



Photo: Redding manufacturing plant in California (Credit: Fortera)

FORTERA

Fortera's groundbreaking low-carbon cement attracts the market

Compared to the traditional clinker-cement process, the ReCarb® cement process by Fortera in their Redding plant (photo) in California, USA, is simpler, uses less raw materials and a kiln temperature of only 950°C. The high-performance, low-carbon ReAct® bright white colour cement from the plant meets the ASTM C1157 standard. The product can also be blended with other cement types. During manufacturing, CO₂ from the stack is returned to the process, absorbed, and mineralized. Compared to the carbon intensity of US OPC cements, the ReAct® cement reduced CO₂ emissions by 76%. At the moment, only one manufacturing plant with 15,000 tpa capacity exists; however, the market demand is growing and is much higher. The company is now planning to install a 300,000 tpd manufacturing plant, which is a massive leap from the capacity of the Redding plant.

Microsoft's Climate Investment Fund made a substantial investment in Fortera. This engagement

is more than just capital; Microsoft has also secured procurement rights for ReAct™ cement, providing a foundational demand signal that de-risks Fortera's expansion. For a corporate giant like Microsoft, which is aggressively pursuing carbon-negative goals, securing a supply of low-carbon cement is crucial for mitigating the embodied carbon in its massive global data center construction projects. This "invest to procure" model is a powerful catalyst, demonstrating market viability to other potential customers and financiers.

Ryan Gilliam, CEO of Fortera, said: "Fortera is at a stage where the work we've done to prove the technology now has to be matched by our ability to finance and execute at scale." Our new leadership structure is the engine designed to power that execution."

<https://briefglance.com/articles/forteras-high-stakes-pivot-new-leadership-to-cement-a-greener-future>

SPOTLIGHT