

Islamabad, September 13, 2013

FOR IMMEDIATE RELEASE

LAFARGE INDUSTRIAL ECOLOGY INTERNATIONAL ANNOUNCES JOINT VENTURE WITH SAIF GROUP

CONVERTING MUNICIPAL SOLID WASTE TO REFUSE DERIVED FUEL

Islamabad: Lafarge Industrial Ecology announced its intent to collaborate with Saif Holdings Limited for the manufacturing of Refuse Derived Fuel (RDF) from combustible inorganic fractions of raw Municipal Solid Waste to be used as Alternate Fuel. The agreement was signed between Mr. Pavel Cech Regional Vice President Industrial Ecology, Lafarge and Ms. Hoor Yousafzai, Director Saif Group after conducting feasibility study for the development, installation and commissioning of an RDF manufacturing plant.

Amr Reda, Country Chief Executive Officer, Lafarge Pakistan stated, "By combining the technical innovation of Lafarge Industrial Ecology experts with solid business acumen of Saif Holdings we will provide an environment friendly method of scientific disposal and recovery of waste."

Salim Saifullah Khan, CEO of Kohat Textile Mills and Director Saif Group also stated, "We are proud to partner with Lafarge Group and we want to turn waste products into resources, instead of burying them in landfill sites or incinerating the waste and hurting our precious environment."

Lafarge Group is committed to its sustainable development ambitions by actively pursuing AF and ARM related projects through direct involvement in waste management activities or local partnerships with waste management professionals. Using waste derived material as fuel in cement kilns is a radical solution for the elimination of wastes which otherwise would have become an environmental burden. Lafarge provides its experts with advanced training in the co-processing and other relevant industrial ecology processes.



[About Lafarge Pakistan](#)



Lafarge Pakistan Cement owns and operates a state-of-the-art Cement plant situated at Kallar Kahar, District Chakwal in province of the Punjab with an annual production capacity of 2.4 million tons. The Company is also listed on Karachi, Lahore and Islamabad Stock Exchanges. Lafarge is known and respected by the customers for quality of the product and professional services of its employees. It has contributed towards Nation's development by not only serving domestic markets but also by exporting to many countries including India, Afghanistan and Tajikistan. It is indeed a known premium brand in all markets even in foreign markets like Tajikistan. Additional information is available on the web site at www.lafargepakistan.com.pk

About Lafarge Group

A world leader in building materials, Lafarge employs 65,000 people in 64 countries, and posted sales of €15.8 billion in 2012. As a top-ranking player in its Cement, Aggregates and Concrete businesses, it contributes to the construction of cities around the world, through its innovative solutions providing them with more housing and making them more compact, more durable, more beautiful, and better connected. With the world's leading building materials research facility, Lafarge places innovation at the heart of its priorities in order to contribute to more sustainable construction and to better serve architectural creativity. Since 2010, the Lafarge Group has been part of the Dow Jones Sustainability World Index, the first global sustainability benchmark in recognition of its sustainable development actions. More information is available on Lafarge's website: www.lafarge.com

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