

PurePave: A superpower in high-end sustainable design

Homeowners, architects and land developers are beginning to embrace a decorative new surface that uses coloured granites and green technology to create a modern and, above all, sustainable surface for North American climates.

Low Impact Development (LID) techniques such as PurePave Pro have captured the attention of the Ontario Conservation Authority, City of Toronto and the National Research Council (NRC) as a sustainable solution to the hazardous effects of stormwater run-off.

“Every other pavement fights to keep water out, and it’s a battle that can’t be won in our climate,” said Taylor Davis, founder of PurePave Technologies.

“With our system, we don’t have to play that game anymore. Our materials have a tensile strength of 6.1 MPa with up to 249 per cent elongation.”

This intelligent formula creates high strength surfacing that allows rainwater to seep back into the soil, helping eliminate stormwater run-off, which picks up motor oil and other pollutants that can contaminate and overburden our local water supply.

“A resilient landscape is one that functions naturally by allowing rain to permeate back into the soil. This is not the case with traditional surfaces such as asphalt and concrete, and that’s one of the reasons why they have negative environmental and functional implications,” said Davis.



PurePave’s natural-looking surfaces are practically immune to the cracking and buckling caused by our harsh Canadian winters. *SUPPLIED*

With the vast majority of urban landscapes being asphalt paved and impervious to water, our cities have been swamped by an overflow of ecological and infrastructure issues that has forced us to consider how to repair and replace crumbling infrastructure with something more resilient.

PurePave addresses the immediate need for land developers and property owners to install resilient infrastructure. These natural-looking surfaces are practically immune to the cracking and buckling caused by our harsh Canadian winters. In some

cases, home developers who have implemented LID practices with use of permeable pavement were able to mitigate infrastructure costs and build up to 10 per cent more homes on their land.

In a research test comparing permeable pavements performed at the NRC, PurePave was installed alongside permeable concrete. The findings were that in areas where ice melter was applied, the concrete essentially turned to gravel. PurePave had zero defects.

In 2019, the NRC funded PurePave Technologies’ most recent research project

for Pure-Grid; a more economical and extremely durable permeable surface for industrial and commercial use. “We’re excited to showcase our findings,” said Davis, “which can help significantly reduce installation and maintenance costs to failing asphalt parking lots.”

“Exceeding the requirements for winterized permeable surfacing and becoming recognized as one of the top LID solutions to address stormwater run-off is something we’re very proud of,” said Brett McIndoo, head of project development for PurePave in Western Canada.



PurePave’s estimators are happy to offer a complimentary architectural landscape design to property owners looking to install their “Earth Conscious Surfacing.” *SUPPLIED*

For this reason, PurePave is not just an alternative to traditional surfacing, but the most advanced approach to the design and construction of walkways, driveways and public spaces. This intelligent formula achieves two important goals of our time; ecological and economic sustainability.

“The cost to install a PurePave system is comparable to higher-end materials like interlock pavers or stamped concrete,” Davis said. “The price ranges, depending on the choice of stone and surface size.

“The quality, longevity and practicality of PurePave surfacing is incomparable to asphalt. Our goal was to deliver maximum value while addressing the stormwater issues we’re facing,” said Davis. “The PurePave system also uses

12.1 pounds of recycled plastic per square metre and has zero VOC emissions.”

On top of the eco-friendly benefits, the surfacing also requires no maintenance: there’s no weeds, no brick movement, fast snow melt, no water run-off, the system is 100 per cent salt resistant and comes with a 10-year warranty. The company’s estimators are happy to offer a complimentary architectural landscape design to property owners looking to install their “Earth Conscious Surfacing.”

And indeed, the PurePave Technologies research team has not stopped innovating; they’re currently working on new techniques to embed a heating system that would eliminate snow shovelling altogether.

For more information on PurePave, call 613-627-3833 or visit purepave.com.