

# LAFARGE

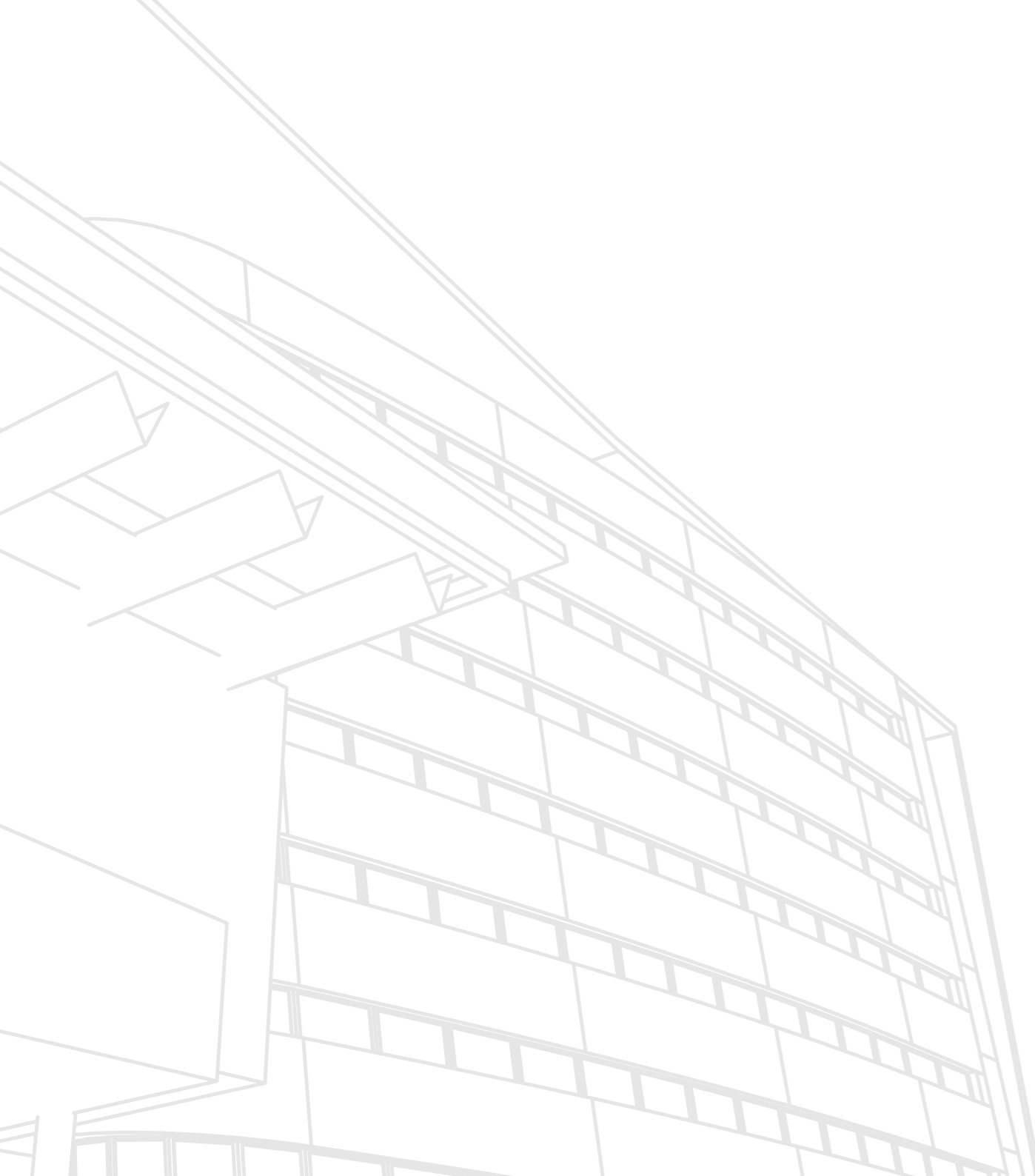
## BUILDING MATERIALS

**INNOVATIVE SOLUTIONS  
WITH INTERNATIONAL STANDARDS**



IRAQ





# LAFARGE

## BUILDING MATERIALS

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# Lafarge Iraq

## A Customer and End-User Centric Company

Lafarge Iraq, a member of LafargeHolcim, is a customer and end-user centric company seeking to offer high-quality, innovative and differentiated solutions to its customers. We are involved in many large-scale housing and infrastructure projects in Iraq. We offer cement, concrete and other solutions to our customers, as well as continuous technical support based on our worldwide know-how and experience. Operating since 2008 in Iraq, Lafarge Iraq is one of the largest non-oil investors in the country.

