

AFRISAM GEARS UP ACROSS THE BOARD FOR FUTURE DEMAND

AfriSam is preparing for future demand by making investments in a variety of expansion projects designed to boost its internal capacity. The company has also re-engineered its entire product portfolio to meet future demand and avoid shortages.

In line with this vision AfriSam has submitted Environmental Impact Assessments (EIAs) for the construction of a cementitious mineral grinding plant in the Coega industrial development zone (IDZ) near Port Elizabeth and a Greenfields cement plant in the Saldanha Bay IDZ in the Western Cape.

The cement plant in Saldanha will consist of a grinding and packing facility, which will later be followed by the construction of a 600 000 t/y clinker manufacturing plant. The many anticipated benefits of this project include improving product choices for cement users in the Western Cape, providing a reliable cement supply to the Western Cape market, enhancing the country's balance of payments by exporting cement from the nearby Port of Saldanha Bay, strengthening the local tax base and supporting local industries and the community.

AfriSam has also implemented an EIA for the installation of a new kiln at its Dudfield plant in the North West province. A commissioning date will be determined based on future demand and market conditions. The Dudfield operation is a base factory that produces about 2-million tons of clinker a year, part of which is converted to cement, while the rest is shipped to the AfriSam cement grinding station at Roodepoort for cement production. When given the go-ahead, the new kiln will produce 6 000 tons of clinker a day — equivalent to about 1.8-million tons a year.

Other internal expansion plans include purchasing an additional six readymix concrete plants and the acquisition of a new aggregate production plant.

AfriSam supplies products to several East African countries, including the Democratic Republic of

Congo, Burundi, Rwanda and Tanzania through its 62.5%-owned Tanga Cement Company in northern Tanzania. Construction is poised to begin on the US\$165-million construction of a second 600 000 tons per year clinker-producing kiln at the Tanga Cement Company's cement plant in northern Tanzania. Commissioning of this kiln is scheduled for the first quarter of 2015.

The kiln will enable the company to produce enough clinker to meet its own needs and eliminate clinker imports from the East, reducing the exposure to fluctuations in terms of pricing, quality and availability of the clinker. By producing clinker in Tanzania, AfriSam will avoid the cost of importation from the East, which will attract substantial cost savings.

With existing operations in South Africa, Swaziland, Lesotho, Botswana and Tanzania, AfriSam is also considering establishing a local operational presence in more African countries. Feasibility studies have already identified potential countries on the east coast of Africa, but a final decision has not yet been made to pursue these prospects.

Entire product portfolio revised

In line with its strategic vision and positioning as a company committed to sustainable innovation, AfriSam has revised its entire product portfolio. This is the first time the company has introduced product improvements across its full range on such a broad scale and more is to come. The re-engineered product line-up has been developed to deliver the most effective, fit-for-purpose solutions to particular applications and reflects AfriSam's commitment to delivering superior value to customers. It also underpins AfriSam's focus on product performance and environmental responsibility.

AfriSam's premium brand product, All Purpose Cement, has now been upgraded from the 32.5N to the 32.5R strength class and incorporates technological advances that have boosted performance in terms of the strength, performance, durability and workability associated with advanced composite cements, without sacrificing sustainability.

By moving to the 'R' class, the company can offer 15% more concrete. AfriSam All Purpose Cement has been hailed not only as an exceptional cement, but also as a best-in-class all-round performer for mortar and plaster, achieving the equivalent seven-day strength required from the old 32.5N class within only two days. This ensures that building work can continue far sooner.

AfriSam's popular Eco Building Cement, well known for having a carbon footprint less than half the world average for cement, has now changed from the 32.5N to the 42.5N strength class. This true construction grade cement can be used in both construction and general building applications. Its uniqueness lies in the ability to produce high performance concrete, with strengths as high as 60 MPa easily achieved. It is uniquely positioned for use in concrete, mortar and plaster applications for Green buildings.

The company's High Strength Cement has been upgraded from the 42.5N to the 42.5R strength class. The early strength has improved from an original target of greater than 10 MPa to more than 20 MPa within two days. This cement has been specially formulated and activated to allow for further extension with additional mineral components in the production of structural concrete. Although commonly used to achieve strengths of between 10 and 50 MPa, it is also suitable for concrete strengths of up to 80 MPa. In contracts where durability is specified, High Strength Cement has proven to easily meet the required levels of oxygen permeability, chloride conductivity and water sorptivity. Despite its exceptional performance, High Strength Cement maintains a carbon footprint lower than pure cement.

