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# Cortec® MCI® Unveils Updated Branding

**Modernized, Versatile, and Stronger Than Ever!**

Cortec® is excited to introduce the updated branding for its MCI® (Migrating Corrosion Inhibitor™) product line, reinforcing its commitment to sustainability, durability, and innovation in the construction industry. While maintaining the core identity that MCI® customers trust, this new branding offers enhanced versatility, modernized design, and stronger alignment with Cortec's corporate brand.

**What Stays the Same?**

MCI's core mission and values remain unchanged. Our "From Grey to Green™" tagline continues to represent MCI's environmentally responsible chemistry and its ability to extend the service life of structures by protecting reinforcing metals from corrosion. This not only reduces environmental impact but also saves time and money for asset owners by preserving critical infrastructure for the long term.



**What's Similar?**

- Hexagon Rebar Shape – The updated branding maintains the hexagonal rebar-inspired element, a familiar and trusted symbol of MCI's role in concrete protection.
- Strong Industry Ties – The "I" in MCI® is now subtly designed to mimic the ridges on rebar, providing a unique visual connection to the construction materials MCI® protects.

**What's Improved?**

- More Versatile Design – The previous logo from 2016 was a multi-color image, limiting its use across different backgrounds, textures, and smaller formats. The new branding solves this challenge by offering multiple variations, ensuring greater flexibility for digital and print applications.
- Stronger Brand Identity – The dark green in the updated logo is now Cortec® Green, reinforcing our corporate brand alignment and improving recognition across global markets.
- Expanded Design Elements – The chevron and full hexagon shapes in the branding can now be used across marketing materials such as PowerPoint presentations, brochures, and product packaging, enhancing the professional and cohesive look of MCI® communications.

With these updates, the MCI® brand is more adaptable, recognizable, and aligned with Cortec's vision for the future of sustainable infrastructure protection. As MCI® continues to lead the way in corrosion solutions, this refreshed branding ensures that our message remains clear and impactful across all platforms.

Stay tuned for more updates as we roll out this new look across our marketing materials! For more information, visit [www.CortecMCI.com](http://www.CortecMCI.com) or contact us at [productinfo@cortecvci.com](mailto:productinfo@cortecvci.com).



MCI® Brand Guidelines

## Through the Years

**2016-2024 Logo**

**2008-2015 Logo**

**2002-2007 Logo**



MCI® New Brochure

# How to Make Concrete Structures More Sustainable

With MCI®-2005

Sustainability. This concept of environmental responsibility and renewability is at the forefront of many minds today. When it comes to construction, multiple pieces play into this puzzle, especially the materials used and the overall durability of the structure. In the case of reinforced concrete, Cortec® has been offering a unique answer to ready-mixers for more than two decades—the opportunity to add a biobased corrosion inhibiting admixture, MCI®-2005, to their concrete mix.

## Meeting the Challenge of Concrete Durability

How do MCI®-2005, concrete durability, and sustainability fit together? The longer a concrete structure lasts, the better, because it reduces the need to make replacement concrete, which is an energy intensive resource. Since cement, a main component of concrete, is blamed for as much as [8% of human-caused global CO2 emissions](#), this reduction could have significant implications for sustainability. This may be one reason it is becoming more and more common to hear about structures being built with a service design life of 100 years or more.

One of the biggest threats to concrete longevity is corrosion. Under static conditions, reinforced concrete is at very low risk for corrosion. However, when adding cracking, chloride exposure from seawater or deicing salts, and long-term carbonation to the equation, the vicious cycle



MCI®-2005 was used in concrete substructures of the Dubai Expo Sustainability Pavilion. Case History #782.

begins. Corrosion causes reinforcing metal to expand, pushing on the concrete cover and causing it to spall off, subjecting the reinforcement to additional corrosives and deterioration. For this reason, corrosion inhibiting admixtures are often used in the construction of concrete buildings in harsh environments like seacoasts or regions that use heavy deicing salts. MCI®-2005 is one such admixture that meets the corrosion inhibitor requirements under ASTM C1582 and promotes greater concrete longevity.

## Meeting the Quest for Renewable Materials

Along with the search for greater durability is society's quest to use products made from renewable resources instead of relying so heavily on petroleum-based substances. In this respect, MCI®-2005 truly stands out from the crowd as the only corrosion inhibiting concrete admixture that is also a USDA Certified Biobased Product. MCI®-2005 contains 67% USDA certified biobased content and is therefore a great way to earn credits toward LEED certification through the use of renewable materials. It is also a good choice for US federal agencies and their contractors seeking to meet minimum biobased content purchasing requirements, or for projects seeking to meet

Estidama Pearl and BREEAM green building rating requirements in other parts of the world.

