

cde Executive of the Month

COMPANY GOES GREEN WITH POZZOTIVE® BY REDUCING CO₂ EMISSIONS

Grasso, Jr. of Kingston Block & Masonry Supply takes profound role in manufacturing line of CMU

Louis Grasso, Jr.



NEW YORK, NY Louis Grasso, Jr., LEEDAP, is the managing partner of Kingston Block & Masonry Supply, LLC, an innovative leader in the concrete and masonry industries. With Grasso's keen leadership, Kingston Block has taken a profound role in manufacturing a sustainable line of concrete masonry units (CMU).

Kingston Block's journey toward sustainability all started nine years ago when Grasso had the pleasure of being introduced to the highly esteemed Robert Fox, Jr., AIA, LEEDAP and partner of Cook+Fox Architects. During that meeting, Fox left Grasso with some advice on the vitality of developing a truly sustainable and green product line even before sustainable building was globally accepted. After hearing Fox's influential and inspiring words, Grasso, along with the partners and a visionary team at Kingston Block, set off on the long and arduous process of going green. However, Grasso realized that for a concrete and masonry manufacturing and supply company to call itself



Shown (from left) are: Lenny Caro, president of the Bronx Chamber of Commerce, Louis Grasso III and Louis Grasso, Jr. at The New York Business Energy Expo on June 24, at Yankee Stadium.

green, a great deal more had to be done than to just place a few recycling bins in the parking lot. Grasso knew that he had to craft something that was truly revolutionary.

After years of brainstorming and testing, Grasso finally developed what he was looking for, Pozzotive®, a post-consumer pozzolan

made from recycled glass bottles. By using Pozzotive®, Kingston Block is able to substitute up to 30% of Portland cement in their design mixes throughout its product line – resulting in extraordinary savings of carbon dioxide (CO₂) emissions.

According to the EPA, approximately one ton of carbon dioxide emissions occur for every ton of Portland cement that is produced. In the first six months after Louis Grasso introduced Pozzotive®, Kingston Block has stopped over 650,000 pounds of CO₂ emissions from occurring. In addition, Pozzotive® not only reduces CO₂ emissions, but also saves valuable landfill space. Currently, 76.5% of post-consumer recycled glass is currently getting land filled. Although glass is not biodegradable, it most certainly is recyclable. Grasso is taking this post-consumer recycled glass, running it through a patented process, and producing Pozzotive®. Subsequently, Pozzotive® is being utilized in Kingston Block's sustainable products. As a result, Grasso has successfully turned CMU, which was thought of as a commodity, into a valuable tool for architects

and LEED consultants in the green build community.

"It was a difficult journey. I had to convince a broader group that we needed to reduce our carbon footprint and change the way our product line was being made," said Grasso.

Grasso is very proud that his company is constantly making a contribution, not only to carbon dioxide savings, but to many facets of the environment as well. In his continuing efforts toward sustainability, Grasso and his team are currently working on products that go far beyond their CMU, in order to provide a greater diversity of tools for architects. For instance, they are developing a line of concrete bricks, which utilize Pozzotive®.

During this massive overhaul, Grasso felt the obligation to understand the rules of green building and became a LEED Accredited Professional with the United States Green Building Council (USGBC). Grasso said, "Understanding these guidelines are critically important to making decisions with my partners that guide our company." Grasso takes it upon himself to train the sales staff to always advocate for sustainable building.

With a corporate office in New Rochelle, N.Y., an architectural design and sales center in the Riverdale section of the Bronx, and a manufacturing facility and masonry supply yard, as well as a sales center in Kingston, N.Y. – Kingston Block & Masonry Supply, LLC is a pioneer in the manufacturing of sustainable, architectural blocks in the New York metropolitan area. With Louis Grasso's guidance, Kingston Block will continue on the path of manufacturing for a sustainable tomorrow.

For more information on Kingston Block & Masonry Supply, LLC and our sustainable products please visit www.kingstonblock.com

In addition to managing Kingston Block & Masonry Supply LLC, Grasso is also proud to be on the board of directors with the New York State Concrete Masonry Association. Kingston Block & Masonry Supply, LLC affiliations include the United States Green Building Council (USGBC) and the USGBC New York Chapter, AIA Westchester/Mid-Hudson Counties, the National and New York State Concrete Masonry Associations, as well as the Bronx and Ulster County Chambers of Commerce.



Logo for Pozzotive® CMU



Interior corridor of the new Yankee Stadium



One of the trucks for Kingston Block & Masonry Supply, LLC