



PORTLAND NEWS DESK



Official Newsletter of the East African Portland Cement PLC

ISSUE 009-OCTOBER 2022

FROM THE EDITOR

I welcome you to read our 9th Edition of Portland Newsdesk which keeps getting better. I am pleased to note that our call for Colleagues to contribute to this publication is bearing fruits, we have noted more participation and we encourage all to keep it up. In this issue, among other topics, we discuss consistent availability of our products in the market after the Kiln Shell Upgrade, which, true to the word of our Production Team, has increased Clinker and Cement Production due to consistent plant availability.


Enjoy your read and please feel free to give any feedback, comments or contribution by writing to newsdesk@eapcc.co.ke or kelvin.gitonga@eapcc.co.ke or by calling extensions 5542/5142.



East African Portland Cement PLC

— Holding Life Together —

 Blue Triangle Cement    EAPC-PLC

 East African Portland Cement Plc

EAPC-PLC BUILDS UP ON STOCKS

WE HAVE BEEN BUILDING UP ON STOCKS SINCE resumption of Clinkering after the replacement of the part of the Kiln Shell that was dilapidated. The availability of cement to our esteemed customers has directed all focus to the Commercial Team with the need to know the activities going on. Dispatch Manager Mr. Koech Silas revealed that the major focus was in the following areas:

Sales and orders

After the commencement of full operations, customers were immediately notified on the availability of cement in the company and distributors' stations in various regions across the Country. This was done mainly through Phone Calls and our Bulk Short Messages Services. This has promoted satisfaction to our loyal customers who had been disappointed due to inconsistency and seen increased orders from both distributors and retailers.

Customer visits

There have been increased Customer visits following the efforts to reach them reminding them that our product is back. Many customers have made a visit to the company

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Inconsistent Product Availability a Thing of the Past, What's New?

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enquiring more information regarding the present terms and conditions governing sales and orders. We have also been visited by new customers who are eager to open Customer Accounts.

Increased Traffic of Drivers

The Lorry Park has recently been a beehive of activities due to the number of truck drivers coming in following an increase in sales orders. "We view this positively because our aim is to sell more cement once it is produced", said Mr Koech.

Discount in the Price of Blue Triangle Cement

There is excitement amongst the customers due to the introduction of a Sh. 10 discount in the price of Blue Triangle Cement. This decision was reached after wide consultations following the plea of many of our customers. Consequently, we

are now able to compete favourably in the market after most of our competitors rushed to cut their prices after learning that we had resumed full operations. More sales are now expected since the discount has attracted many customers.

IT IS TRULY A 'NEW DAWN' FOR THE COMPANY AS WE SEE SALES AND ORDERS INCREASE AS WELL AS PRODUCTION STABILIZE. THE TURNAROUND IS NOW IN SIGHT.

- Mr. Koech Silas, Dispatch Manager

Customer Feedback

According to Mr. Koech, so far we have been getting positive feedback from the

customers compared to the beginning of September whereby most customers complained of inconsistency of our products in market. After making a comeback with price reduction, discounts and availability, a few complaints are being received.

Plans

Mr Koech highlighted some of the plans that are in place for our esteemed customers. They include conducting seminars in various regions and distribution of company merchandise to promote our brands. There is also a plan to conduct road shows in due course to mobilise our customers to buy our products.

It is truly a 'New Dawn' for the company as we see sales and orders increase as well as production stabilize. The Turnaround is now in sight.

-By Annette Chemutai – Attaché, Corporate Affairs Department



From Left: Ms. Regina Sifuma, Mr. John Kurat, Ms. Yasmin Haroub and Mr. Simon Ole Maina during a "We are back campaign."

Climate Action: A Global Priority

CLIMATE CHANGE HAS ADVERSELY affected the world and thereby making climate action a top global priority for sustainable development. The effects of climate change range from floods, drought, heatwaves, extreme storms & wildfires. Recent effects of climate change include the devastating floods in Pakistan which have set up a third of the country under water and prolonged & severe drought in China, the Horn of Africa & United States, wildfires & major storms.

Climate science is increasingly able to show that many of extreme weather events that are being experienced in recent times are due to human induced

**DR. WILLIAM RUTO
HAS RE-AFFIRMED
HIS COMMITMENT TO
MOVE THE 74% TO 100%
CLEAN ENERGY BY 2030.**

climate change. A key contributor to the climate change is global warming. In 2015, Paris Agreement (a legally binding international treaty on climate change) was adopted by 196 parties at COP21 (Conference of Parties 21st Edition) in Paris. Its goal is to limit global warming to below 2 degrees Celsius, preferably 1.5 degrees Celsius compared to pre-industrial levels.

To achieve this, the parties to the treaty developed NDCs (Nationally Determined Contributions) that embody efforts by each country to reduce national emissions & adapt to the impacts of climate change. Kenya's NDC seeks to abate GHG emissions by 32 % by 2030 in-line with Kenya's sustainable development agenda through a low carbon and climate resilient development pathway.

Key among strategies to reduce GHG emissions is replacing fossils fuel as sources of energy with renewable sources of energy. In Kenya, our electricity supply is already 92% renewable, with 74% of our overall energy use powered by clean energy. His Excellency the President of the Republic of Kenya, Dr. William Ruto has

re-affirmed his commitment to move the 74% to 100% clean energy by 2030. With cement industry being a key contributor to overall country's GHG emissions, this calls for radicle change and coming up with a sustainability strategy aimed at reducing our carbon footprint.

Evolving consumer & investor behavior in response to environmental concerns also calls for quick action by industry players. All over the world, cement companies intend to achieve their goals of reducing their carbon footprint by increasing the proportion of alternative fuels & intensifying the use of supplementary cementitious materials (SCMs) to lower the clinker factor of cement.

The industry players must revamp their research & development functions as they seek to find innovative solutions for both energy & material mixes. With NSE making it mandatory for all listed companies to report on ESG from this financial year, then, the industry players must act & act fast.

- By Willy Wachira- Manager, Quality Assurance Risk and Compliance

Pictorial



Colleagues during a recent Tree Planting Exercise. Planting Trees is one of the ways of reversing Climate Change.



Service Delivery Advisor Ms. Margaret Mathenge with customers waiting for their Cement Picking Slips at Huduma Centre.



A Cement Truck leaves the Lorry Park after loading cement. Traffic has increased since resumption of full operation that assured consistent product availability.



Trucks at the Packing Waiting to load Cement. Consistency in production has help us regain customer confidence making them send more of their trucks.



Service Delivery Advisors Ms. Irene Katambo and Ms. Margaret Mathenge take a break to pose for a photo during a customer visit exercise.



Sales and Distribution Manager Mr. David Kilonzo (left) hands a Gift Hamper to Ms. Peris Milmah of Porosion General Distributors in Embakasi during a recent customer visit. With him is the Area Sales Representative Ms. Joy Cherotich.