### Why Lafarge Iraq should be your SOLUTIONS PROVIDER in Iraq

#### A Wide Range of High-Quality Cement Products

Our four branded cement products; Al Jisr, Karasta, Tasluja, and Oil Well Cement cover all your construction application needs.

#### An Exceptional Offer in Concrete

Our standard and special concrete products including: Artevia Coloured Concrete, Ultra High Strength Concrete, Hydromedia, Flow Concrete and Foam Concrete to name just a few, offer you a wide range of design and structural solutions.

#### BINASTORE

One of the largest chains of branded one-stop shops for individual home builders in Iraq.

#### Customized Solutions

We offer solutions for all kinds of customers' and end-users' needs. We do not seek customers for our products; instead, we seek the right solutions for our customers.

If you need Lafarge products and services, please refer to the last page of the brochure.

**We offer worldwide  
KNOW-HOW and  
EXPERIENCE:**

We offer the expertise of the world's largest building materials group, LafargeHolcim.



**We listen to our customers to understand their needs in a better way and provide them with the best solutions.**

## A 24/7 Customer Care Service

Offering digital and practical solutions

All services provided by Lafarge Iraq are offered via a complete and integrated supply chain system developed to support our customers and to ensure efficient dispatch and delivery by highly qualified local staff for full technical, financial, and logistical support service.

## We provide strong customer service and continuous technical support colon

We offer country-wide expert technical support and a 24/7 customer support service.



**Dispatching and delivery operations are conducted on a 24/7 basis**

**from all plant locations, while customers' payments are facilitated through a large banking network. Our call centre provides immediate and various types of assistance.**

- **4545** mobile app that provides for all customer needs, from placing sales orders, to checking balance, generating daily statements and tracking orders.
- Our customer phone service (**0771 345 45 45**) is available **08:00 - 20:00 every day**. You can also contact us through e-mail: **4545@lafargeholcim.com**
- Different channels of placing sales orders (e-mail, call centre and **4545** mobile app)
- **Systematic SMS** notifications about sales orders, shipped trucks and balance inquiries.
- All employees are familiar with **Lafarge's wide range of products**.
- Efficient procedures and expertise in **handling customer complaints** promptly and conducting **customer satisfaction surveys periodically**.

# One Lafarge Offer

Lafarge Iraq provides a range of building materials for local residential and large-scale infrastructure projects. Our operations and distribution networks allow for the efficient movement of our multiple products and services along a well-established supply chain. We assure our customers that every Lafarge product meets the highest local and international standards.

This integrated approach exemplifies the “One Lafarge Offer” which aims to create a strong synergy between Lafarge’s capability to create innovative solutions and matching the business needs of our customers.

We work with our customers from the start through to the completion of the project in order to create customised solutions for their unique needs. Each of our locations has their own knowledgeable and experienced sales representatives. Our mission is to be the country’s most reliable supplier of high-quality building materials designed for diverse uses and applications in order to improve quality of life across Iraq.

## A Wide Range of Cement Products

Our current cement product offerings ensure the best possible usage costs for our customers in addition to contributing to sustainable development. New product development segments provide our customers with innovative new products, including bulk cement for RMX customers, Sulfate-Resistant Cement for major contractors involved in infrastructural works, Ordinary Portland cement and Karasta blended cement.



### AL JISR I High Sulfate-Resistant Portland Cement CEM I 42.5 R SR

Special sulfate-resisting properties for use in all conditions prone to sulfate attack. Al Jisr is manufactured according to European standard EN 197-1:2011, and it complies with Iraqi standard IQ.s 5/1984 fir type V.

