



The New Zealand Ecolabelling Trust

Licence criteria for Concrete: Ready Mixed Concrete, Pre-cast Concrete, Concrete Products and Dry Bagged Mortars

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Specification change history

Minor clarifications, corrections or technical changes made since the specification was last reviewed and issued in June 2018.

Date	Version	Change

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1 Introduction

Environmental Choice New Zealand (ECNZ) is an environmental labelling programme which has been created to help businesses and consumers find products and services that ease the burden on the environment. The programme results from a New Zealand Government initiative and has been established to improve the quality of the environment by minimising the adverse environmental impacts generated by the production, distribution, use and disposal of products, and the delivery of services. The programme is managed by the New Zealand Ecolabelling Trust (The Trust).

ECNZ operates to the ISO 14024:2018 standard "Environmental labels and declarations – Type 1 Environmental labelling - Principles and procedures" and The Trust is a member of the Global Ecolabelling Network (GEN) an international network of national programmes also operating to the ISO 14024 standard.

ISO 14024 requires environmental labelling specifications to include criteria that are objective, reasonable and verifiable. It requires that interested parties have an opportunity to participate and have their comments considered. It also requires that environmental criteria be set, based on an evaluation of the environmental impacts during the actual product or service lifecycle, to differentiate product and services on the basis of preferable environmental performance.

The lifecycle approach is used to identify and understand environmental issues (adverse or beneficial impacts) across the whole life of a product or service (within a defined product or service category). This information is evaluated to identify the most significant issues and from those to identify the issues on which it is possible to differentiate environmentally preferable products or services from others available in the New Zealand market. Criteria are then set on these significant and differentiating issues. These must be set in a form and at a level that does differentiate environmentally preferable products or services, is attainable by potential ECNZ licence applicants and is able to be measured and verified. As a result of this approach, criteria may not be included in an ECNZ specification on all aspects of the lifecycle of a product or service. If stages of a product or service lifecycle are found not to differentiate environmentally preferable products or services, or to have insufficient data available to allow objective benchmarking in New Zealand, those stages will not generally be included in criteria in the specification. For some issues, however, (such as energy and waste) criteria may be set to require monitoring and reporting. These criteria are designed to generate information for future reviews of specifications.

The Trust is pleased to publish this proposed revised ECNZ specification for Concrete: Ready Mixed Concrete, Pre-cast Concrete, Concrete Products and Dry Bagged Mortars. The specification has been published to take account of substances harmful to the environment, energy management and consumption of resources.

This proposed revised specification sets out the requirements that concrete and a concrete products must meet in order to be licensed to use the ECNZ Label. The requirements include some environmental criteria and product characteristics that are generally applicable to a wide range of products.

Once finalised, this specification is valid for a period of five years. Twelve months before the expiry date (or at an earlier date if required), The Trust will initiate a further review process for the specification.

2 Background

This specification covers ready mixed concrete, precast concrete such as tilt slab panels, premixed (dry bagged mortar), and concrete products such as concrete roof tiles and blocks.

While there may be differences in the products and manufacturing processes, the raw materials and potential environmental burden are similar.

In general terms, all of the products comprise the mixing of cement, aggregate, water and additives, and then curing of the concrete at ambient or low temperatures. The most important adverse impacts on the environment are related to the quarrying of raw materials, potential nuisance and health impacts from dust discharges, and discharges of high pH water to waterways. Manufacture of the cement and steel (where used) within concrete products have significant energy requirements and emit large amounts of carbon dioxide.

The products can be divided into four categories based on the extent of manufacturer control and final form of the product:

- Dry bagged mortar a pre-mixed concrete product supplied to the end user in a dry bagged form (the end-user adds the water);
- Ready mixed concrete where the raw materials are mixed by the manufacturer and delivered to the end-user as a wet product;
- Precast concrete (such as precast concrete panels) which are supplied as a finished product to the end user or retailer; and
- Concrete products which include concrete tiles, masonry blocks and paving stones.

Dry bagged mortar

Dry bagged mortar involves the processing and blending of raw materials which are then bagged for supply to end users and retail outlets.