## Side Benefits of MCI®-2005

In addition to extending concrete service life predictions and using renewable materials, MCI®-2005 has a variety of other practical advantages. It is certified to meet ANSI/NSF Standard 61 for use in large drinking water system components. Workability is excellent; unlike calcium nitrite (CNI), which accelerates set time and makes it difficult to finish the job well, MCI®-2005 actually delays set time, giving workers a wider timeframe for finishing. This is especially useful during high temperatures in which heat accelerates the cement hydration process. Dosage is relatively low at 1 pt/ yd<sup>3</sup> (0.6 L/m<sup>3</sup>), independent of expected chloride levels in the concrete, whereas CNI must be dosed higher for larger expected levels of chloride.

## Offering Service Life and Sustainability Around the Globe

For the last two decades and more, MCI®-2005 has been used in structures around the world exposed to everything from the high water-table/saline-soil conditions of the Middle East to the intense brine of desalination processes. As the only USDA Certified Biobased Product of its kind (that comes with minimal impact to concrete physical properties and no increase in concrete shrinkage), MCI®-2005 is an outstanding choice for contractors and engineers seeking extended service life and sustainability. Contact Cortec® to learn more: <https://www.cortecmci.com/contact-us/>.



MCI®-2005 was used at the Gulf State Park Lodge. Case History #631.

## Meet the Team



James Masterfield at World of Concrete

### Meet James Masterfield

We're thrilled to have James Masterfield on board as our new MCI® Regional Sales Representative – Central U.S. James joined the team in October 2024 and comes with a long list of credentials that fit him exceptionally well for the crucial role of MCI® support for Midwestern US clients from Chicago to Denver. After graduating with a double major in management and accounting, James's love of history and building things landed James a job in historic Chicago, managing multi-million dollar restorations on vaulted structures, in addition to overseeing historical restorations on old buildings from Boston to Wyoming. Along the way, James was introduced to MCI® and came to appreciate its contribution to sustainability by extending service life. He is passionate about providing excellent customer service and, as a board member for the ICRI Chicago Chapter, is eager to contribute to the overall industry by supporting the regional growth of ICRI. Contact him at [jmasterfield@cortecvci.com](mailto:jmasterfield@cortecvci.com).

## MCI® News



### Teambuilding with CME in Dubai

While the rest of the Cortec® MCI® team was immersed in the action at World of Concrete near the end of January, Jessi Meyer (VP Technical Sales, Product Management & Marketing) was on the other side of the world, speaking at Cortec® Middle East's annual internal sales meeting in Dubai. In addition to a productive time of planning, updates, and general information exchange, attendees enjoyed some fun teambuilding activities at Aventura park! With its location in the heart of a corrosive environment, CME always has exciting market opportunities, and we look forward to ongoing growth in the region.

### ACI Concrete Convention

It's hard to take advantage of the endless opportunities at ACI (American Concrete Institute), but Ashraf Hasania (MCI® Technical Sales & Market Manager) and Kevin Quan (MCI® Regional Sales Manager – East Coast) did their best to make the most of their time to learn, connect, and stay on top of current trends at the November ACI Concrete Convention in Philadelphia. Kevin manned the booth and chatted with visitors from as far as India, Latin America, and the Middle East, while Ashraf spent much of his time attending committee meetings and learning about the trending topics of seawater concrete and sustainability. With the industry at a crossroads on reducing carbon footprints without shortening concrete lifespan, Ashraf sees the importance of looking at the bigger picture by choosing materials like MCI® that extend service life, thus reducing carbon emissions in the long run. We look forward to the next ACI Concrete Convention, March 30<sup>th</sup>-April 2<sup>nd</sup> in Toronto, and hope to see many of you there! Click here for more info: <https://www.concrete.org/>



## MCI® Recap

### World of Concrete (WOC)

It was great to connect and reconnect with new and familiar faces in the construction industry at WOC in Las Vegas in January. From the Monday night ICRI Kick-Off Party, to MCI® teambuilding time at Cirque du Soleil, to roaming the expo floor, we made some great connections and noted an optimistic outlook in the construction market, with the strongest new interest in MCI® technology coming from potential users and distributors in the U.S. Special thanks to those of you who made the trek from Canada to visit us. Here's to a great construction season this year!



