

BUA Cement Launches New Product Line, Strengthening Nigeria's Infrastructure and Cement Industry

Lagos, Nigeria Nov 20, 2024 ([Issuewire.com](https://www.issuewire.com)) - BUA Cement PLC, one of Nigeria's leading cement manufacturers, is proud to announce the launch of a new cement product line designed to meet the growing demands of the Nigerian construction industry. This new addition to BUA Cement's portfolio marks a significant milestone in the company's commitment to supporting national infrastructure development and empowering local economies.

The announcement comes on the heels of BUA Cement's successful merger between Cement Company of Northern Nigeria (CCNN) and Obu Cement Company Plc, two major players in Nigeria's cement industry. This strategic merger created a formidable force in the sector, positioning BUA Cement as the second-largest cement producer in the country, only behind Dangote Cement. The new product line reflects BUA's ongoing dedication to quality, innovation, and expanding its manufacturing capabilities to further strengthen Nigeria's industrial base.

Abdulsamad Rabiou, the founder and chairman of BUA Group, the parent company of BUA Cement, has been a driving force behind this new development. He emphasized that the launch is not just a business move but a significant contribution to the country's long-term growth. ***"As Nigeria's infrastructure continues to grow, so must the quality and availability of materials that support that growth. BUA Cement's new product line is designed to meet these demands, providing both premium quality and affordability for all sectors of the construction industry,"*** Rabiou said.

The new product line will offer an innovative range of cement varieties to cater to different needs within the construction sector, from residential buildings to large-scale infrastructure projects. It combines BUA Cement's advanced production technologies with the company's decades of experience in the Nigerian market. Each product has been rigorously tested to meet global quality standards, ensuring that every bag of cement delivers superior strength, durability, and consistency.

BUA Cement's new line of cement products is expected to have a profound impact on Nigeria's economy, particularly as the country continues to pursue large-scale infrastructure development projects. With the Nigerian government's commitment to enhancing road networks, building affordable housing, and expanding energy infrastructure, BUA Cement's products will be integral in achieving these ambitious goals.

One of the most notable aspects of this new product line is its alignment with BUA Cement's sustainability goals. The company has long been recognized for its commitment to environmental responsibility, and the new product offerings reflect this ethos. The cement production process incorporates eco-friendly technologies designed to reduce carbon emissions and improve energy efficiency, contributing to BUA's broader mission of sustainability and green business practices.

The company's operational expansion is also poised to create thousands of new jobs across the country. As BUA Cement strengthens its market presence, both in terms of production and distribution, it will continue to provide significant employment opportunities in the Nigerian economy, boosting the local economy and contributing to job creation in various sectors, from manufacturing to logistics and sales.

In terms of logistics, BUA Cement has also taken significant steps to improve its distribution network.

With an extensive reach that spans across Nigeria, the company is strategically positioning its products for easier access in even the most remote regions of the country. The availability of BUA Cement in different states and communities will support local builders, contractors, and construction firms in accessing high-quality cement products with greater convenience and reliability.

“The expansion of our product line is more than just a business achievement—it is an effort to build Nigeria’s future, one brick at a time,” Rabiú added. “With the infrastructure projects taking place across Nigeria, we want to ensure that BUA Cement remains the partner of choice for builders, contractors, and all stakeholders in the construction industry. Our commitment to quality, sustainability, and community development continues to drive us forward.”

BUA Cement’s expansion is a direct response to Nigeria’s growing demand for quality building materials in the face of rapid urbanization and infrastructural development. As the company builds on its legacy, it is poised to play a central role in helping Nigeria achieve its vision of becoming a more developed, resilient, and self-sufficient nation.

For more information about BUA Cement and its new product offerings, visit the official website or contact the company directly through the details below.

Media Contact

Bua cement

info@buagroup.com

+234 1 461 0670

, BUA Towers

Source : Bua cement PLC

[See on IssueWire](#)