

Concrete Parking Lots: A Better Reflection On Your Business!



Concrete's Superior Reflectivity Can Add to Your Bottom Line

A wide-angle photograph of a large, mostly empty concrete parking lot at night. Several people are scattered across the surface, some standing in groups and others walking. In the background, there are some buildings with illuminated windows and streetlights.

Energy efficiency: Research shows concrete's lighter color results in up to 37% reduction in annual energy costs. When paired with concrete pavements, energy efficient lighting such as LED's are 40% more efficient.

Improved safety: Better reflectivity provides a safer night-time environment for customers and employees.

Increased sales: Retailers have reported 3% to 5% increases in sales thanks, in part, to cooler, brighter and safer concrete pavements.

Plus, you'll get the added benefits of concrete pavement:

- Competitively priced
- Improved service life
- Reduced maintenance
- Lower life-cycle cost
- Supports sustainable development

For more information, contact us at concrete@nrmca.org

A recent study conducted by the US Department of Energy looked at the performance of high-efficiency LED lighting on several existing projects. In their findings, the DOE reported, "typical concrete has a higher reflectance value than asphalt, along with a smoother, more reflective texture. The higher reflectance values from concrete play as much of a role in the visibility and apparent brightness of the site as the lighting."

You can read the entire report at:
www1.eere.energy.gov/femp/technologies/solid_state_lighting.html

For more information, or to obtain your copy, contact us at concrete@nrmca.org



DAP

National Ready Mixed Concrete Association
www.nrmca.org

Concrete Pavement Design Assistance Program

Need assistance with your concrete parking lot design?

NRMCA's Design Assistance Program (DAP) can provide concrete parking lot design recommendations for designers and specifiers not familiar with concrete parking lots. By providing detailed pavement design and CAD jointing recommendations, the Design Assistance Program helps deliver quality parking lot designs to ensure successful concrete projects. And best of all, there is no charge for the service.

For more information on the Free Design Assistance Program, go to www.concretepromotion.org/promotion/dap or e-mail us at concrete@nrmca.org