The bagged pre-mixed products are sold in hardware stores and are used by commercial contractors and builders for small jobs where the volume does not require a delivery of ready mixed concrete.

Dry bagged mortar is also the most common concrete product used at domestic properties for smaller jobs.

There are two general types of dry bagged mortar products available. One is a general purpose concrete product where water is added to the dry concrete and the material is mixed in a mixing bag, or concrete mixer. The second product type is quick-set concrete used predominantly for fence posts and foundations, where the dry product is poured into the desired location which is then filled with water.

To reduce the amount of raw materials required to be quarried and volume of cement used, pre-mixed concrete plants are starting to use alternatives to natural aggregate with recycled concrete being used or proposed and fly ash used to replace cement.

There are two main impacts from dry bagged mortar manufacture and use which include dust during manufacture, and high pH runoff during use. Due to the separation between the manufacturer and the user, consumer information is important to ensure end users are aware of potential impacts on the environment during use, and through disposal of unused or unwanted surplus product and packaging.

Ready mixed concrete

The biggest impacts from ready mixed concrete manufacture are the potential impacts from high pH runoff and dust at the ready mixed manufacturing site, which can cause environmental, nuisance, and health effects to adjacent properties. There is also potential for high pH runoff during pouring and curing of the concrete at the delivery site.

Ready mixed concrete is manufactured at plants, and delivered in concrete trucks. Due to the nature of the material, the manufacture of ready mixed concrete is undertaken at plants close to the

delivery site. There are many companies manufacturing ready mixed concrete in New Zealand, from small companies to large construction product companies.

To reduce the amount of raw materials required to be quarried, ready mixed concrete plants are starting to use alternatives to natural aggregate with recycled concrete and glass either being used or proposed.

As the ready mixed concrete supplier only delivers the plastic concrete, they do not have any direct control over the use of the concrete. In addition, other materials may be used within the end use such as reinforcing steel bar or mesh.

The concrete supplier does control the additives to the ready mixed concrete. These may include admixtures (such as set-retardants, water reducers, shrinkage reducers), pigments and reinforcing fibres. The admixtures, pigments and fibres contribute less than 5 % by weight to the end product, and therefore specific criteria have not been developed in this specification. Admixtures, pigments and fibres are still required to meet the hazardous substance criteria in Clause 5.3.

Precast concrete

The manufacture of precast concrete such as tilt-slab concrete walls is undertaken within a specific manufacturing site, with the plastic concrete being either manufactured on-site or delivered from an adjacent ready mixed plant. The cast products are then cured on-site before delivery to the end-user. As the products are delivered finished, any reinforcing steel is included during the manufacturing process and is under the direct control of the precast concrete manufacturer.

As the products are delivered to the end-user in finished form, the environmental impacts are predominantly limited to the supply of raw materials and the manufacturing site. The biggest potential impacts at the manufacturing site are high pH runoff and dust which can cause both nuisance and health effects to adjacent properties

Concrete products

As the products are delivered to the retailer or end-user in finished form, the environmental impacts are predominantly limited to the supply of raw materials and the manufacturing site. The biggest potential impacts at the manufacturing are high pH runoff and site dust which can cause both nuisance and health effects to adjacent properties. The manufacture of concrete products such as roof tiles and masonry blocks involves the blending of raw materials, with the products cast into moulds. The products are then cured within low temperature kilns (typically less than 100 °C or 190 °C for autoclaved concrete products).

Based on a review of currently available information, the following product category requirements will produce environmental benefits by encouraging more sustainable sourcing of raw materials, reducing the use of hazardous substances and their associated discharges and ensuring discharges to the environment are appropriately managed to minimise potential adverse effects. As information and technology change, product category requirements will be reviewed, updated and possibly amended.

3 Interpretation

AS/NZS means Australian/New Zealand Standard.

ASTM means American Society for Testing and Materials.

ECNZ means Environmental Choice New Zealand.

