

## Top 16 Advantages to Using EFFLORESCENCE REDUCER

1. Higher quality concrete at a fraction of the usual cost
2. Improved microstructure means incredibly strong mortar.
3. Less shrinkage and cracking
4. Virtually no bleed water when properly mixed
5. Greatly improved durability
6. Greater density and less permeability
7. Reduced leaching and efflorescence
8. Greater freeze-thaw resistance
9. Stronger bond
10. Increased compressive strength
11. Increased flexural strength
12. Lower internal chemical reaction potential
13. Reduced internal/external dusting potential
14. More acid/chemical resistance
15. Reduced rate of absorption
16. Less cementitious material waste

### Reduce Leaching and Efflorescence:



### EFFLORESCENCE REDUCER...

is a clear, environmentally natural, non toxic, odorless, non VOC or VOS liquid.

Mortar containing Efflorescence Reducer achieves higher performance.

[aconproducts.com](http://aconproducts.com)



## EFFLORESCENCE REDUCER

For all of your masonry and  
concrete needs



**ENVIRONMENTALLY**  
**SAFE**

- **Get High Performance Mortar**
- **Creates Exceptional Workability**
- **Virtually eliminates Efflorescence**
- **Greatly Improves Freeze-thaw Resistance**
- **Ready to Use/No Mixing**
- **Added Strength**

### **EFFLORESCENCE REDUCER...**

**...adds all these benefits without any additional effort in mixing, placing or curing.**

Its ingredients promote the lowest permeability in the shortest period of time. You get the smallest, most segmented capillaries possible using your own mix design. Due to **ER's** unique cement hydration capability, it utilizes more of the already included cement content. It generates extraordinary volumes of cementitious material and it greatly improves the concrete's permeability factor rating.

### **Efflorescence Reducer...**

**... is a revolutionary product which has no equal in today's concrete/masonry marketplace.** ER changes the chemical composition of the water in such a dramatic way that virtually all of the Calcium Hydroxide is used creating an almost Efflorescence free mix design.

*You'll immediately see the difference ER makes to your mortar.* ER creates a very homogeneous mix, meaning the ready-mix is consistent all the way through and doesn't separate. Unlike normal batches, the last of the load looks as good as the first.

Last but not least, **ER is made of only natural ingredients that are non-toxic and environmentally friendly.** This makes ER perfect for applications involving food service and where safe environments are needed for children or animals.

*Don't you owe it to yourself to use Efflorescence Reducer in your next project?*