AfriSam's top of the range Rapid Hard Cement for specialist concrete product manufacturers, where quick mould turnaround or formwork stripping times are required, has been upgraded from the 52.5N to the 52.5R strength class. This means the cement achieves a minimum of 30 MPa at the two-day mark, compared to the previous rate of 20 MPa. These improvements have created a super-performing product for a niche market where specific challenges are faced.

All AfriSam bagged products carry the e-mark, reflecting compliance with SANS 1841 that guarantees accurate and consistent bag weights.

Sustainable built environment

AfriSam is setting the pace in the contemporary sustainable built environment with an intense dual focus on the environmental sustainability of its products and a commitment to the social upliftment of local communities.

This corporate mindset was embodied in the outcome of the 2012 AfriSam-SAIA Award for Sustainable Architecture, which saw the design of two rural South African schools take top honours. Sponsored by AfriSam, in association with the South African Association of Architects (SAIA), this initiative emphasises both SAIA's and AfriSam's commitment to looking for sustainable outcomes in all aspects of architecture.

AfriSam CEO Stephan Olivier says that as a responsible organisation, AfriSam has long recognised the need for a drive towards sustainable development and actively encourages architects and their clients to look at architecture with new eyes, putting human and environmental needs and considerations back into design and construction.

The company attaches immense importance to a competition such as the AfriSam-SAIA Awards, which not only honour and recognise architectural practitioners who are actively making a difference, but also creates a platform to debate the type of architecture most appropriate to address the environmental fragilities of the earth. Of equal importance, the AfriSam-SAIA Awards promote projects that uplift the community, which is an essential element of sustainability.

"As a supplier of primary building material to the construction industry, we regard it as our top priority to limit the impact of our products on the environment and to support the drive to create more green buildings in today's construction sector," Victor Bouguenon, AfriSam Marketing Manager, says.

"We lead by example and encourage the industry to embrace similar principles. These efforts are reinforced by sponsoring competitions such as the AfriSam-SAIA Awards and the sustainability

category of Construction World's Best Projects known as the AfriSam Innovation Award for sustainable construction.”

To this end, AfriSam has pioneered the introduction of technologically Advanced Composite Cements, which use by-products from the steel manufacturing and coal fired power station industries, together with chemical activators, to improve the characteristics and performance of traditional Portland cement.

As energy efficient and environmentally responsible green buildings become the way forward for global construction, the company is confident that Advanced Composite Cements will play an increasingly essential role in ensuring that the property industry meets the requirements for these Green buildings.

“Our Advanced Composite Cements, incorporating the best fit-for-purpose ingredients, have a direct impact on sustainability because they are more environmentally responsible and deliver phenomenal performance,” Bouguenon comments.

“We made a commitment to reducing the burden on the environment long before it was fashionable to do so,” he continues. “Today, AfriSam is an industry leader in emissions reduction and energy management with the distinction of creating the world's first carbon dioxide measurement rating for our products. This has set new benchmarks in the construction industry, since cement production is a key source of carbon emissions.”

AfriSam regards the rehabilitation of quarried and mined land as a moral, rather than a legal, obligation and makes every endeavour to restore this land as close to its original state as possible. In many cases, alternative uses are found for it such as turning it into reservoirs, or picnic and recreational facilities or integrating the land into commercial or community facilities.

CAPTIONS

ICR 1 – AfriSam will install a new kiln at its Dudfield operation to increase clinker production.

ICR 2 – AfriSam’s company’s Chief Executive, Stephan Olivier (right) signed a lease agreement with the Coega Development Corporation (CDC) for the development of a cement plant in the Coega IDZ last year. On the left is CDC Chief Executive, Pepi Silinga.

ICR 3 – The company’s expansion plans include the acquisition of new readymix concrete plants and an aggregate production plant.

ICR 4 – Tanga Cement Company in Tanzania will commission a new kiln in the first quarter of 2015.

ICR 5 – AfriSam launched its revised product portfolio last year.

ICR 6 – AfriSam’s Advanced Composite Cements use by-products from other industries to improve the characteristics and performance of traditional Portland cement.

ICR 7 and 8 – The joint winners of the 2012 AfriSam-SAIA Awards for Sustainable Architecture were Lebone II College and Vele Secondary School.

ICR 7 - The transparent structure of Lebone II College was designed to “de-institutionalise” learning, to form a set of “village clusters” with central outdoor courtyards and light filtered as if through trees.

ICR 8 - The science laboratories, administration centre, ablutions and covered walkways at Vele Secondary School all have green roofs. The green roof planting uses hardy, drought resistant, indigenous plants from the region requiring no watering and little maintenance.

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