Energy Management Programme means a program to achieve and sustain efficient and effective use of energy including policies, practices, planning activities, responsibilities and resources that affect the organisation's performance for achieving the objectives and targets of the Energy Policy.

GEN means Global Ecolabelling Network.

ISO means International Organisation for Standardisation.

Label means the Environmental Choice New Zealand Label.

pH is a scale of numbers indicating how acidic or alkaline a water is. A pH of 7 is neutral, higher pH values are progressively more alkaline and lower pH values are progressively more acidic.

Raw material means a material used in the manufacture of concrete.

4 Category definition

This category includes

- Ready mixed concrete, including:
 - ready mixed concrete delivered from a ready mixed concrete plant; and
 - ready mixed concrete manufactured in a temporary ready mixed concrete plant on the site at which the ready mixed concrete is intended to be used.
- Dry bagged mortar, which comprises a mixed product including the cement, aggregate and additives, with only water required to be added by the end user.
- Precast concrete products comprising ready mixed concrete and reinforcing steel manufactured and cured at ambient temperature at a single site.
- Masonry blocks or pavers where the kiln temperature for curing of the blocks or pavers does not exceed 100 °C.
- Autoclaved Aerated Concrete products including both blocks and panels.

To be licensed to use the Label, the products must meet all of the environmental criteria set out in clause 5 and product characteristics set out in clause 6.

5 Environmental criteria

5.1 Legal requirements

Criteria

The product must comply with the provisions of all relevant environmental laws and regulations that are applicable during the product's life cycle.

Verification required

Conformance with this requirement shall be demonstrated by providing a written statement on regulatory compliance, signed by the Chief Executive Officer or other authorised representative of the applicant company. This statement shall be supported by documentation identifying the

applicable regulatory requirements and demonstrating how compliance is monitored and maintained.

Explanatory notes

Relevant laws and regulations could, for example, include those that relate to:

- Producing, sourcing, transporting, handling and storing raw materials and components for manufacture;
- Manufacturing processes;
- Handling, transporting and disposing of waste products arising from manufacturing;
- Transporting product within and between countries; and
- Using and disposing of the product.

The documentation required may include, as appropriate:

- Procedures for approving and monitoring suppliers and supplies; and
- Information provided to customers and contractors regarding regulatory requirements.

It is not intended to require licence holders to accept increased legal responsibility or liability for actions that are outside their control. The Trust's intention is to ensure any potential for environmental regulatory non-compliance associated with an ECNZ labelled product is managed to a level that minimises risk of reputation damage to the ECNZ label and programme.

5.2 Raw materials

5.2.1 Cement

Criteria

The cement used in the product shall meet the requirements of the ECNZ specification EC-42 for Portland Cement and Portland Cement Blends.

Note: Non-kiln material (including fly ash) can be added at the concrete manufacturing facility (e.g. a concrete batching plant) to satisfy criteria 5.2.2 Non-kiln materials under EC-42.

Verification required

Conformance with this requirement shall be demonstrated by providing, a written statement on compliance, signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. This statement shall be supported by evidence to demonstrate the cement product is licensed by ECNZ or an independent assessment report completed by a competent assessor to show the cement meets all the requirements of EC-42.

5.2.2 Virgin aggregate

Criteria

Quarries from which virgin aggregate materials are obtained for an Environmental Choice licensed product must have and implement:

- Management plans including any policies and management procedures to minimise adverse effects from the following potential impacts:
 - noise;
 - vibration;
 - dust; and

- discharges to surface water, groundwater, oceans or land.
- A quarry restoration plan (excluding authorised extraction of alluvial gravel from the active river bed where restoration on the completion of mining activities is not required).

Verification required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive or authorised representative of the aggregate supplier and countersigned by the Chief Executive or authorised representative of the applicant company on application and annually. This statement shall be supported by documentation, including:

- Copies of the relevant management plans; and
- Records demonstrating the management plans are being effectively implemented (including monitoring results).

