



Keeping pace with market growth and innovation: Suez Cement launches the Portland Slag Cement “Super Suez” and “Super Tourah”, a new cost-effective and environment friendly product enhancing the level of service provided to customers

Cairo, 9 February 2009. Suez Cement group of Companies, one of the major Egyptian cement producers, composed by Suez Cement Company, Helwan Cement Company and Tourah Portland Cement Company, today announces the launch in the market of the Portland slag cement CEM II / A- S 32.5 N called Super Suez and Super Tourah.

This grey cement which is blended with clinker and blast furnace slag, thanks to this special formula, has many technical competitive advantages making it recommended for all construction purposes.

The new product shall be manufactured in Kattameya and Tourah plants and meets the requirements of the Egyptian Standards Specifications 4756/1-2007 in compliance with the European Standards EN 197/1-2000.

It is a cost-effective building material which is used in a wide variety of commercial and architectural concrete construction applications.

So far, the product offers many attractive advantages. It provides high strength on the long-term basis and moderate resistance to sulfate attack, alkali-silica reaction, chloride penetration and carbonation and it is ideal for warm and humid climates.

Thus, it is an environment friendly product since it consumes less energy with lower CO₂ emissions and it reduces the waste stream by utilizing byproducts of the steel industry.

At the press conference which was held at JW Marriott Hotel, Mr. Nabil Francis, Sales and Marketing Director of Suez Cement group of Companies, underlined: *“The launch of Super Suez and Super Tourah in Egypt is a significant milestone of our innovation strategy which is focused on building performance at a lower cost. We aim to differentiate ourselves from our competitors by introducing new high-quality products in the Egyptian market and differentiate the cement by type of usage. This will generate added value for our customers and will allow them to save money while buying the best high-quality products for the correct application”.*

As a matter of fact, on the occasion of the First International Concrete and New Cement Conference held in Cairo on 16-18 December, 2008 it was highlighted that while in Europe and in all the other countries in the world the Ordinary Portland Cement captures only 30% of the market; in Egypt the consumption of the OPC represents still more than 92% of the total. Suez Cement group of Companies, thanks to its wide array of cement products, increases customers’ satisfaction through professional excellence.