



Press Release

OHORONGO CONQUERS THE MARKET

FIRST SUCCESSFUL CUSTOMER EVENT HELD AT CEMENT PLANT

The cement produced by Ohorongo Cement (Pty) Ltd conquered the Namibian market by storm since first offered to consumers beginning of February. The new cement plant in Otavi, which has a capacity of 700,000 tons of cement per year, had recently been inaugurated by His Excellency President Hifikepunye Pohamba on the 3rd of February. This was the official starting signal for Namibian cement production. Ohorongo Cement currently offers rapid hardening Portland Limestone Cement of two strengths, namely 32.5 and 42.5 and most local retailers are now stocking the new brand.

Ohorongo has invested in the most modern equipment and best available technology (BAT) to produce cement of absolute consistent quality. This is supported through strictest quality control ensuring quality of all raw materials used in the production process. The bulk of the raw materials that are required for the production of cement (limestone, shale and marl) are mined at Ohorongo's own quarry. Gypsum and iron ore on the other hand are procured from the Eclipse and Okorusu Mines respectively.

With the Ohorongo cement plant in operation, Namibian cement supply is not solely dependent on imported cement anymore and Ohorongo's production capacity is expected to significantly contribute to supply security in the region. Ohorongo's ability to supply the Namibian market with cement in cases of supply shortages was already proved during February when the railroad link to South Africa was interrupted due to heavy rains.

The supply of cement is supplemented by comprehensive technical support offered by Ohorongo's technical staff. Johan Burger, Sales, Marketing and Logistics Manager of Ohorongo Cement, states:

“Ohorongo is much more than a cement producer. We wish to build solid relations with all our customers in order to fully comprehend what the Namibian building and construction industry requires. Our responsibility to our customer does not end as the cement bags leave the plant gate, but it is here where our services really start.” To encourage communication between cement producer and its customers from day one, Ohorongo held a first Customer Event at the plant on the 4th of February. This allowed potential customers to meet sales and technical personnel and to familiarise themselves with the production process, the technology at site as well as the product.

In the distribution of the cement throughout the country, Ohorongo heavily relies on the Namibian railway network. TransNamib is a crucial partner to the cement producer. Ohorongo built a private siding at the plant in order to have a direct link to the railway network. In addition to transport cement via train Ohorongo also delivers cement via road.

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