5.2.3 Recycled aggregate alternatives

Criteria

- a Licence holders must have and implement a formal process to consider the use of recycled aggregate in products. The process must include a review of all possible recycled aggregate sources including any sources within a similar distance of the normal virgin aggregate sources.
- b Where recycled aggregate is available in the surrounding area, Ready mixed concrete and precast concrete products shall use a minimum of:
 - 25 % recycled aggregate for concrete strengths up to and including 35 MPa; and
 - 10 % recycled aggregate for concrete strengths greater than 35 MPa.
- c Licence holders must report annually to ECNZ on the volume of recycled aggregate used, including:
 - percentage of recycled aggregate used in specific product/ batches or contracts;
 - source of any recycled aggregate used; and
 - results of any chemical analysis for contaminants undertaken on any recycled aggregate used, or determined to be inappropriate.
- d Sources from which materials are obtained for an ECNZ licensed concrete product that undertake aggregate crushing on-site must have and implement management plans including any policies and management procedures to minimise adverse effects from the following potential impacts:
 - noise;
 - vibration;
 - dust; and
 - discharges to surface water, groundwater, oceans or land.

Verification required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation including annual reports on recycled aggregate use and records of the formal evaluation process.

5.2.4 Reinforcing steel in precast concrete products

Criteria

All steel rod or mesh used in reinforcing within precast concrete products must meet the ECNZ requirements for Steel Products in EC-41 Flat and Long Steel Products.

Note: This criterion only applies to steel used in precast items which have been assessed under this licence. The criterion does not apply to reinforcing steel used within in-situ concrete elements such as in-situ floor slabs.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. The statement shall be supported by a copy of the ECNZ certificate or an independent assessment report completed by a competent assessor demonstrating compliance with all criteria of EC-41 for the steel used.

5.2.5 Painted precast concrete products

Criteria

All paint used to coat concrete products must meet the ECNZ requirements for Paint EC-07.

Note: This criterion only applies to paint used in products such as concrete roof tiles which have been assessed under this licence. The criteria does not apply to paint applied by external parties not directly associated with the licence holder.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. The statement shall be supported by a copy of the ECNZ certificate or an independent assessment report completed by a competent assessor demonstrating compliance with all criteria of EC-07 for the paint used.

5.2.6 Fibres

Criteria

Licence holders must report to the Trust annually on the use of fibres in concrete products, including:

- Type of fibres used;
- Source of fibres; and
- The composition of the final concrete product, including proportion of fibres.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. The requirement for reporting is only required for concrete manufactured and sold under the licence. Reporting on the use of fibres in all concrete is not required under this requirement.

5.3 Hazardous substances

Criteria

- a The following substances or their compounds shall not be added to the product during the production process:
- Mercury;
 - Arsenic;
 - Selenium;
 - Lead;
 - Cadmium;
 - Chromium IV and VI; or
 - Antimony.
- b No substance shall be used in the production processes that are classified as toxic, carcinogenic, harmful to the reproductive system or genetically harmful (excluding cement).

Exempted from these requirements are impurities of the elements listed above which are contained in raw materials or components in trace levels (< 0.1 %) for each element.

Verification required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. This statement shall be supported by documentation that:

- Lists all hazardous substances and products included in the concrete (including CAS No. where available);
- Includes Safety Data Sheets for hazardous substances; and
- Identifies the classifications that apply to each substance.

Compliance with these requirements may be demonstrated by providing data on classifications under hazardous substances regulations in New Zealand as set out below:

- 6.1A, 6.1B or 6.1C (acutely toxic);
- 6.6A or 6.6B (toxic – mutagenic);
- 6.7A or 6.7B (toxic - carcinogen); and
- 6.8A or 6.8B (toxic - reproductive/developmental).

5.4 Water and water re-use

Criteria

- a The concrete product manufacturer must have and implement effective water management policies and procedures and/or a water management programme.
- b Licence holders must report annually to ECNZ on water management, including:
- total water use;
 - breakdown of water sources including water sourced from the local water supply, on-site bores or recycled;
 - water use related to production; and
 - initiatives taken to reduce water use.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. This statement shall be accompanied by documentation that includes:

- Copies of the water management policies, procedures and programmes;
- Records demonstrating the policies or procedures are being effectively implemented (including monitoring results); and
- Annual reports on water use and management.