**Examples of areas of application:** Foundation works, infrastructural works, waste water treatment structures and concrete pipes.



### KARASTA I Portland Limestone Cement: CEM II/A-L 42.5 R

Multi-purpose cement with excellent workability, and low hydration heat. Karasta is manufactured according to European standard EN 197-1:2011, and it complies with Iraqi industrial license no. 3868.

**Examples of areas of application:** Ready-mix concrete, general reinforced civil works, roof slabs, finishing works, mass concrete and dams.



### TASLUJA I Ordinary Portland Cement CEM I 42.5 R

OPC for high-performance and endurance applications. Tasluja is manufactured according to European standard EN 197-1:2011, and it complies with Iraqi standard IQ.S 5/1984 fir type I.

**Examples of areas of application:** high-durability and performance concrete, roof slabs, stairways, reinforced and ready-mix concrete and precast applications.



### OIL WELL CEMENT I (API CLASS G)

Lafarge API Class G (HSR) cements are used in onshore and offshore wells (up to depths of 10,000 ft/ 3,048 m). Our Oil Well Cements provide base ingredient in the slurry mix that is used to create and secure oil extraction wells.

## Cement Operations

### A Worldwide Mastery in Cement

The LafargeHolcim Group has a strong international presence in the cement industry with a history spanning almost 200 years. We produce a wide range of cements, hydraulic binders and limes for construction, renovation and public works. LafargeHolcim operates a significant number of cement plants in many countries worldwide – including Iraq – to a high level of technical standards and operational mastery.

Our highly qualified cement experts are dedicated to working in Iraq, transferring their internationally recognised high standards and skills to support local teams, in addition to promote their professional development. Lafarge Iraq is meeting the increasing demands of the Iraqi market through a large network of distributors and direct retailers located across the country's provinces. Lastly, our plants across Iraq are being operated by highly skilled and well-trained local teams.



## Karbala Cement Plant

Karbala Cement Plant is located approximately 80 km south-west of Karbala city and 180 km south of Baghdad. It supplies the city of Karbala and surrounding areas with cement products as well as services such as 'One Lafarge'. It is also, the only cement plant that is close to Baghdad and the Middle-Euphrates region of Iraq.

The plant went through a comprehensive rehabilitation process from 2010 to 2016 and has a current production capacity of 2.4 mt cement per year. The plant currently produces sulfate-resistant cement (SRC) and blended cement (Karasta).



## Bazian Cement Plant

Bazian Cement Plant is located in Sulaimania, Kurdistan Region of Iraq and was built between 2007 and 2009. The Bazian Cement Plant produces Ordinary Portland Cement (OPC), Sulfate-Resistant Cement (SRC) and blended cement (Karasta) at a current capacity of 2.5 mt per year.

The concrete laboratory at the Bazian Cement Plant allows us to provide the best technical service to the customer and to communicate our knowledge of concrete to those building in the field.

# An Exceptional Offer in **CONCRETE**

Our exceptional offer in concrete is in recognizing the unique characteristics of the environment in Iraq that affect the production and the finishing of concrete. Lafarge Iraq is committed to developing a specialised range of Ultra Series™ concrete solutions that have been specifically developed by us for the local Iraqi market. International engineers rigorously test our innovative concrete solutions to ensure the highest standards.

Ultra Series™ products provide customers with the confidence that the concrete solution they choose will be suitable in any environmental and weather conditions prevalent in Iraq. With specialised logistical solutions for all project types, we have delivered concrete in the most challenging environments. This has included developing specialised Lafarge concrete and delivery solutions to meet our customers' specific requirements.

