



## PPC positions for growth with new Sure product range

**Johannesburg, 26 July** – PPC has launched an improved and extended product range. The new SURE RANGE expands the cement giant's product portfolio to six products, each carefully designed for a specific application.

"This is probably the most significant rebranding and refocusing in 100-plus years. It signals a greater customer focus, because each of these products has been scientifically formulated to provide the best solution for specific applications," says Njombo Lekula, Managing Director, PPC RSA Business. "It's more than that: it's also a vote of confidence in our country and its potential for growth. PPC keeps innovating in its drive to go beyond and support this growth."

The construction industry is often one of the first sectors to feel economic headwinds and has been in a state of steady decline since the fourth quarter of 2013. However, PPC believes that fresh leadership in Government, and particularly President Ramaphosa's ambitious investment drive, will be game-changers. Already, substantial investments from Saudi Arabia and China have been secured.

Another potential growth catalyst could be the 10<sup>th</sup> BRICS summit that is taking place in South Africa between the 25<sup>th</sup> – 27<sup>th</sup> July 2018. Themed *Collaboration for Inclusive Growth and Shared Prosperity in the 4<sup>th</sup> Industrial Revolution*, the BRICS summit will provide an opportunity to foster collaboration and trade between members of this powerful bloc.

"Economies are the ultimate shape shifters, responding very quickly to changing sentiment and conditions," argues Mr Lekula. "Growth will return, and the economy will shift fast—and we will be ready."

Mr Lekula says that the new SURE RANGE is a direct response to market demand for a range of products designed for specific applications. The brand line-up comprises SUREWALL, SURECEM, SUREOAD, SUREBUILD, SURECAST and SURETECH. Two of the products, that is SUREWALL and SURECAST are new, while the others are existing products rebranded and, as required, redesigned.

It's not just about the 6 products that we're launching. Our brand positioning of 'Strength Beyond' encapsulates the limitless possibilities we see as we strive to fulfil our purpose: We exist to empower people to experience a better quality of life."

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## About PPC Ltd

A leading supplier of cement and related products in southern Africa, PPC Ltd has nine cement factories in South Africa, Botswana, Zimbabwe and Rwanda. In 2016 PPC commissioned its fifth milling depot, located in Harare, Zimbabwe, bringing PPC's current capacity to around nine-million tons of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa, and extending its footprint into the DRC and Ethiopia.

PPC's Materials business, comprising Safika Cement, Pronto Ready Mix (including Ulula Ash), and the recently acquired 3Q Mahuma Concrete, form part of the company's channel management strategy for southern Africa. Because of these acquisitions, PPC's footprint has grown to include 26 ready-mix batching plants across South Africa and Mozambique and the capacity to produce half-a-million tons of fly ash.

PPC also produces aggregates, with its Mooiplaas aggregates quarry in Gauteng having the largest aggregate production capacity in South Africa. PPC Lime, one of the largest lime producers in the southern hemisphere, produces metallurgical-grade lime, burnt dolomite and limestone.

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