

Press Release

Suez Cement stresses keenness on enhancing relations with clients by launching Primo Program for authorized agents

Suez Cement Group of Companies (SCGC), a leading cement producer, launched a new stimulus program “Primo”, which comes under the slogan of “buy more....collect more”. The new initiative comes within the framework of completing the company’s strategy with the aim of strengthening communication with the clients on one hand and deepening its leading position in the Egyptian market on the other.

Primo Program aims at providing the existing clients with advantages including shopping coupons and bonuses for subscribers, where they can collect points upon buying any of the Group’s products then replacing them with shopping coupons in addition to other gifts. In other words, the purchase of the Group’s products enables subscribers to gain more rewards and bonuses.

This program aims at showing that SCGC focuses on work and pays due attention to meet the changing needs of its clients. It also aims at developing relations with the Suez Cement’s clients, rewarding them thanks to the non-stop utilization of the Group’s products, providing the necessary help for traders and supporting their investments, enhancing the Group’s solid position in the market and applying the most advanced techniques to cover all needs of clients.