



## **The new Martinsburg cement plant with a production capacity exceeding 2 million tonnes opened with the best ecological performance in United States**

**The US plant situated in Martinsburg (West Virginia) was totally restyled, with a considerable increase in efficiency recorded in the production facilities**

**Paris, 7 June 2010** – The new cement plant of Martinsburg officially opened on 5 June. The ceremony, chaired by Carlo Pesenti, CEO of Italcementi Group, in presence of the representatives of West Virginia State and the local authorities, gathered more than 250 people including guests and plant employees.

The new cooking line – based on the best technologies available – replaced the old plants launched in the 1960s and 1970s. This plant will produce over 2 million tonnes of cement per year and will make the Group's production facilities more efficient in the North American market.

Like all the new investments made in recent years by the Group, Martinsburg is not only extremely important from an industrial point of view, but it is also a ground-breaking project in terms of environmental efficiency and quality standards of the end product. With this investment, the Group, through its US subsidiary **Essroc**, confirms its commitment to environmental sustainability and the choice of the best technologies available. This new line guarantees extremely limited CO<sub>2</sub> emissions: 30% less than the old plant. The concentration of the main pollutants in the emissions is reduced by at least 50%, as is thermal consumption. **The environmental impact of this cement factory is the lowest of all the plants situated in the United States.**

This investment is part of an industrial efficiency recovery plan launched by the Group in all its subsidiaries worldwide. Apart from Martinsburg's cement plant, new lines are about to be launched: a restyled production line in Matera and the plants based in Ait Baha, Morocco and Yerraguntla, India. Investments this year are expected to amount to €620 million, while cost savings of €100 million are in the pipeline.

**ON THE INTERNET:** [www.cimfra.com](http://www.cimfra.com) & [www.italcementigroup.com](http://www.italcementigroup.com)

Ciments Français  
Media relations  
Tel: +33 1 42 91 76 87