

# Bamburi Cement enters the specialized mortar market by unveiling a tile adhesive line, Bamburi SETI

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- **The new product is in line with the company's vision to provide innovative solutions for nation building**
- **Bamburi SETI 300 is the first of Bamburi Cement's specialized mortar products as the company expands its offering to the construction industry**

**Nairobi, Wednesday, March 30, 2022** – Bamburi Cement today announced its entry into the specialized mortar sector by launching a ready-to-use tile adhesive by the brand name 'Bamburi TectorCeram SETI 300' into the Kenyan market. Designed for placement of porous tiles including ceramic, terracotta, earthenware and natural stone tiles, Bamburi SETI 300 is a cementitious mortar product produced from carefully sourced raw materials, including chemical admixtures, Bamburi cement and sand.

Speaking at the launch in Nairobi, Bamburi Cement's Head of Innovation and Technical Services, Fidelis Sakwa shared that the introduction of the new product into the market was in response to consumer needs and aligned to global construction trends in modern tiling which require more specialized tile adhesive solutions. He further stated: "Innovation is a key lever in the company's *Building for Growth* strategy, and today's milestone is a result of continuous investment in research and development coupled with paying close attention to our customer's needs. The launch of Bamburi SETI 300 is a direct response to insights from the market with regard shifting trends in tiling in residential houses, shopping complexes, offices, restaurants, hospitals, educational institutions, hotels, among others. The challenges experienced by builders and contractors alike, have clearly demonstrated that the right tiling adhesive will satisfy the needs of our customers."

Bamburi Cement's Sales Director, Kanyi Gitonga said "One of the challenges in the building industry today, is the prevalence of popping out, cracking and falling of tiles. Through the support of the Holcim Group research center in France in conjunction with our Bamburi team, we have specially formulated Bamburi SETI 300 to address this. Made from largely locally available materials, SETI 300 is an excellent example of Kenyan manufactured solutions."

The new tile adhesive is suitable for interior tiling solutions such as floor and wall applications and only requires the addition of water on site. Its advanced formulation and creamy workability significantly increases the bonding strength to prevent debonding and speed up construction works.

Bamburi Cement's Managing Director Seddiq Hassani added that, "We are delighted to tap into the growing demand for specialty mortar products such as tile adhesives. As a champion for innovation in construction, Bamburi Cement is well positioned to develop and present yet another construction solution to resolve challenges in the tiling sector. The diversification of our product portfolio allows us to further differentiate, grow in new segments and enhance value for our customers and stakeholders."

Bamburi SETI 300 is also part of our eco-responsible offerings as it is environmentally safe as it is manufactured from inert chemicals that do not harm the environment and has been deliberately designed to minimize the amount of water used to lay tiles. It is also economical to use and not only does it improve the adhesion strength and bonding of tiles but also enhances workability for fixing tiles resulting into aesthetically beautiful tiles.

Mr Hassani added "I am proud of this initiative because it eases the process of tiling in construction projects. Bamburi TectorCeram SETI 300 is the ultimate choice as it has a very neat and strong finish, it is environmentally and consumer friendly and significantly reduces the potential cost of repairs and wasted time."

**--ENDS--**

## **Notes to editors**

### **About Bamburi Cement PLC**

Bamburi Cement PLC is a Lafarge company, which is a member of Holcim Group, and is the leading cement manufacturing and marketing company in the Eastern Africa region, having been operational for 68 years. Its subsidiaries include Hima

Cement Ltd (Uganda), Bamburi Special Products Ltd, Lafarge Eco Systems Ltd, and Diani Estates Ltd.

More information is available on Bamburi Cement PLC website [www.lafarge.co.ke](http://www.lafarge.co.ke)

### **About Holcim**

Holcim builds progress for people and the planet. As a global leader in innovative and sustainable building solutions, Holcim is enabling greener cities, smarter infrastructure and improving living standards around the world. With sustainability at the core of its strategy Holcim is becoming a net zero company, with its people and communities at the heart of its success. The company is driving the circular economy as a world leader in recycling to build more with less. Holcim is the company behind some of the world's most trusted brands in the building sector including ACC, Aggregate Industries, Ambuja Cement, Disensa, Firestone Building Products, Geocycle, Holcim and Lafarge. Holcim is 70,000 people around the world who are passionate about building progress for people and the planet through four business segments: Cement, Ready-Mix Concrete, Aggregates and Solutions & Products.

Learn more about Holcim on [www.holcim.com](http://www.holcim.com), and by following us on [LinkedIn](#) and [Twitter](#).

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