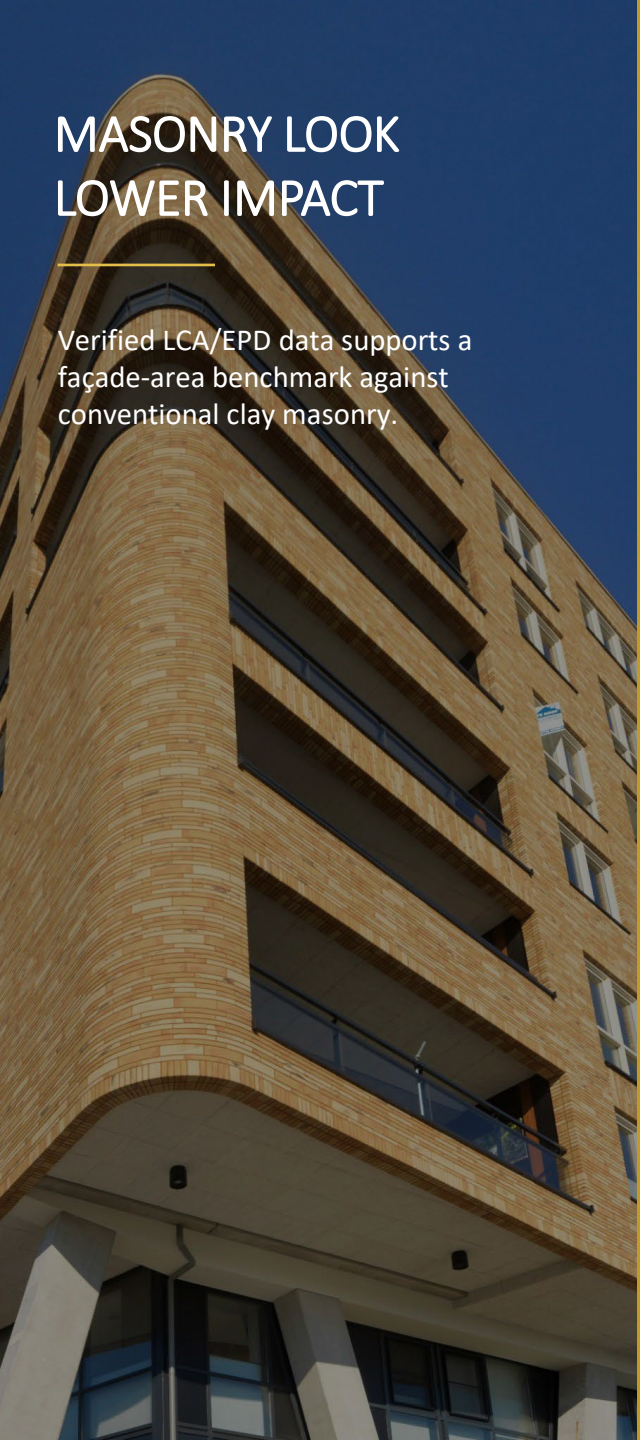




MASONRY LOOK LOWER IMPACT

Verified LCA/EPD data supports a façade-area benchmark against conventional clay masonry.



Elastolith vs. Clay Masonry: Environmental Impact Benchmark

Per m² of installed façade finish | Directional comparison based on published LCA/EPD data

GWP and installed mass comparison

Material benchmark	Mass kg/m²	A1–A3 GWP kg CO₂e/m²	Reported total GWP kg CO₂e/m²	Directional takeaway
Elastolith brick slips + adhesive mortar	8.491	4.13	5.06	Baseline
Full-depth clay brick / structural clay tile (North American industry average)	112.18	31.8	49.8	Elastolith ≈90% lower reported total GWP
Thin brick (North American industry average)	20.09	28.4	34.1	Elastolith ≈85% lower reported total GWP

SUMMARY

≈ 85–90% LOWER
≈ 71–80% LOWER*
*(including trans-Atlantic shipping)

lower reported total GWP than clay masonry benchmarks

Elastolith delivers a masonry aesthetic with much lower installed mass and substantially lower façade-area GWP in the cited benchmark.

Why the gap matters

- 9.86 kg/m² installed basis with trans-Atlantic transport
- Adhesive mortar included in the Elastolith EPD
- Conventional brick impacts are dominated by production, with downstream stages affected by product weight