



“Our Customers Satisfaction  
defines our Success”

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## About Cement Enterprises & Ready Mix

Established in the year 2002, Cement Enterprises & Ready Mix (CEMIX) is a leading producer and supplier of ready mix concrete and aggregates. CEMIX was established as a result of extensive research based on the market demand for cement related products in the UAE.

With satellite facilities across UAE, CEMIX has grown into one of the largest ready mix producers in the Emirate of Abu Dhabi including Al Ain and the Western region. CEMIX caters to a wide variety of applications that include residential, commercial and industrial construction.

Equipped with sophisticated laboratories and extensive logistic network, CEMIX offers multipurpose solutions to their clients in the construction industry. With a large fleet of mixers and state-of-the-art computerized batching plants, the company has maintained its leadership positions and attained landmark projects in the region.



Today CEMIX is empowered with more than 320 professionally trained personnel's from varied nationalities. CEMIX employees work with an unwavering commitment to maintain high levels of customer satisfaction and ensure timely delivery of materials in remote areas, if the need arises. CEMIX is proud to be ISO certified and also holds the accreditation including Municipality Trading License and Commercial and Housing licenses.

For CEMIX, concrete is much more than a mix of cement, sand, gravel and water. We consider it more as a multipurpose solution that brings us closer to our customers on countless levels, and help them meet their project requirements.

Since its establishment, CEMIX has not only emphasized on high quality products, in compliance with international standards but also employed the most advanced mixing technology in the ready mix sector. CEMIX's forte lies in their reputation for unmatched accuracy along with superior consistency, offering customers the most efficient and comprehensive cement related products.



## Our Mission

***'To surpass client expectations by delivering superior products on time as per project requirements combined with professional customer service.'***

At CEMIX, our experienced professionals go that extra mile in producing quality products while respecting safety and environmental standards. We are motivated to help our customers succeed in completing their projects with total satisfaction. We consider their success follows our accomplishment.

## Our Vision

***'To create a niche as a reliable and leading ready mix concrete supplier in the UAE and provide our customers with quality products while continue to invest in the latest technology.'***

At CEMIX we are constantly expanding our knowledge and technical expertise in order to serve our clients better and meet the highest standards of excellence in terms of Quality System and Mixing Technology. Our endeavor is to benchmark our services in the UAE and create a name among the contractors as a reliable supplier who always keeps up to their commitments.

## Our Core Values

- Offer only the best using the latest technology.
- Deliver on time even to the most remote area.
- Seek continuous improvement and produce quality products while respecting safety and environmental standards.
- Offer professional services and focus on customer retention.



## Message from the GM

After working in the construction industry for more than 3 decades, I have come to realize that the UAE construction industry will always have an upward demand, in spite of fluctuating economic trends. At CEMIX, over the years, we have worked on many benchmark projects for both public and private sectors.

We are proud to be associated with iconic projects and will continue to benchmark our achievements. Whether the projects are at remote locations or in the heart of the city, CEMIX can, and has the experience to deliver concrete products of any size or configuration, at short notice, fully customized to meet customers' specific requirements. This by far has been our biggest forte.

Our commitment to provide high quality products and ensure on time delivery is very evident that's why our clientele continues to expand every year.

We are also committed to our professional pool of talented executives. Our technical staff are trained as per the internationally accepted standards in concrete technology, ensuring that the end product is delivered in accordance to project specifications. Our intention is to create a work environment that attracts and retains dedicated people. In pursuit for excellence, we constantly set high standards of expectations from our employees creating a positive climate, which is indirectly reflected in the professional services we offer.

Today, our diverse range of portfolios span a wide spectrum of projects that include residential, commercial and industrial construction. CEMIX track record demonstrates our clear-cut ability to put the company's core values and vision into action, ensuring only the best in products and services are offered.

**Naim Jadallah**

General Manager  
Cement Enterprises & Ready Mix

## Why CEMIX ?

- We offer only consistent quality of concrete Ready Mix.
- Ensure customers get value for their money.
- We continuously try to enhance our service levels.
- CEMIX has workshops working around the clock to minimize breakdowns and enhance service levels.
- CEMIX can deliver material in remote areas at a short notice.
- CEMIX owns a large fleet of trucks with an extensive network of logistic systems.

Achieve Steady Growth,  
Steady improvement, Steady Results



Establish a robust management foundation and  
ensure sustainable growth

Increase corporate value



- Our drivers and operators are well trained in handling the material and ensure timely delivery for fast track products.
- CEMIX is equipped with the latest mixing technology mainly using European technology such as German and Italian Batching Plants, Ice Plants from KTI, Schwing and Putzmeister pumps, transit mixers from Mercedes and MAN.
- The company only recruits professional plant operators, dispatchers, maintenance engineers, sales executives and customer service representatives. Each personnel recruited comes with a vast experience in their respective fields.
- The knowledge of our concrete professionals, the markets we service, and the equipments we operate with ensures a safe and profitable experience for our customers, which indirectly helps us in retaining them on long term basis.
- Our state-of-the-art laboratories ensures only the best is supplied while focusing on technological improvements.

