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## **Biomason to advance the future of sustainable retail spaces through new strategic partnership with H&M Group**

Research Triangle Park, North Carolina, United States, June 14, 2021 / Today, [Biomason](#), the only company in the world using biology to produce cement, announces a strategic partnership with H&M Group to scale Biomason's revolutionary biocement® technology platform. Focusing on applying Biomason biocement to low-carbon flooring solutions for H&M Group's physical stores, the partnership advances Biomason's mission of leading the global transition to planet-friendly construction and provides the framework to assist H&M Group in meeting its circular built sustainability goals.



"This partnership solidifies Biomason's position at the forefront of employing biology to solve global climate challenges in cement and concrete," said Ginger Krieg Dosier, Co-Founder and CEO of Biomason. "Our biocement technology is ushering in a new era of construction - one that uses carbon as a building block rather than emitting it as a byproduct."

Radically different from traditional cement production, Biomason produces biocement through a biological process that eliminates the need to emit carbon by removing calcination. This process enables production of cement tiles with the lowest carbon footprint on the market.

Biomason's proven ability to reduce a critical amount of the carbon footprint in real-world applications led to the partnership with H&M Group's Circular Innovation Lab, which aims to accelerate the testing and implementation of more sustainable materials along all levels of the business. Concrete poses major sustainability challenges as it has a high climate impact and is used throughout the built environment. Production of cement, the binding ingredient in concrete, accounts for over 8% of carbon emissions worldwide - more than the entire global transportation industry combined.



“Until now, we have only been able to reduce emissions caused by these materials by using less of them. That is simply not enough,” said Martin Ekenbark, Project Manager at H&M Group’s Circular Innovation Lab. “Biomason’s technology can provide a crucial component to achieving carbon neutrality in our built environments, from stores to offices to production facilities.”

“We established Biomason with the belief that being less bad is not good enough, recognizing that to combat climate change, we need immediate, revolutionary developments in the cement industry,” said Biomason’s Krieg Dosier. “We are excited to be working alongside H&M Group to advance our shared goals of circularity and sustainability.”

### **About Biomason:**

Biomason is the only company in the world employing biology to produce cement. Since 2012, the company has used microorganisms to grow sustainable, structural biocement® in ambient temperatures, harnessing the power of biotechnology to reinvent traditional cement and offer a planet-friendly alternative. Biocement will eliminate 25% of the concrete industry’s global carbon emissions by 2030. Biomason biocement is in use in projects throughout the US and Europe, and bioLITH® precast tile products are commercially available. Learn more at [biomason.com](http://biomason.com).

### **About H&M Group:**

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M’s business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME and ARKET as well as Afound. The H&M group has 53 online markets and approximately 4,950 stores in 74 markets including franchise markets. In 2020, net sales were SEK 187 billion. The number of employees amounts to approximately 153,000. For further information, visit [hmgroup.com](http://hmgroup.com).

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