- Standard Concrete
- High- & Ultra-Performing Concrete
- Decorative Concrete (Artevia Series)
- Hydromedia
- Flow Concrete and Foam Concrete
- Special Concrete Series for Special Applications
- Concrete Protection Blocks
- Temperature-Controlled Concrete During Very High and Low Temperatures
- Technical Consultation & Application Support
- A Rich Reference of Large-Scale Infrastructure and Residential Projects



## Countrywide Production with a Dynamic Team

Strong presence in all major markets in Iraq

- North: Mosul, Erbil and Sulaimania
- Centre: Baghdad, Karbala, Najaf and Hilla
- South: Basra and Nasiriya
- Batching plants for large scale construction projects
- Large mobile asset base and a strong fleet of concrete trucks and pumps can be readily mobilized across Iraq to support the various operations and ensure a high level of professional service
- Strong logistical capabilities allowing us to move people, raw materials and equipment across Iraq quickly and cost-effectively



## Proven Quality

In addition to safe and efficient delivery to the market, Lafarge Iraq's dedication to quality control is second to none. The concrete we produce meets the highest standards, and our highly trained batching technicians have introduced international standard materials to Iraq. Aided by the most reputable international laboratories in the fields, Lafarge Iraq ensures that all our concrete solutions are of the highest calibre available. They are also backed by a technical team with decades of global experience. Our plants are equipped with the same state-of-the-art production systems found in every LafargeHolcim ready-mix concrete (RMX) location worldwide.

All of our concrete is produced in fully automated batching systems to ensure the highest quality, consistency and end-of-the-line performance. Over 40 separate laboratory tests are performed to certify both raw materials and finished products. We test thousands of cubes every year. Our objective is, and has always been, zero failure. Our customers can be confident that Lafarge's reputation for quality and service is unparalleled in the region due to this unwavering dedication to a leadership position in everything we do.







- **Binastore** is one of the largest networks of one-stop-shops for selling building and renovation materials in the Middle East and Africa. Today, Binastore is present in **15 countries with 550 shops**.
- Today, **Binastore Iraq**, launched at the end of **2015**, has a network of over **100 shops** all over the country, with the ambition to reach over **600 shops** in the near future.
- Our range of products includes, in addition to **Lafarge cements**, a **defined range of basic building materials and finishing products**.

One of the  
largest chains  
of **branded**  
**one-stop shops**  
for individual  
home builders



The Lafarge Academy in Iraq helps to develop the Iraqi construction field and acts as a further construction development channel for Lafarge Iraq. Its mission is to train end-users in the construction sector with a focus on promoting Lafarge Iraq's products and solutions. The targeted customers are: masons, engineers, contractors, students in the construction field and other "on-demand" stakeholders (drivers, retailers, etc).

Lafarge Academy held many training programs in different provinces such as Sulaimania, Erbil, Karbala. Many of the company's engineers, masons and employees benefitted from these programs.

The academy also organized many events such as seminars, conferences in Baghdad, Erbil, Sulaimania and Karbala. Also, special tours to Lafarge local plants. Attendees were from specialized backgrounds in building and construction.



# BINAplus

The only tri-lingual professional publication about construction, cement & concrete in the country



Lafarge Iraq's quarterly corporate magazine **Bina Plus** is the only regular professional publication about construction, cement and concrete in the country. The magazine is published in three languages: **Arabic**, **English**, and **Kurdish**.

**Bina Plus** is a complementary publication, which is distributed to our stakeholders across Iraq, not just our employees. The magazine contains technical articles about cement and concrete, as well as news and information about the construction sector, architecture, civil engineering, etc.

In addition to the printed copies, PDF versions are available to download at Lafarge Iraq's corporate website: [www.lafarge-iraq.com](http://www.lafarge-iraq.com)

