



## What is unique about the Concrete Optimizer:

The goal of the ready mix producers is to sell a quality product that meets the requirements in a minimum cost. Since cement is the most expensive ingredient in any mix, ultimately, the goal is to reduce cement consumption.

There are several ways to reach this goal:

- 1.Improved mix designs
- 2.Improved batching systems
- 3.Admixtures usage
- 4.Control systems

Because in every mix the water cement ratio is extremely important, in order to reduce cement consumption, there is a need to reduce water usage as well. For that reason most producers are using water reducers; these admixtures allow them to reduce the cement consumption while maintaining the required slump and strength. This water reducer admixture is very tricky, because it requires a well mixed concrete, and an exact amount of water. In other words: for the water reducer to work properly, the mix has to have good uniformity.

That is where the Concrete Optimizer steps in: the Concrete Optimizer measures **uniformity** constantly and thoroughly. Knowing the uniformity, enables the producer change his method of batching: instead of putting the admixture at the early stage of batching, not knowing if it works properly or not, when using the Concrete Optimizer, this water reducer can be added at the end of the trip – automatically. (The Concrete Optimizer can control admixtures additions as well as water addition.)

What does the producer gains? The need to “guess” the moisture in the aggregates, reduce cement consumption, and use the required admixtures in a most efficient and economized way.

This is unique for the Concrete Optimizer, and the Concrete Optimizer only, because you have to be inside the drum, coming in direct contact with the concrete, in order to measure uniformity.