



Italcementi Group celebrates 150th birthday and 10 years of success in Egypt with innovative product portfolio system

Suez Cement launches new product portfolio system “i.nova” to help customers find the right product for the right job quickly and efficiently

Cairo, March 13, 2014. To mark the 150th anniversary of Italcementi Group's establishment, and 10 successful years in Egypt, Suez Cement proudly announces the launch of **i.nova**, the company's innovative product system.

i.nova is designed to help customers find the perfect Suez Cement product for each and every project through the reorganization of the portfolio around the concept of performance and use.

The system debuted today at Cairo's Smart Village, where Giovanni Ferrario, Italcementi Group's Chief Operating Officer, and Bruno Carré, Suez Cement's CEO, were on hand to showcase the potential for customers.

“i.nova rejuvenates Italcementi Group's marketing strategy and approach in terms of sales, reconfirming the Group's highly innovative positioning,” explains Ferrario. *“The company places research, innovation and sustainability at the forefront of its industrial strategy. We know that such values represent a fundamental lever for consolidating a competitive advantage. i.nova is the fruit of 15 years of research during which many unique products, such as photocatalytic and transparent cements used to construct the Italian Pavilion in Shanghai (China) were developed in cooperation with major names in contemporary architecture.”*

Suez Cement CEO, Bruno Carre, also spoke at the special ceremony, saying: *“Our 10 years in Egypt represent a great achievement during which we have been bringing our facilities and our products to the international standards. Our commitment to Egypt, as the cement market leader never failed, even in the recent troubled period as we continued to invest to modernize our plants, develop and train our employees and offer innovative products and services to our customers. I believe we are doing just that with the introduction of i.nova.”*

The system means customers can also tailor solutions to their construction needs quickly and efficiently, saving time in terms of research and procurement.

Cement producers typically treat cement products as a standard commodity. Suez Cement, on the other hand, offers a full range of high performance products with specialized properties. The **i.nova** system groups each type of cement and concrete depending on its performance. The Suez Cement product catalogue becomes the tool guiding consumers in choosing the best product to suit their needs.

It is now easier than ever for customers to distinguish and select products for any construction project. Therefore, within the i.nova's identity has been realized on all Suez Cement's packaging, marketing tools and invoices. Products are organized into several families of performance, four of which are already available in the Egyptian market: **i.work** (classic cement), **i.idro** (special cement for water), **i.design** (white cement, high decorative and aesthetic ranges) and **i.pro** (cement for specific uses).

The categories also boast a unique color and graphic symbol to enable immediate visual recognition wherever the Group operates. The "i" in each category stands for Italcementi Group, and, of course, innovation.

"i.nova introduces visual brands capable of guaranteeing greater visibility, immediate recognition and easy identification for our range of products. The 'commodity' based logic paves the way for a 'retail' approach, which is closer to the customer," adds Stefano Gallini, Suez Cement's Marketing and Sales Director. "With more specialized products and innovative services, we are now able to offer our customers solutions for value-added projects."

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About Suez Cement Group of Companies

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producers in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet market needs.

SCGC is home to more than 3,000 employees who participate in continuous training and advancement programs. The group has a comprehensive safety and environmental policy, which is imperative for building a sustainable environment for employees and communities where SCGC operates.

The group has provided materials for some of Egypt's most famous landmarks and is building its future around serving the market and growing customer demands.