# Industry News

## Cortec® MCI® and the Global Admixture Market

Did you know that Cortec® was listed as a key market player in the [2024 Concrete Admixture Market: Global Forecast 2024-2030](#) published by 360iResearch? The report offers insight into important market drivers and opportunities that harmonize with Cortec's trajectory in the field of MCI® (Migrating Corrosion Inhibitor™) admixtures and signal opportunities for continued growth. While the overall admixture market is expected to reach \$33.23 billion by 2030, the largest growth market will continue to be Asia due to increasing urbanization and spending on infrastructure. Cortec® is designated as a "Pathfinder" in the admixture market and stands out as a private specialty company among chemical and construction material giants. Learn more about the admixture market and how MCI® fits in here: <https://www.cortecvci.com/cortec-named-as-key-player-in-concrete-admixture-market/>

## Highlights from ICRI Baltimore Washington DC/ ICRI Delaware Valley Chapters

It's been a busy year for Kevin Quan as a board member of two local ICRI chapters in the Baltimore/Washington DC and ICRI Delaware Valley areas. Here's a glance at some highlights over the last several months.

### November 2024

- *ICRI Baltimore/Washington DC Chapter Annual Meeting & Awards Banquet*

As chair of the outstanding repair project awards committee, Kevin had the pleasure of hosting the presentations of the top three project winners!

- *ICRI Delaware Valley Chapter Annual Symposium*  
Kevin enjoyed great presentations and ample networking time. As a board member, he also got the chance to introduce interested members to the chapter's board-nominating-committee for consideration.

### February 2025

- *ICRI Delaware Valley Chapter Axe Throwing Social Event*

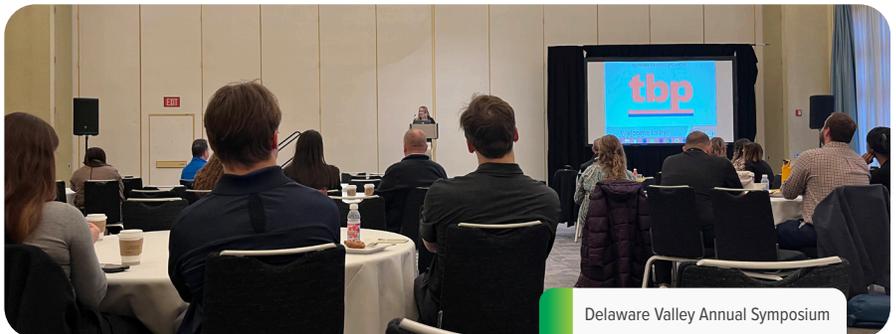
One of the most popular events for the chapter, this year's axe throwing competition was even better at the new location, since ICRI members had the chance to watch professional axe throwers practice their skill in the neighboring stalls.

- *ICRI Baltimore/Washington DC Chapter Joint Dinner Meeting with ACI DC Chapter*

Held jointly with the local ACI chapter, this dinner meeting was very well attended and provided great networking opportunities between members of both the new construction and restoration industries.



Delaware Valley Axe Throwing Event



Delaware Valley Annual Symposium

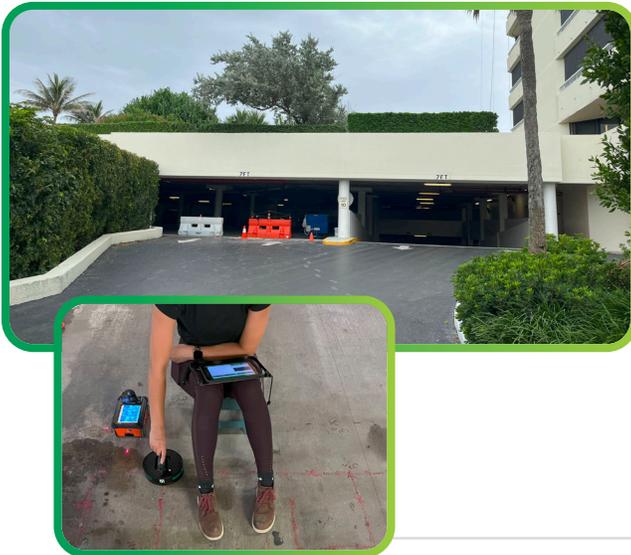


ICRI Baltimore/DC Joint Dinner with ACI

# MCI® Case Histories

## CASE HISTORY: Croatia's First Reinforced Concrete Bridge

The Lomost bridge is considered to be the first reinforced concrete bridge in Croatia, built in 1900 according to the pioneering Hennebique technique. Exposed to wind, rain, moisture, deicing salts, and corrosive soil elements, the bridge needed extensive rehabilitation in 2024. This was done over several months using new concrete, reinforcing steel, repair mortars, and Migrating Corrosion Inhibitors. MCI®-2020 was applied directly to slab undersides and lateral sides of ribs, MCI®-2005 was admixed into new concrete, and MCI® Mini Grenades were added to repair mortars. The proven effectiveness of MCI® technology was the driver for its use in the project, thus preserving the value and ensuring the longevity of this historical structure.



