



## A Purebase Newsletter

Helping provide solutions for a greener tomorrow

Monday, June 2, 2025

[www.purebase.com](http://www.purebase.com)



### Purebase participates in the 2025 Natural Pozzolan Association Symposium among industry leaders

Purebase recently had the pleasure of attending the Natural Pozzolan Association (NPA) Symposium in Ogden, Utah, where leaders in the construction materials industry

gathered to explore the future of sustainable building technologies utilizing pozzolanic materials.

The event was opened by Mr. Joseph Thomas, Executive Director of the NPA, as well as Purebase's Advisory Board Chairman.

A key highlight of the event was a presentation by Dr. Somayeh Nassiri of the UC Davis Pavement Research Center, who shared exciting updates on the Lab2Slab initiative, a collaborative effort aimed at bridging the gap between laboratory research and real-world pavement applications using natural pozzolans.

We are proud to have partnered with UC Davis on this initiative, contributing our metakaolin, the calcined form of kaolin clay for one of the pilot test slabs. This real-world application is a major step in validating

## Top News

**P.1** Purebase Attends Natural Pozzolan Association Symposium

**P.2** Humate Advantage vs. Humic Advantage - Know the differences  
We've Moved! - Editor's Note

the performance of metakaolin in concrete, particularly in pavement settings.

Our participation in both the symposium and the Lab2Slab project reflects Purebase's ongoing commitment to advancing low-carbon, high-performance alternatives in the building materials industry. As the demand for sustainable construction grows, we're excited to be at the forefront, helping turn innovative research into practical solutions. Stay tuned for more updates on our metakaolin development and partnerships!

*Cover Photo: Somayeh Nassiri, Civil Engineer with UC Davis Pavement Research Center, shows a slide on the Lab2Slab Initiative highlighting Purebase's metakaolin test slab.*



Above: Joseph Thomas, Executive Director of the Natural Pozzolan Association and Purebase's Advisory Board Chairman.

## HUMATE ADVANTAGE



**Form:**  
Solid Granular

**Application:**  
Mixed directly into crop soil

**Best For:**  
Pre-plant soil prep or in-field  
soil enrichment

**Benefits:**  
Could improve soil structure,  
increase microbial activity,  
and enhance nutrient  
retention

## HUMIC ADVANTAGE



**Form:**  
Liquid Concentrate

**Application:**  
Delivered through irrigation  
systems

**Best For:**  
Ongoing crop cycles and  
fertigation setups

**Benefits:**  
Could enhance nutrient uptake,  
boost root development, and  
improve water efficiency

## Editor's Note

Dear Subscriber,

Welcome to our June edition of our newsletter "Pure-Growth", where we get to share the latest milestones and momentum at Purebase.

This month, we were proud to participate in the Natural Pozzolan Association Symposium, an inspiring event that brought together key voices in utilizing pozzolanic materials in sustainable construction. Engaging with industry leaders reaffirmed our commitment to delivering environmentally responsible solutions through natural pozzolans using our high-performing metakaolin.

We're also diving into the distinctions between two of our signature soil amendment products: Humate

Advantage and Humic Advantage. While both support healthy crop growth and soil vitality, each offers unique benefits tailored to specific agricultural needs. Understanding these differences can help our partners and customers make the best choices for their operations.

Lastly, we're thrilled to announce the relocation of our corporate headquarters to beautiful Sutter Creek, California. This move marks a new chapter for Purebase—one that aligns with our growth, innovation, and closer ties to the communities we serve.

As always, thank you for being part of our journey at Purebase.

**Please subscribe to our news at [purebase.com](https://www.purebase.com)**

Sincerely,  
Rachel Norris

## What's the difference? Humate Advantage vs. Humic Advantage

Purebase offers two powerful soil amendment solutions to support healthy crop growth: Humate Advantage and Humic Advantage. While both enhance soil performance, they differ in form and application. Humate Advantage is a solid granular product ideal for mixing directly into soil during pre-plant prep, while Humic Advantage is a liquid concentrate designed for use through irrigation systems during active crop cycles. Each is tailored to fit specific farming needs and practices. Refer to the infographic to the left for a quick comparison and choose the right fit for your operation.

## We've Moved!



## Purebase Corporate Office Relocated

We're excited to announce that Purebase has officially moved our corporate office from Lone, California to the beautiful and quaint town of Sutter Creek, California. Nestled in the heart of the Sierra foothills, Sutter Creek offers a charming and inspiring setting that perfectly aligns with our values and vision. Known as the "Jewel of the Mother Lode," this charming town is rich with history and character. Surrounded by rolling hills, vineyards, and scenic beauty, Sutter Creek provides a serene yet inspiring backdrop where community, nature, and history come together—a perfect place to call home. We're thrilled to begin this new chapter in such a welcoming and vibrant community!