

ACC Launches 'Coastal+'

ACC Ltd, India's foremost cement manufacturer and pioneer in cement and concrete technology, launched 'Coastal+' a premium eco-friendly cement brand in Goa recently. Coastal+ is a technologically advanced cement offering superior protection against coastal climate. The coastal climate is very harsh and damaging to concrete structures, including the homes we live in. The chlorides and sulphates in sea breeze and ground water relentlessly attack the concrete structure, thereby weakening the structure and reducing its overall life. Concrete made from Coastal+ is more cohesive and thereby the concrete structures have low permeability compared to structures made with ordinary cement. This makes the homes more durable. The cement is ideal for usage in foundations, roofing, and all other sections being exposed to external environment.