Welcome to CEMIX

## CEMIX Products

Products at CEMIX are 100% locally manufactured. Our main streamline of products is Ready Mix Concrete of all Classes, from 15 N/mm<sup>2</sup> – 75 N/mm<sup>2</sup> at 28 days composite strength. CEMIX concrete is produced according to international and national standards including BS, ASTM, ACI, DIN and EN.

## Composition and Materials use

### Cement:

As required by each project specifications we use three (3) classes of cement including OPC, MSRC and SRC.



### Aggregates and materials:

- R.A.K and Tarmac materials and other materials which complies with BS 182.
- Washed Sand is used in the mix design, in spite its high cost which is 3 times more than the natural sand, because its silt content is less than 3%, so as to comply with BS 812.
- Fine dune sand from Al Ain area.
- Water is used as per required w/cm ratio, supplied from Al Ain Distribution Company, with quality control testing for the chloride, sulphate, TDS and PH as required. Water is stored in an underground tank, having a capacity of 200,000 gallons.

### Chemicals and Admixtures:

According to each project specifications, we use all families of liquid chemicals and mineral admixtures including GGBS, Micro Silica, Fly Ash and super pooz and any other materials as required by the consultants. All material are checked for chemical and physical properties such as sulphate and chloride content, grading line test, silt content, elongation, flakiness and specific gravity.



## CEMIX Branches and Locations

Producing concrete is a critical part in any construction industry. At CEMIX dealing with concrete means having the right people and operating the right equipment at the right place. We also have automated mixing plants and laboratories strategically located for professional services.

Currently, CEMIX is operating from the following Seven (7) locations, having complete readymix concrete production and supply facilities:

- Al Ain – Main Location / Head Quarters
- Abu Dhabi – Baniyas
- Delma Island
- Medina Zayed
- Abu Al Abyad Island
- Al Quesra
- Al Ruwais

There are several prestigious projects handled by CEMIX and we place top importance to comprehensive coverage and network to service our clients.



## Our Plants

All our plants are equipped with the latest technology, software & hardware, which not only improves the capacity of the concrete mixes, but also makes the equipment more energy efficient. CEMIX places top priority to the environment by monitoring material handling and storage techniques as well as delivery process.

LIEBHERR is one of the most well known companies in the business of concrete production. Our LIEBHERR batching plants is the latest version of horizontal pattern of concrete mixing plants. Two (2) Batching Plants has an output capacity of 100mm<sup>3</sup>/hour each and One (1) Batching Plant with an output capacity of 70mm<sup>3</sup> /hour. Therefore it has a total output capacity of 270mm<sup>3</sup>/hour.

Our plants comprises of 5 no's. (compartments) each of 35 m<sup>3</sup> capacity inline silo for sand aggregate, discharge belts as weigher for gravels, pneumatically operated discharged gate with coarse and fine batching for accurate batching, conveyer with wear protection to prevent excessive wear specially when working with broken/crushed aggregates. Litronic FMS



moisture sensors for two type of sand fully automatic with aggregate/water compensation. The sensors based on capacitive measuring principle with integral microprocessor, (more than 50 readings/second) means value computing, and stainless steel housing with high strength ceramic wears shield and temperature compensation.

Our intensive ring pan mixer with mechanical agitator drive of 2.25 = m<sup>3</sup> batch size is from LIEBHERR Germany. The mixing gear speed is more than 20 rpm and the agitator with 100 rpm, enough power to deal with the toughest concrete and reduce the mixing time drastically to 35 sec./1m<sup>3</sup>, standard wear lining at bottom and sidewall as well as mixing tolls provides long life trouble free operation. Hydraulically operated mixer discharge gate gives substantial power, which is useful, if the discharge gate gets jammed due to stone or the residuals of the concrete.

The hand-operated pump in hydraulic circuit provides facility to empty the mixer in case of emergency or power failure. All other weighers such as cement, water, ice and additive are of sufficient capacity and are ideally locate above mixer platform so that the materials are discharge freely into the mixer.



