

Press release from Jan de Beer, cell 082 456 3677:

A.B.E. Launches New White Cement On S.A. Market

a.b.e. Construction Chemicals has launched abe CEM-blanc, a new economical white cement to cater for the needs of both the construction as well as retail markets.

a.b.e. is part of the Chryso Southern Africa Group.

Elrene Smuts, Communications Manager for the Chryso Group, says abe CEM-blanc is a general purpose white Portland cement that provides superior early-strength with added aesthetic and decorative opportunities offered by its colour tone, high strength and durability.

Smuts says a.b.e.'s new imported product – which complies with South African quality standards as specified in SANS 50197-1 for type CEM II 42.5N cement – is compatible with a wide range of quality admixtures such as produced by a.b.e.'s holding company, Chryso SA.

“abe CEM-blanc's whiteness, consistent quality, versatility and strength will make it the preferred choice for both ready-mix and precast concrete producers. The product can be blended with fly ash, condensed silica fume, ground granulated blast furnace slag (GGBS), and limestone. Furthermore, its high performance can lower the cement content of concrete mixes giving the new product competitive costing advantages compared with other white cements now on the local market.

“The cost-efficiency of abe CEM-blanc will be welcomed by architects and designers who have in the past faced cost restraints in specifying white cement structures. White cement has also not been generally available on the retail market before which means its potential will now be accessible to experienced home improvers as well,” she adds.

abe CEM-blanc is ideally suited for applications such as:

- High early-strength specialist products, particularly where the added white colouring and improved aesthetics are sought;
- Coloured mortars, plasters (including swimming pool plaster) and screeds;
- Architectural colour finishes in buildings, bridges, retaining walls;
- Ready-mix and precast walls, columns and floors;
- Decorative pavements, blocks and pavers;
- Formulated, pre-bagged repairs, tile grouts, adhesives and screeds; and

- Exposed aggregate finishes.

Smuts says by using the best available technical grade limestone/clinker, abe CEM-blanc is milled to a carefully controlled fineness to ensure high early-strength and late age-strength gain. Concrete and cementitious products made with abe CEM-blanc are easy to colour using normal pigments, resulting in a wide colour spectrum with superior colour consistency.

Ends

Caption:

White cement finishes add elegance and style to both exteriors and interiors. a.b.e. Construction Chemicals now stocks abe CEM-blanc, an economical white cement to cater for both the construction and retail markets.

Ends

*Issued for a.b.e. Construction Chemicals, Boksburg/ Further info: Elrene Smuts, tel 011 306 9000
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