5.5 Discharge to water

Criteria

- a Discharges to the natural environment after reasonable mixing (natural water bodies, groundwater or ocean) shall not exceed the following criteria:

Pollutant	Allowable Range
pH	6 - 9

- b Discharges of contaminants to the natural environment (natural water bodies, groundwater, ocean or land) excluding those pollutants in the above table shall be demonstrated to result in acceptable and environmentally sustainable level of impact on the quality of the receiving environment.
- c The concrete product manufacturer must have and implement a management plan for discharges to surface water, groundwater, oceans or land.

Verification required

Conformance with these requirements in shall be demonstrated by providing a written statement on compliance, signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. The statement shall be supported by the following:

- Test results demonstrating that the above pH limit is being met;
- An independent assessment of quality of discharges and impacts on the receiving environment completed by a person or agency competent to complete such an assessment. The assessment may be based on the quality of discharges from the point at which the discharges from the site or any relevant combined or municipal waste collection and treatment system discharges to the natural environment; or from the plant in situations where the plant discharge is mixed with other organisations' waste streams and the combined waste stream and its treatment before it is discharged to the natural environment is outside the control of the plant or licence applicant and suitable information is not available on the quality of the combined discharge; and
- Copies of the relevant management plan and records demonstrating the management plan is being effectively implemented (including monitoring results).

5.6 Cement silos

Criteria

- a All cement silos shall be fitted with the following:
 - Fabric filters to capture cement emissions during loading of the cement silos; and
 - Overfill sensors to detect overfilling.
- b All cement transfer shall be undertaken pneumatically and shall be fully enclosed.
- c There should be no visible emissions from the filters during loading.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. This statement shall be supported by:

- Information from the supplier of control equipment confirming that the equipment meets the criteria or evidence that the equipment required to meet the criteria is installed and operational (e.g.: photographs); and
- A copy of the plant's preventive maintenance plan for all the equipment required to meet the criteria.

5.7 Discharges to air

Criteria

Air emissions from point sources or air filters (excluding fabric filters on cement silos) shall not exceed the following limit:

Pollutant	Units	Maximum Allowable Concentration
Particulate Matter	mg/Nm ³	50

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. This statement shall be supported by the following information:

- Stack emissions testing results undertaken in accordance with the relevant ISO, USEPA or ASTM test methods to demonstrate compliance or information from the supplier of the control equipment confirming that the equipment meets the criterion; and
- A copy of the plant's preventive maintenance plan for all air emission control equipment.

5.8 Dust Management Plan

Criteria

The concrete product manufacturer must have and implement a dust management plan covering all areas of the operation including accessways, concrete plant and associated activities.

Verification required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive or authorised representative of the applicant company on application and annually. This statement shall be supported by documentation, including a copy of the plant's dust management plan and records to show it is being effectively implemented.

5.9 For ready mixed concrete ONLY

5.9.1 Truck washing

Criteria

All ready mixed concrete trucks shall be washed out at a location where all wash water and wash solids are collected and re-used or disposed of to a licensed facility.

Verification Required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation including:

- A copy of the site layout plan showing designated truck wash areas,
- Delivery procedures stating that no truck washing is to be undertaken off the concrete manufacturing site; and
- Records of material disposed.

5.9.2 Truck driver training

Criteria

The ready mixed concrete manufacturer must ensure a training programme is in place to ensure all drivers are knowledgeable of procedures to minimise impacts on the environment in the event of a spill or potential discharge.

Verification Required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation, including a copy of the companies training programme for truck drivers and records of training.