## CEMIX Equipments

CEMIX's fleet strength is in correlation with the production targets and in most cases the usage is to the maximum. Maintenance and utilization is planned prior to undertaking any project to ensure better performance. Concrete is a sensitive product that can be affected due to climatic changes. Every delivery by Cement Enterprises & Ready Mix is dealt with total care and efficiency. The truck mixers undergo a daily check-up and weekly maintenance program which also includes the maintenance of pumps and batching plants. All maintenance are carried out under strict supervision by qualified engineers. Below are the summary of the equipments that CEMIX owns:

9 pumps with a length of 42m (2008 - 2009)	2 pumps with a length up to 32m (1998)
6 pumps with a length up to 36m (2003 - 2007)	1 pump with a length up to 28m (1996)

**TOTAL = 18 Concrete pumps**



Beside the above, we have huge number of truck mixers with the following capacities:

No. of Mixers	Capacity
35	10 m <sup>3</sup>
21	9 m <sup>3</sup>
9	8 m <sup>3</sup>
11	7 m <sup>3</sup>
3	12 m <sup>3</sup>
<b>TOTAL = 79 Truck Mixers</b>	

Most of our truck mixers are made in the year 2003 to 2009.

## Quality Control

CEMIX has a comprehensive quality control system to ensure the necessary quality checks are executed at all stages of the production process including delivery of the final product. This enables us to respond to our customers needs and offer them products as per their specifications.

CEMIX only employs professionals who have the adequate education, training and experience to provide clients with expertise necessary for concrete questions and needs.

Our quality department ensures precisely :

- Specification review
- Mix designing and proportioning
- Performing trial mixes and statistical analysis
- Testing aggregate and cement cubes



Our challenge is to always supply our clients with the products that are both superior and cost-effective. At CEMIX all the incoming raw materials are checked for chemical and physical properties. The computer controlled weighing system for aggregates and additives are also thoroughly checked.

With the help of the latest technology, CEMIX's quality department also offers on-site concrete testing, technical support before and after concrete placement, monitoring of concrete placement and quality and offer solutions to concrete problems.



## CEMIX Laboratory

At CEMIX a team of experienced and fully qualified technical experts are always available to offer technical advice and assistance to customers. The objectives of the laboratories are to improve company competitiveness, concentrate on new product development and existing product improvement using enhanced properties and high-performance materials and support quality control department with globally accepted testing techniques.



CEMIX is proud of its reputation of being the most stringent testing company of quality standards employed in the industry. Aggregate and fresh concrete are tested daily to ensure that quality is maintained. All the equipments used in the lab are calibrated on regular basis in accordance to national and international standards.

CEMIX has a complete comprehensive testing lab facility to check all the materials supplied to our plants are from sieve analysis, specific gravity, flakiness, elongation, etc. Our main purpose is to supply a workable and homogenous concrete to all our consumer and customers.

All CEMIX sites have small labs for quality control checks. CEMIX Labs can perform all durability tests with our calibrated equipments including R.C.P, Permeability tests, ISAT, Drying Shrinkage and Absorption.

## Environment, Health and Safety

At CEMIX we takes stringent measures to protect the environment. Recycling is the taken place wherever possible. CEMIX is environment friendly and continuous to improve its status. Dust emission caused while discharging cement and other fine materials are reduced below internationally accepted levels by adding special filters in cement silos and covering the materials silos to prevent excessive dust formation and spreading.

CEMIX uses a modern recycling plant were excess concrete and wash water are reprocessed. Solid wastes are disposed in a appropriate manner, whereas the water is reused for washing truck mixers. This helps in saving precious water and keeps the environment unpolluted.



Regarding the safety standards CEMIX has documented safety management policies and procedures, based on the principle of accident prevention. The policies and procedures cover workplace safety, hazard identification, reporting and response mechanisms including protection of CEMIX employees, processes and facilities.

CEMIX strictly follows a 'zero accident' and 'defect free' policy in its operations and process whether on or off site. Our policy and procedures are applicable to all our employees and to our sub-contractors.

We empower our employees with adequate authority to supervise loading and off loading of critical materials and subsequently train them in risk assessment, hazard identification and incident prevention and safe working practices.



## CEMIX Projects

CEMIX takes pride in executing many prestigious projects in Dubai, Abu Dhabi, Al Ain and the Western region. Our reputation is built upon our reliable service which has got us the reputation of being one of the largest growing producers of high quality ready mix concrete in the UAE.

Our large fleet of transit mixers, concrete pumps, experienced professionals, branches all over the UAE has enabled to us to supply ready mix concrete to any height and anywhere in the UAE. Some of the large scale projects executed for prestigious clients are mentioned below :



### Company Names

1. National Transport and Contracting Co – NTCC
2. Ghantoot Transport and General Contracting Est
3. Arabian Construction Company – ACC
4. Al Ain Gen. Cont. Co.- ALGECO
5. Tawam United Enterprises
6. Zarooni Transemirates General Contracting Co
7. Al Geemi and Partners and Contracting Co WLL
8. Al Dhafra International Group
9. Civil Engineering and Contracting Co – CIVILCO
10. Hi-Build Construction Co LLC
11. Associated Construction and Investment Co LLC - ASCON
12. Corodex Industries Co LLC
13. Contour General Contracting Co
14. Emirates Link Maltauro LLC
15. Jac Trading FZCO
16. Admak General Contracting Co