as much as 44 percent on energy to heat and 32 percent less energy to cool. In addition to being up to 66 percent quieter than comparable wood frame houses, concrete homes often qualify a homeowner for a lower insurance premium because of the home's superior durability and safety.

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Count on Concrete Show Home

Several Construction Designs/Same Advantages

The interior of the show home will be a miniature concrete homes museum with displays explaining the different concrete wall systems – removable forms, concrete masonry, insulating concrete forms (ICFs) and precast concrete. While these design options are slightly different, the advantages each provides to the homeowner are equivalent.

Like all concrete homes, interior and exterior walls can be finished to meet the homeowner's preference. Options including finishing the concrete itself – to look like brick or other finish styles – or adding vinyl siding, stucco, brick or stone.

About the Partners

Team Concrete focuses on bringing the many advantages of high-quality concrete homes to affordable housing initiatives in communities nationwide. So far, other affordable concrete homes have been built – or are planned – in Atlanta; New Orleans; Kansas City, Mo.; Houston; Omaha, Neb.; Fredericksburg, Va.; Klamath Falls, Ore.; Las Cruces, NM; and Kalamazoo, Mich.

Habitat for Humanity International is an ecumenical Christian ministry dedicated to eliminating poverty housing. Founded by Millard Fuller, along with his wife, Linda, Habitat for Humanity International and its affiliates in more than 3,000 communities in 87 nations have built and sold more than 125,000 homes to partner families with no-profit, zero-interest mortgages.

Based in Skokie, Ill., the Portland Cement Association represents cement companies in the United States and Canada. It conducts market development, engineering, research, education and public affairs programs.

For more information visit www.cement.org/countonconcrete.