



**A radical approach to natural construction
materials at scale - delivering significant social,
environmental and financial benefits**



50%
reduction in
embodied energy
& CO₂ emissions



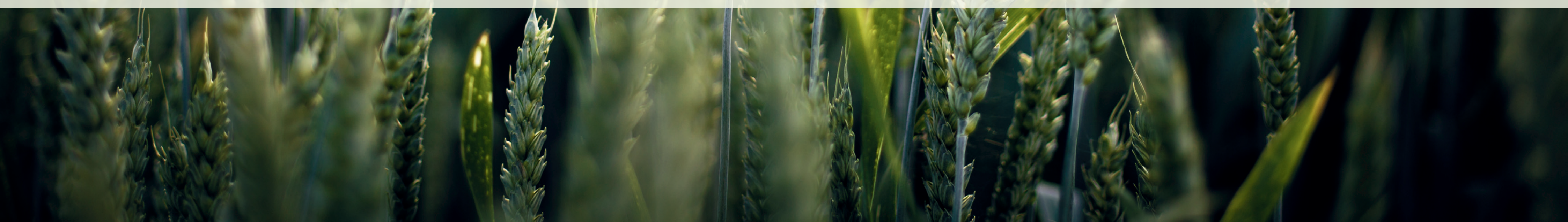
15%
reduction
in total costs



20%
better insulation
properties
than conventional
materials



5%
total energy
reduction over
the lifetime
of a building



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