

## PRESS RELEASE

# Terratico Nominated for World of Concrete 2023 Innovative Product of the Year Award

*Recognizing the most innovative products in the concrete and masonry marketplace*

Las Vegas, Nevada, USA [February 21, 2023] – Terratico™ is pleased to announce its nomination for the prestigious **World of Concrete® Innovative Product Award 2023**. The awards program showcases and recognizes the most advanced equipment, materials, tools and services available today in the concrete and masonry marketplace.



“ Being recognized for such a prestigious award during our North American launch is a great accomplishment for our organization and an acknowledgment by the industry that our eco-concrete solution can have a far-reaching impact for both the decorative and structural concrete and masonry markets,” said Robert Auci, Managing Partner, Terratico-North America. “Our patent-pending products, which use recycled plastic and concrete, have the potential to be a game changer in the world’s effort to divert plastics from landfills, waterways, and oceans, while simultaneously creating a product that is stronger and lighter than traditional concrete.”

### About Terratico

Born in Europe and now launching in North America, Terratico is where Style Meets Sustainability. We use recycled plastic combined with concrete in a patent-pending binding formulation to create both decorative and structural products similar to concrete, terrazzo, flooring, paneling, and other masonry-type solutions. With nearly endless color, texture, and form options, Terratico has the potential to disrupt many traditional masonry sectors. With structural properties that outperform standard concrete and price points that outcompete Terrazzo and other surface solutions, Terratico’s eco and sustainable properties make it the perfect product for a world searching for sustainable yet viable solutions. Learn more at [Terratico.com](https://www.terratico.com) and follow us on [LinkedIn](#), [Facebook](#), and [Instagram](#).

### Contact

Robert Auci, Managing Partner-North America

[rauci@terratico.com](mailto:rauci@terratico.com)

+1.949.743.4352