## CASE HISTORY: Seawinds Condo Parking Garage

Last summer, Seawinds Condo Association decided to do preventative maintenance on their single-deck parking garage located on the Florida coast. The concrete was in good condition overall, but the owner wanted to proactively protect the structure from the corrosive environment. MCI®-2018 was specified for use (along with two other preventative maintenance products) because it contains Migrating Corrosion Inhibitors together with a 100% silane water repellent. Cortec® performed the iCORR corrosion testing prior to application to provide baseline data for the project and found the corrosion rates to be in the passive to moderate level. MCI®-2018 was applied to most of the garage's concrete surfaces, amounting to 56,000 ft<sup>2</sup> (5200 m<sup>2</sup>) total. MCI® migration testing was done one to two months later to confirm that MCI® was present at a deeper level than when applied.

## MCI® Recap



### Fall ICRI Convention

Although MCI® is familiar to many, some ICRI attendees heard about it for the first time at the Fall ICRI Convention, October 23<sup>rd</sup>-25<sup>th</sup> in Denver. That included one engineer from Florida who immediately wanted to recommend the technology for an urgent need on her current project. Various suppliers were interested in either adding MCI® to their portfolio or recommending it alongside their own complementary building products—a favor Cortec® hopes to return. The MCI® team attended multiple committee meetings and had some time for fun at an outing to Wings Over the Rockies Air & Space Museum. We look forward to keeping the networking and concrete standards moving forward at the Spring ICRI Convention, just around the corner, April 13<sup>th</sup>-16<sup>th</sup> in Austin, Texas. Hope to see y'all there! <https://www.icri.org/>

## Mitigating corrosion of post-tensioning tendons before grouting

Concrete, Volume 58, Issue 8 | October 2024

What are some of the corrosion risks to post-tensioning (PT) tendons and how can engineers protect against this problem? A Cortec® article published in the magazine of the Concrete Society looks at the importance of PT tendons as critical structural components and how MCI®-309 can be a good alternative to the use of corrosion inhibiting oils for protection. It also highlights two MCI®-309 bridge applications—one in Denmark, the other in Latvia—and shares background testing and validation on the efficacy of Migrating Corrosion Inhibitor™ technology. A great piece to share with your industry colleagues! Read more: [https://www.cortecvci.com/whats\\_new/announcements/V58I08P41.pdf](https://www.cortecvci.com/whats_new/announcements/V58I08P41.pdf)



## What's Your Strategy for the 2025 Construction Season?

"Commit to a comprehensive strategy to mitigate the risk of corrosion throughout the project lifecycle—starting with thoughtful design that prioritizes durability, followed by the selection of appropriate materials, proper application and implementation, and concluding with ongoing maintenance and monitoring. This goes beyond merely meeting project requirements, shifting from reactive fixes to a proactive, lifecycle-focused approach that ensures durability, promotes sustainability, and reduces long-term costs." – *Ashraf Hasania*

## Reflections on Extending Service Life of Historical I-Beams

"Most structural beams are steel I beams with concrete surrounding them. . . . [Often] there was failure because of corrosion. . . . So, beams that may have not been replaced for 50 years [were] getting replaced and then with . . . technologies like Cortec's MCI®, we're able to make the life longer." – *James Masterfield, reflecting on his experience restoring vaulted structures in Chicago*

## Avoiding the Halo Effect

"Patch repairs can fix the spalling problem but introduce electrochemical imbalances at the embedded rebar level, [something] known as the 'halo effect.' An integral corrosion [inhibitor], such as MCI®-2006 NS, . . . in the dry repair mix can help mitigate this issue by migrating into the existing concrete and evening out some of these imbalances. CorrVerter® can be used on rusted rebars, and MCI®-2020 can be applied afterward for a complete protection system." – *Ashraf Hasania*

## Upcoming Events



**NABIE**  
March 13<sup>th</sup>–15<sup>th</sup>, 2025  
Paradise Point  
San Diego, CA  
[NABIE 2025 San Diego](#)



American Concrete Institute  
*Always advancing*

**ACI Concrete Convention**  
March 30<sup>th</sup>–April 2<sup>nd</sup>, 2025  
Sheraton Centre Toronto  
Toronto, Ontario, Canada  
<https://www.concrete.org/>



**AMPP 2025 — Booth #1300**  
April 6<sup>th</sup>–10<sup>th</sup>, 2025  
Nashville Music City Center  
Nashville, Tennessee  
[www.ampp.org/](http://www.ampp.org/)



**ICRI 2025 Spring Convention**  
April 13<sup>th</sup>–16<sup>th</sup>, 2025  
Austin Marriott Downtown  
Austin, Texas  
<https://www.icri.org/>



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