

الإسمنت السعودية
SAUDI CEMENT



Power to Build

New Corporate Identity

الإسمنت السعودية

SAUDI CEMENT





As we continue to grow over the years, our brand will play an increasingly important part in our success.

The year 2015 marks the 60th anniversary of Saudi Cement's inception. Building on its history of success, Saudi Cement continues to look forward to the future. Business has grown and evolved over the past few decades, and it is the time for a change. Therefore, the Company is unveiling a new corporate identity that reflects its heritage, who we are today, and our dedicated efforts to innovate and positively influence our dynamic future.

All our partners including our Shareholders, Customers, Employees and Suppliers, are integral to our road to success. We take great pride in our relationship with them.

As such, we thank you all for participating in this event and for your loyalty to Saudi Cement.

We would also like to extend a special gratitude to our Brand Team and to all who played a role in the branding project and made it possible.

Khalid Abdulrahman Al Rajhi
Chairman



Saudi Cement's leading position came from a decision we have made, and is a stature we deserve.

When we decided in the last decade to aim and reach the top position, we competently achieved it, thank God. From our vision, we have identified our mission and implanted our values, and focused our attention on our internal structure; accordingly, we improved our organizational structure, maintained and encouraged our employees, and built their ambition. Then we moved forward towards achieving our goal, and thus Saudi Cement deserves its leading position today, looking forward towards the future more distinctively.

Saudi Cement's leadership is a result of dedicated efforts and historical heritage for more than half a century, which is based on its excellent relations with its shareholders, customers, employees, suppliers, and the surrounding community. Accordingly, every one of them have gained the benefits, and the Company exceeds the expectations of all of its stakeholders.

Saudi Cement's new brand is a stature achieved because of the Company's regional superiority. Accordingly, Saudi Cement has become one of the most trusted companies in the Middle East market.

On this occasion of announcing our new corporate identity, we thank you all for participating in this important event and for your loyalty to Saudi Cement, which we consider as an integral part of our success.

Dr. Walid Ahmed Al-Juffali
Board Member & Managing Director

A regional pioneer in the manufacture and supply of high quality clinker and cement.

A regional pioneer in the manufacture and supply of high quality clinker and cement, Saudi Cement forms a vital link in the industry's supply chain, having supported many construction projects in the Middle East for more than half a century.

Strategically located in the Eastern Province of the Kingdom of Saudi Arabia, an area rich in high-grade raw materials, Saudi Cement is the leader in the Saudi cement industry in terms of efficiency, quality and profitability. Since its establishment in 1955, this joint stock company has been enjoying consistent capacity expansions and profitability.

In 2008, Saudi Cement achieved one of the most important milestones in its history with the installation of two new production lines with a combined capacity of 20,000 tons of clinker per day. This expansion, widely considered to be the world's largest at that time, increased

Saudi Cement's available capacity to an average of 8 million tons of clinker per year, elevating the Saudi cement industry pioneer to a unique position in terms of economies of scale and production efficiency.

With a market capitalization of SR 14.7 Billion (around USD 4 Billion) as of the beginning of 2015, Saudi Cement is one of Saudi Arabia's most trusted companies. End-users and contractors rely on Saudi Cement's consistency and quality, utilizing its products for major highways, bridges, airports, seaports, railways, metros, and numerous housing and commercial projects.



Vision

To be world-class producer of cement and strive for excellence and innovation.

Mission

As a cement industry pioneer in the region, Saudi Cement aims to maintain its leadership position and reputation for safety, health, environment, quality, cost efficiency, and advanced operations; through a highly motivated team, Saudi Cement's goal is to exceed the expectations of all its stakeholders, including customers, employees, shareholders, and the community at large.

Values

- To provide our customers with quality products and services.
 - To provide an environment for our people to excel, develop and grow.
 - To achieve attractive returns for our shareholders and finance growth, while adhering to the highest ethical standards and Islamic principles.
- 

Our new name, Saudi Cement, is bold, confident and reflects modern business and our symbol is a powerful mark, it badges our quality products and services.

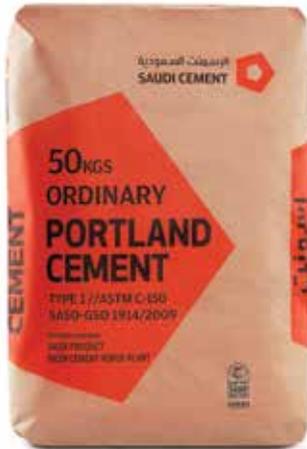
Our logo is the most important element in creating brand recognition. It is the basis of our new look and feel, from color palette to our graphic language. It is simple, confident and solid.

The symbol is a powerful mark; it badges our quality products and services. The pentagon represents Saudi Cement's heritage but more importantly, the coming together of employees, customers and stockholders.

The smaller pentagon at its core represents strong foundations and growth - the 'power to build' - Saudi Cement is a forward moving business that builds relationships, careers, knowledge and leaders.

الإسمنت السعودية
SAUDI CEMENT





Our tagline is a bold, ambitious statement. We want our customers to recognize our passion and commitment to quality. Our tagline is a promise to our customers – Saudi Cement gives them the power to build.

Power to build

The way we speak and the words we choose to communicate are essential in maintaining our good reputation. The tone we use reflects our approach to business and the way we develop relationships, showcasing how we help our shareholders succeed.

1- Aspirational

2- Expert

3- Efficient

4- Open

Contact us

Saudi Cement

3964 - King Saud - Al-Amamrah
Unit No.: 1 - Dammam 32415-7102
Kingdom of Saudi Arabia
HEAD OFFICE
Telephone: + 966 13 835 8000
Fax: + 966 13 834 3091
Email: saudicement@saudicement.com.sa