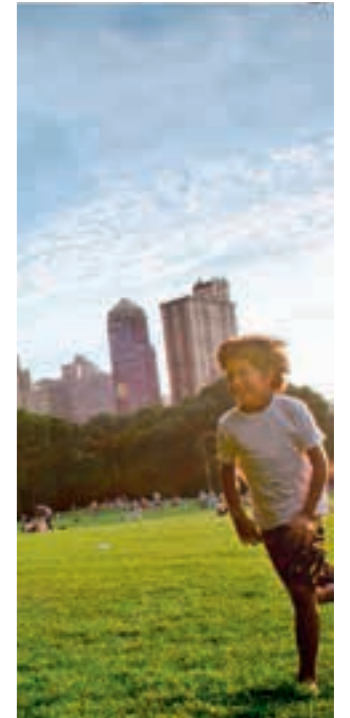
## LafargeHolcim Group

LafargeHolcim is the leading global construction materials and solutions company serving masons, builders, architects and engineers all over the world. Our operations produce cement, consultants, aggregates and ready-mix concrete, which are used in building projects ranging from affordable housing and small, local projects to the biggest, most technically and architecturally challenging infrastructure projects. As urbanization increasingly impacts people and the planet, we provide innovative products and building solutions with a clear commitment to social and environmental sustainability.

LafargeHolcim was born out of the merger of Lafarge and Holcim in 2015. With over 180 years of combined experience, our Group aims to usher in a new era of cutting-edge technologies and innovations in the construction materials industry to address the challenges of the 21<sup>st</sup> century.



As a leading global construction materials and solutions company, LafargeHolcim has the assets necessary to address today's global challenges.



We have a presence in 80 countries and produce the most innovative cement, concrete, and aggregates solutions to meet our customers' needs. LafargeHolcim has a strong commitment to health, safety, and sustainability; we complement this with an efficient business model and the best performing teams.



## OUR VALUES AND WORKING PRINCIPLES

## Doing Business with Integrity

Doing business with integrity is the way we work at LafargeHolcim. This culture of integrity is fundamental to our continued success in today's challenging business environment. We also recognize that with our expanded global footprint post-merger, we have a responsibility to be the leader in our industry when it comes to corporate behaviour.

**For LafargeHolcim, courage, integrity, responsibility and respect for others are essential values. They are the cornerstones of the Group's management policy.**

**Our code of business conduct below displays 6 basic rules that apply in all countries where LafargeHolcim operates:**

1. Comply with all international and national laws and regulations related to our businesses.
2. Prevent conflicts of interest.
3. Respect people and the environment.
4. Protect the Group's assets.
5. Maintain financial transparency.
6. Focus on the importance of internal controls and audits.



# Health & Safety

For **LafargeHolcim**, being the most advanced company in the building materials industry means setting new health and safety standards. Health and safety are at the center of everything we do, from the daily routines in our plants to our customers' project worksites and our actions in our neighboring communities. Our aspiration is to conduct our business with zero harm to people and to create a healthy and safe environment for our employees, contractors, communities, and customers. This is how we intend to make a difference in the way we work, in our business and communities.



Gender diversity contributes immensely to our performance

At LafargeHolcim, we want to do more than prevent accidents - we want to conduct our business with a goal of zero harm. To realize this aspiration, we are committed to:

- Creating a healthy and safe environment for all stakeholders (employees, contractors, communities, and customers) based on a true safety culture.
- Maintaining a global "Health & Safety Management System" designed to continuously improve our performance and actively manage risk in our business.
- Targeting operational discipline by instilling a mindset of safe execution and follow-up.
- Communicating openly with all stakeholders on relevant health and safety issues.

## Lafarge's Most Valued Resource: **Our People**

Through our commitment to diversity and our career development policy, we at Lafarge Iraq have made our men and women our finest asset. LafargeHolcim is recognized as one of the world's most successful industrial groups attracting and developing the finest local talents in each individual market we operate in. These individuals and teams are innovative, market-driven, and embody LafargeHolcim Group's 'Principles of Action' in everything that they do; therefore, we provide our employees with every opportunity to develop their professional and

personal skills. Beside internal learning and development programs, we regularly initiate a summer internship program for young potentials in universities. We successfully managed to develop local resources and most key roles especially in plant operations, led by our local talent. They responded very well to development initiatives and took over these roles from their expat predecessors. We strongly believe that having diverse teams and an inclusive mindset provide us with a real competitive advantage.

## Being a Part of Our Local Communities

Lafarge Iraq takes every opportunity to support local communities, and we never forget our social responsibilities; engaging stakeholders is one of our top priorities. We do this by being good neighbours and truly understanding the needs and aspirations of the communities we serve.

