



Dubai, 11 Oct, 2010

LAFARGE EMIRATES CEMENT / PRODUCT LAUNCH / SHIELD

Lafarge Emirates Cement Launches New Sulfate-Resistant Product

New Brand 'Shield' Complements Company's Existing Product Range of 'Classic', 'Flexi' and GGBS

Dubai-UAE: 12 October, 2010 – Lafarge Emirates Cement, today announced the launch of its latest brand 'Shield' – the new sulfate-resistant Portland cement (SRPC).

The product was unveiled by Antoine Duclaux, Chief Executive Officer of Lafarge Emirates Cement, previously known as Emirates Cement Company LLC, at a grand ceremony in Dubai. The sulfate-resistant Portland cement is suitable for areas where concentrated sulfate abounds in soil, groundwater or seawater.

The company's current range of products include 'Classic' - the ordinary Portland cement, 'Flexi' - the Portland limestone cement, and GGBS - ground granulated blast-furnace slag cement.

Adham El-Sharkawy, Commercial Director of Lafarge Emirates Cement, said: "The new product will be highly effective to build durable structures in sulfate-rich areas. Our products have already garnered substantial market share, and we believe our latest offering will further expand our reach into untapped regions.

"We are confident our range will help increase sales revenue and improve financial performance for the remaining part of the year in line with the industry forecast of a pick-up in demand."

Lafarge Emirates Cement's 'Classic' Portland cement is a high quality, cost-effective basic building material used in virtually all forms of construction. Its 'Flexi' Portland limestone



cement, an environment-friendly product, is produced by inter-grinding cement clinker with strictly controlled amounts of high purity limestone and gypsum.

All the brands of bagged cement products with various specifications from Lafarge Emirates Cement are distributed across the UAE and Oman. The expanded range will be supplied in bags and in bulk to meet the requirements of target markets. Lafarge Emirates Cement's premium quality products cater to different kinds of projects and applications.

With its own quarry and crushers and sophisticated unloading and handling facilities, Lafarge Emirates Cement's products are suitable for ready mix and precast players, as well as individual customers and architects. The products offer a high standard of concrete quality with all elements needed to meet end-user requirements and industry expectations.

Strategically located close to the Emirates Road, enabling easy access to all important markets in the UAE and Oman, Lafarge Emirates Cement is environment-friendly and has a strong commitment to reducing carbon emissions. The company supplies cement in 50kg bags and bulk tankers for large construction projects, concrete product makers and ready mixed concrete.

Founded in 2007, Lafarge Emirates Cement a joint venture by Dubai Group – a member of Dubai Holding, France's Lafarge Group and the Fujairah Government, supplies material for basic infrastructure and development projects. It is also credited with creating some of the most distinguished landmarks in the UAE.

ENDS