5.10 Product information

5.10.1 Dry bagged mortar

Criteria

The dry bagged mortar manufacturer shall have consumer information available for users at point of sale, on packaging and by other means (e.g. on a website) on the potential impacts on the environment from the use of dry bagged mortar. This must include instructions on appropriate use and actions to be taken to minimise the impact on the environment, describing actions to avoid contaminated water entering stormwater or surface water including:

- a The potential effects on the environment from the use and disposal of dry bagged mortar;
- b Methods for controlling runoff from washing and wetting of fresh concrete;
- c Procedures for washing equipment including advising that all washing should be undertaken over grass or bare land areas and that no washing should be undertaken where the washwater may flow to streams, the coast or stormwater;
- d Disposal of wash water from cleaning up containers and mixers;
- e Disposal of surplus or waste material;
- f Disposal of packaging; and
- g Environmental situations where the products may not appropriate.

The applicant must have, implement and periodically review a strategy for providing consumer product information. The strategy must include a sound rationale for determining which information should be provided by each means (e.g. point of sale, website, labelling).

Verification Required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation, including a copy of the manufacturer's consumer information and procedures to provide this to customers.

5.10.2 Ready mixed concrete

Criteria

The ready mixed concrete manufacturer shall have consumer information available on the potential impacts on the environment from the use of ready mixed concrete and instructions on appropriate use and actions to be taken to minimise the impact on the environment including actions to avoid contaminated water entering stormwater or surface water.

Verification Required

Conformance with these requirements shall be stated in writing and signed by the Chief Executive or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation, including a copy of the manufacturer's consumer information and procedures to provide this to customers.

5.11 Waste management

Criteria

The concrete product manufacturer must have effective waste management policies and procedures and/or a waste management programme covering manufacturing operations.

Verification Required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. This statement shall be accompanied by documentation that describes the waste management policies, procedures and programmes.

5.12 Energy management

Criteria

The concrete product manufacturer must have effective energy management policies and procedures and/or an energy management programme covering the manufacturing plant.

Verification Required

Conformance with this requirement shall be stated in writing and signed by the Chief Executive Officer or other authorised representative of the applicant company. This statement shall be accompanied by documentation that describes the energy management policies, procedures and programmes.

6 Product characteristics

Criteria

The product shall be fit for its intended use and conform, as appropriate, to relevant product performance standards.

Ready mixed and precast concrete should comply with Table 2.5 of NZS 3104: Specification for Concrete Construction.

Verification Required

Conformance with this requirement shall be demonstrated by providing a written statement of compliance, signed by the Chief Executive Officer or other authorised representative of the applicant company on application and annually. This statement shall be supported by documentation:

- Identifying the applicable standards, specifications and or consumer/customer requirements;
- Demonstrating how compliance is monitored and maintained (including quality control and assurance procedures); and
- Records of customer feedback and complaints.

7 Requirements and notes for licence holders

Monitoring compliance

Prior to granting a licence, The Trust will prepare a supervision plan for monitoring ongoing compliance with these requirements. This plan will reflect the number and type of products covered by the licence and the level of sampling appropriate to provide confidence in ongoing compliance with criteria. This plan will be discussed with the licence applicant and when agreed will be a condition of the licence.

As part of the plan, The Trust will require access to relevant quality control and production records and the right of access to production facilities. Relevant records may include formal quality management or environmental management system documentation (for example, ISO 9001 or ISO 14001 or similar).

Licence holders are required to advise The Trust immediately of any non-compliance with any requirements of this specification which may occur during the term of the licence. If a non-compliance occurs, the licence may be suspended or terminated as stipulated in the Licence Conditions. The licensee may appeal any such suspension.

The Trust will maintain the confidentiality of identified confidential information provided and accessed during verification and monitoring of licences.

Using the Environmental Choice Label

The Label may appear on the wholesale and retail packaging for the product, provided that the product meets the requirements in this specification and in the Licence Conditions.

Wherever it appears, the Label must be accompanied by the words “Concrete” and the Licence Number e.g. ‘licence No 1234’.

The Label must be reproduced in accordance with the ECNZ programme’s keyline art for reproduction of the Label and the Licence Conditions.

Any advertising must conform to the relevant requirements in this specification, in the Licence Conditions and in the keyline art.

Failure to meet these requirements for using the ECNZ Label and advertising could result in the Licence being withdrawn