We firmly believe that long-term sustainability cannot happen without the acceptance of the local communities in which we operate; therefore, our emphasis on sustainability works to create mutually beneficial relationships in our host communities.



**We interact and engage in a sustained dialogue with a broad spectrum of stakeholders, at all levels**

- **Employees:** LafargeHolcim is committed to providing safe, healthy and inclusive workplaces to its employees. The Group also runs programs to promote skills development and enhance diversity and inclusion throughout the organization.

- **Local communities:** LafargeHolcim's neighbouring communities must thrive in order to ensure the long-term development of our operations. This is why the Group and local teams meet regularly with local stakeholders and undertake social investment and inclusive business programs to promote local socio-economic development.

- **Clients & end-users:** Customer satisfaction is at the core of LafargeHolcim's activity. Product development, innovation strategy, industrial performance, Health & Safety: the Group works in close partnership with customers and other leaders in the construction value chain to develop innovative, sustainable construction solutions that meet today's and tomorrow's challenges.

- **Suppliers:** A sustainable supply chain is critical to enhancing LafargeHolcim's operational performance and delivering on business objectives. The Group applies environmental and social performance and transparency standards throughout its entire supply chain.

- **Public authorities:** Operating in an increasingly complex business environment, with stronger regulatory constraints impacting its activities, LafargeHolcim engages in permanent dialogue with public bodies at local, national and regional levels, to contribute and advocate in a transparent manner to the elaboration of public policy. LafargeHolcim aims at being the reference partner in its sector for public authorities.

- **Shareholders & investors:** They are the backbone of LafargeHolcim's business, providing the financial support necessary to develop our activities. The Group works to meet shareholders' return expectations. We also give regular and transparent updates on our business strategy and financial situation.

- **Academia:** We work together with respected academia all around the world to ensure LafargeHolcim is at the forefront of sustainable practices.

# A COMMITMENT TO SUSTAINABLE DEVELOPMENT

At LafargeHolcim, we want to lead in sustainability and set new standards. We want to help transform the way our industry works and encourage the whole construction sector to play its full part in addressing our planet's biggest issues. As the global leader in the construction materials industry, we have both the opportunity and responsibility to make a positive difference.

## The world's challenges require global and coordinated answers

Population growth, resource scarcity, urbanization, climate change and housing needs: the social and environmental challenges the world is facing are more critical than ever. The COP21 Conference in Paris highlighted the need for urgent, effective and coordinated answers to these challenges.

## It is our responsibility to drive the transformation of the construction chain

The construction sector has a role to play in providing collective solutions, from materials manufacturing processes and product development to building design and construction methods.

As the building materials industry leader, LafargeHolcim has a responsibility, the scale and the geographic footprint to enable widespread, positive, global and local change in the construction sector.

## Sustainability is part of our core values and business strategy

Building on a rich history, sustainability is part of who we are and how we want to do business. With the 2030 Plan, we turn this value into commitments to our partners, communities and eventually, into business objectives. Our 2030 Plan will also help us adapt quicker to our fast-moving markets and drive our innovation. It will open a new stream of products and solutions, which will be relevant to our customers' and communities' needs.

