



Innovation in the cement market

Cem'In'Eu launches its Facilicim NF (French Standards) cement in a new 25KG bag

While the activity is starting to pick up progressively in the building sector, Cem'In'Eu, the industrial start-up which has shaken up the cement market, is accelerating its development and is pleased to announce a new innovation within the French market. As of the beginning of July 2020 Cem'In'Eu will launch a new polyethylene 25 kg bag of cement. More practical, easier to store, lighter, in recycled and recyclable material...this new type of packaging breaks with market traditions by replying in full to the needs of its users.

Special attention has been given to the choice of recycled polyethylene and to the recyclability of the packaging.

Since its very beginnings, the Cem'In'Eu start-up has conceived an organisation which minimises its carbon footprint along the whole of its value chain: sourcing of raw materials, logistics, production and distribution. In direct accordance with this commitment, Cem'In'Eu has conceived a new type of bag. Made from polyethylene, it is easy to sort and fully recyclable. These bags also contain recycled materials.

A response tailored to the needs of its users

Paying close attention to the needs of its end-users, Cem'In'Eu has invested in the development of a new type of bag which makes everyday use substantially easier. Less heavy, the Facilicim 25KG bag makes handling easier. Waterproof, it can be stored outdoors without risk of degrading. Less fragile, it can be handled without risk of tearing, thus limiting wastage on building-sites.

« From day 1, we have made the strategic choice to sell a range of bags in polyethylene and not in paper. The end-users and the building merchants with whom we work on a daily basis are unanimous in recognising its advantages. Today we are launching our range of 25KG packaging to reply in particular to the issues of dosage and burdensomeness. We are very confident of being successful » explains Olivier Evrain, Sales & Marketing Director.

An alternative to the traditional "Kraft" paper bag with plastic lining, with significant potential for the French market

While certain of our border countries have already converted to using polyethylene bags for a number of years, the latter have not yet been available in France. By capitalising on our advantages for the end-users, for the environment and for safety at work, Cem'In'Eu has taken up the challenge of developing this market rapidly in close collaboration with



Cem'In'Eu

Cement Innovation in Europe

building materials merchants. Produced at the Aliénor Ciments factory in Tonneins (department 47), the Facilicim CEM II/B-LL 32,5R NF cement packaged in 25KG bags will be available from July 2020. As such it completes the range of Facilicim NF cement available in 35KG bags, as well as the CE trade-marked European Cement available in 20KG and 35KG bags.



About Cem'In'Eu

Cem'In'Eu is an industrial start-up which has developed a new concept for the production and sale of cement in Europe. Its approach to the market is based on the principle of « small is beautiful » with small, compact and standardised production units located as close as possible to regional economic areas, with a catchment area of approximately 200 kilometres. Cem'In'Eu is forecasting the opening of a further four factories in France, each connected to the rail network or accessible by waterway. www.cemineu.com

Contacts presse : Scopus Communication

Sylvain Camus – 06 12 16 38 60 – sylvain.camus@scopuscommunication.fr
Quentin Valançon – 06 69 17 14 96 – quentin.valancon@scopuscommunication.fr