

Lafarge Africa Launches Revolutionary New Cement Product Designed for Durability and Sustainability .

Lafarge Africa Plc, a leading player in Nigeria’s building materials industry and member of the Holcim Group, has unveiled its latest innovation, Duracem—a high-performance cement engineered for strength, sustainability, and long-term durability.



Ikeja, Lagos Jul 29, 2025 ([Issuewire.com](https://www.issuewire.com)) - Lafarge Africa Plc, a leading innovator in building solutions and a member of Holcim Group, is proud to announce the launch of its latest cement innovation—Duracem, an advanced cement blend engineered to meet the demands of modern construction with enhanced strength, sustainability, and long-term durability.

Duracem is the result of extensive research and development, leveraging Lafarge Africa's decades of expertise in cement technology. Designed specifically for both individual homebuilders and large-scale infrastructure projects, **Duracem** offers exceptional resistance to weathering, reduced environmental impact, and a lower carbon footprint, making it an ideal choice for sustainable development.

According to **Lolu Alade-Akinyemi**, Group Managing Director and CEO of Lafarge Africa, the new product underscores the company's commitment to innovation and its strategic focus on environmental responsibility.

"We are excited to introduce Duracem to the Nigerian market at a time when the need for climate-resilient and sustainable construction solutions has never been more critical. This product reflects Lafarge Africa's dedication to building progress for people and the planet," said Alade-Akinyemi.

This launch is also aligned with Nigeria's drive towards infrastructural development and climate adaptation. With **Duracem**, Lafarge aims to empower contractors, engineers, and developers with a premium-grade solution that supports the country's growth ambitions while protecting the environment.

The new cement product will be available across Lafarge Africa's nationwide distribution network starting **August 5, 2025**, and customers can consult technical representatives for project-specific recommendations.

Lafarge Africa has also announced plans to engage with industry professionals, artisans, and academic institutions in a series of training workshops to promote the effective use of **Duracem** and educate stakeholders on its advantages.

About Lafarge Africa Plc

Lafarge Africa Plc is a leading building solutions provider and member of the Holcim Group. With operations in more than 70 countries, Holcim is driving the circular economy and building a smarter, greener future.

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