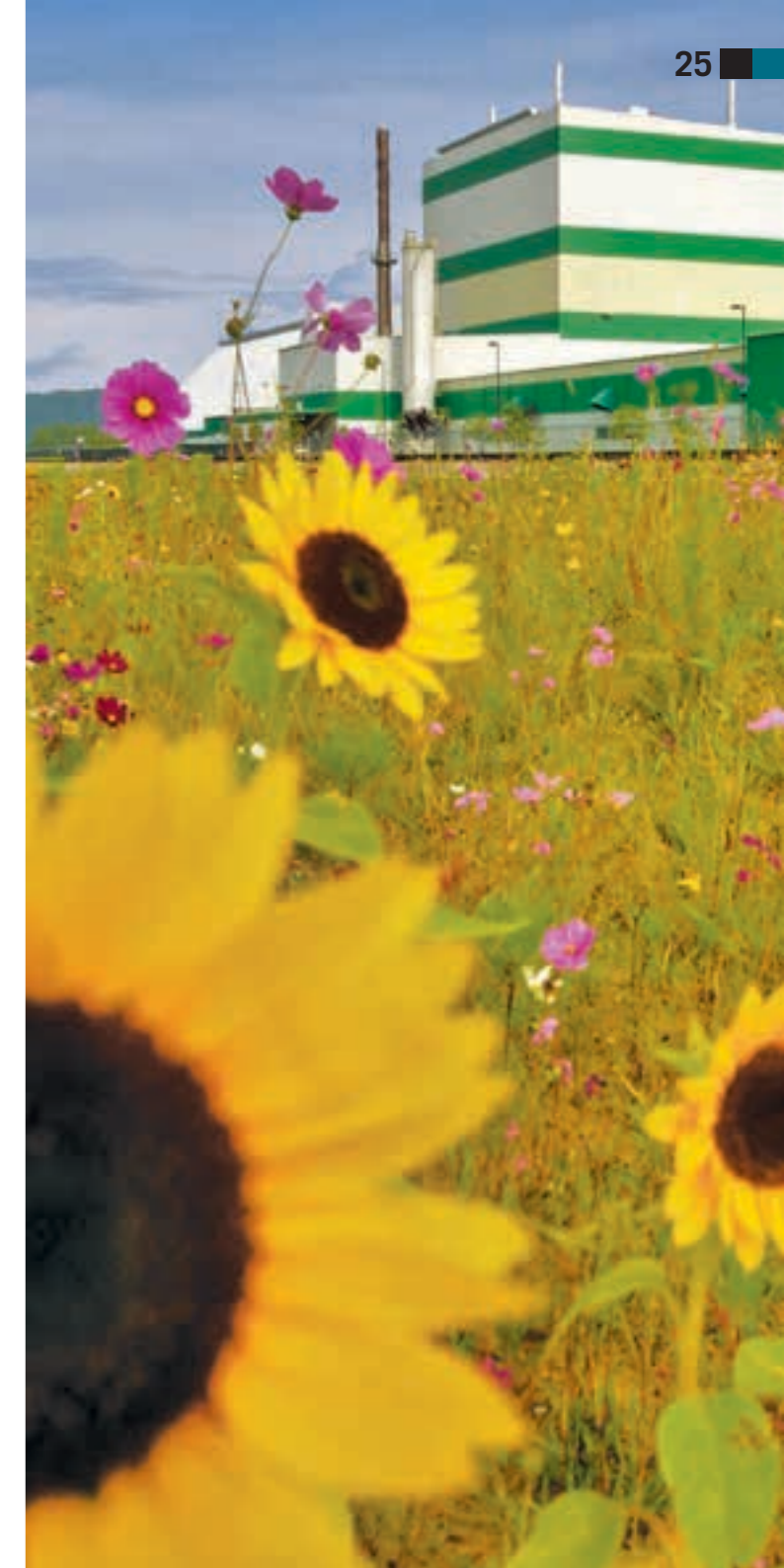


# Respecting Our Environment

Like all industries, we operate in delicate ecosystems that provide humans and animals with important resources such as freshwater, food, raw materials and energy. Ecosystems also contribute to stabilising climate conditions, reducing flood risks and preserving air quality for all; therefore, it is important that companies like Lafarge continue to lead in protecting and promoting biodiversity and local ecosystems.

Lafarge continues to adhere to these principles by rehabilitating quarries and creating new habitats whenever possible. Preserving biodiversity has been a long-standing guiding principle and a key component of our license to operate.

Group Environmental Policy has been implemented throughout all operation sites of Lafarge Iraq.



**The LafargeHolcim Foundation for Sustainable Construction (formerly known as the Holcim Foundation for Sustainable Construction) was created in 2003 to raise awareness of the important role that architecture, engineering, urban planning and construction have in achieving a more sustainable future.**

- The LafargeHolcim Foundation selects and supports initiatives that combine sustainable construction solutions with architectural excellence and enhanced quality of life beyond technical solutions.
- The Foundation promotes national, regional, and global sustainable responses to the technological, environmental, socioeconomic, and cultural issues affecting building and construction.
- It also promotes best practices, pioneers fresh solutions, and encourages both established and the “Next Generation” of architects, engineers, planners, developers and contractors to implement long-range building solutions to the demanding challenges of sustainable construction.



## Disseminating Knowledge

Through its activities, the Foundation has developed a close-knit global network of stakeholder groups, and it has grown to assume the role of information hub. The Foundation publishes booklets on exemplary sustainable construction projects, as well as maintaining a comprehensive internet presence and social media engagement



## LafargeHolcim Awards Competition



The international awards competition recognizes innovative projects and future-oriented concepts, and is the most significant international competition for sustainable design. The awards encourage architects, planners, engineers and project owners to go beyond conventional notions of sustainable construction in their work and to harmonize economic, ecological and social concerns. Each competition cycle spans three years, from announcement to completion, and a total of USD 2 million in prize money is awarded.



## LafargeHolcim Forum Symposiums

Together with its partner universities, the Foundation advances the academic discussion of sustainable construction through the LafargeHolcim Forum. Every three years, around 300 experts from around the world meet to discuss challenges of today's urbanization processes and built environment. The conferences are complemented by the release of technical publications, and offer architects, engineers, building professionals and experts from all generations and geographic locations an interdisciplinary academic platform for exchanging ideas and information.

# Being a Pioneer in Industrial Ecology

## We Decrease our Footprint and CO<sub>2</sub> by Using Alternative Fuels

The use of alternative fuels is part of our broader framework of industrial ecology. LafargeHolcim's global waste management business, Geocycle, treated 10 million tonnes of waste in 2017, an increase of 13 percent versus 2016. 10 million tonnes is almost twice the total yearly household waste generation of Switzerland or the equivalent of 2 million garbage collection trucks.



## An Important Contribution Towards a Circular Economy

Using kilns involved in cement production, LafargeHolcim co-processed all types of waste, including: solid shredded waste from industrial and municipal origin, spent solvents, used tires, waste oils, contaminated soils, industrial and sewage sludges, as well as demolition waste.

Co-processing leaves no residues as the ashes get incorporated into clinker, the basis of cement, and the waste products are used as a direct substitute for fossil fuels and other raw materials. Thus, co-processing reduces CO<sub>2</sub> emissions and energy costs; the higher temperature and longer residence time means cleaner combustion, and the avoidance of landfill and uncontrolled dumping of waste reduces pollution and saves land. Overall, co-processing plays a critical role in solving the problem of waste disposal for society while making an important contribution towards a circular economy.



## Reference Projects

One of the very last projects of the world-famous Iraqi architect Zaha Hadid (1950-2016): Rising from the sloping banks of the Tigris river in Baghdad, the design of the new headquarters of the Central Bank of Iraq (CBI) conveys the core values at the heart of the institution: Solidity, stability and sustainability. Lafarge Iraq prides itself on being part of this significant project for Iraq.



**Central Bank of Iraq  
- Baghdad**

Information and image by:  
[www.zaha-hadid.com](http://www.zaha-hadid.com)



**Bismayah Project  
- Baghdad**



**Khabat Power Plant**  
*- Erbil*



**Military Hospital**  
*- Baghdad*



**The Grand  
Millennium Hotel  
- Sulaimania**



**Gulan Tower  
- Erbil**



Karbala Refinery



Al-Faw Port  
- Basra



**Future City  
- Erbil**



**The Kobane Bridge  
- Sulaimania**

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### CEMENT PLANTS

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Karbala Cement Plant - Karbala Province  
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### CONCRETE PLANTS

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Shaklawia  
(+) 964 751 010 56 42

Erbil/Duhok  
(+) 964 751 184 51 55

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(+) 964 782 782 90 13  
(+) 964 782 781 80 01

Basra  
(+) 964 782 781 80 02

Karbala/ Najaf/ Hilla  
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