

CEMENT PERFORMANCE REVIEW

QUARTER 1 2007

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TRAINING: PROFITABILITY AND PERFORMANCE FROM CEMENT OPERATIONS

cpi has announced the dates and programme for its "Profitability and Performance from Cement Operations" course. The course will be held at the Gatwick Ramada from the 4th to 6th June.

This three day workshop offers a unique opportunity for Cement Operations Personnel along with Corporate Engineers, Managers and Executives to explore technical issues that impact on plant profitability and final product profitability. Each stage of the cement-making process will be covered with the emphasis on how to optimize the process to minimize costs whilst achieving the desired product quality targets.

The format of the event will allow delegates to discuss individual plant or company wide concerns across the full spectrum of technical aspects relating to cement manufacture and cement performance. During the workshop the **cpi** team will work with delegates to encourage each attendee to develop their own in-house strategy which they can use to tackle any specific plant problem areas.

The course will cover many of the current issues such as CO2 emissions, alternative raw materials and fuels, along with other areas such as plant maintenance strategy and business monitoring tools. As the course is being held close to **cpi's**

base in the UK some of the companies most experienced engineers will be presenting on the course, and will be available for discussions regarding particular plant issues.

cpi is expecting a truly international mixture of producers and suppliers on the course which will allow networking opportunities during the course.

The course programme and registration details can be found on the **cpi** website and any other information requests about the course can be sent to the email address below. The course programme is also on page 4 of this newsletter.

We look forward to seeing you in June.

<http://www.cementperformance.com/gatwick/index.html>

<http://www.cementperformance.com/gatwick/schedule.html>

<http://www.cementperformance.com/gatwick/booking.html>

knowledge@cementperformance.com

IEEE CHARLESTON 2007

For the first time **cpi** will be exhibiting at the IEEE conference, this year being held in Charleston. The company will be represented by company President Allison Riser, Marketing Director Mark Mutter and Senior Engineer Alan Lorimer.

This mix of **cpi** represen-

tatives will allow visitors to get a full explanation of the services **cpi** offers as well as talking directly with one of our most experienced process engineers. Alan will be available to discuss any specific plant issues that you have.

cpi will also be running

its Variability calculator and is also planning some other assessment tools for visitors to try out.

Come and see the team at booth 143 at the conference, which is between the 29th April and 3rd May. There may well be some surprise goodies to take away with you!



CPI IN PRINT

As mentioned in our previous newsletter, **cpi** has had an article published in the 2007 Emerging Markets Report, produced by World Cement Magazine. The article reviews the need for micro-strategy in the design and installation of new capacity at the plant

level, as well as macro-strategy from the boardroom. **cpi** discuss the need to take into different raw materials, local infrastructure and culture, plant layout and technical capabilities at the location. A copy of the article is available to read on the **cpi** website

and the Emerging Markets report is still available from World Cement via their website www.worldcement.com.

Watch out for the May edition of World Cement, where **cpi** also have an article on the impact of variability on costs and final product quality.

CPI SURVEY

cpi will soon be sending out a survey to get feedback from its stakeholders on the products and services that the company is currently offering. Other areas that the company is reviewing are the website—both format and content, the

company advertising campaign and other services that you would like to see **cpi** providing.

The results of the survey will also serve the purpose of helping the **cpi** Marketing Director, Mark Mutter, in complet-

ing his thesis for the final stages of his MBA degree. The title of the thesis is "International Marketing of a Niche Consultancy" and will review whether traditional marketing tools are applicable to niche consultancy businesses or whether other factors are more relevant.



CPI ASSOCIATES MEETING

In February 2007, **cpi** held one of its bi-annual Associates meetings. These meetings are a chance for all of **cpi's** full and part time staff to meet and discuss technical issues, along with the tasks that they have been working on with various clients around the world. Such discus-

sions allow **cpi** to maximize the knowledge transfer around the group.

In total 19 people attended the meeting with **cpi** management, process, mechanical and electrical engineers and process chemists all in attendance. Some of the subjects covered were

firing systems, bluff bodies and CO2 emissions reduction strategies.

Often **cpi** invites equipment or materials suppliers to present at the Associates meetings—if you would like to come and present your latest products and developments at one of our meetings please contact us.

ROUND THE WORLD (IN 14 DAYS!)

Mark Mutter, **cpi** Marketing Director, recently completed a round the world trip visiting cement producers to explain the services that **cpi** can offer.

The visit started in Perth and stretched across all of the major cities of Australia before heading off to New Zealand.

On the return leg, Mark stopped of in California for two more visits before the return to the UK.

If you would like **cpi** to visit you to explain the services that **cpi** can offer please contact Mark directly at markmutter@cementperformance.com.

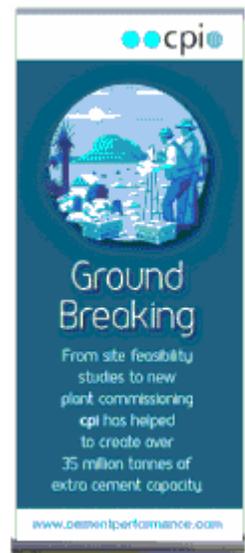
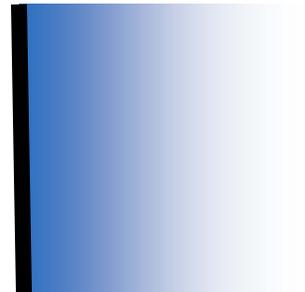
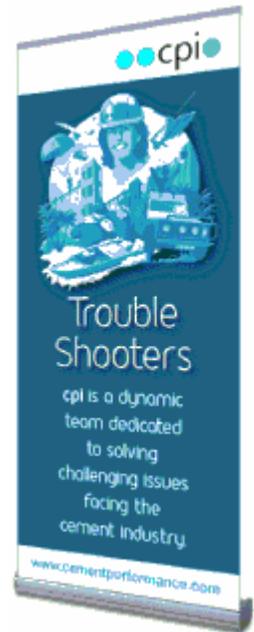
To further assist cement manufacturers to learn more about **cpi's** products and services, the company has developed a product list which clearly defines the areas in which **cpi** can improve your performance and profitability. The product list will be launched soon on the **cpi** website.

VARIABILITY CALCULATOR—DEVELOPMENTS

By now many of you will have used the **cpi** variability calculator to assess your plant chemistry consistency performance. The aim of the calculator is to assist you in identifying areas for improvement (if you have any that is!) in the consis-

tency of either kiln feed, clinker or cement. Variability in the chemical and physical parameters of these three materials leads to additional costs for the producer and a negative impact on final product quality.

cpi has now further developed the Variability calculator so that you can now directly mail your results from the calculator to the **cpi** team, who will then evaluate your results and contact you with their assessment.



TRAINING: PROFITABILITY AND PERFORMANCE FROM CEMENT OPERATIONS—PROGRAMME

DAY 1	DAY 2	DAY 3
Introduction to Key Objectives and Group Introduction	Day 1 Feedback & Review of Key Points	Day 2 Feedback & Review of Key Points
Customer Perspective	<ul style="list-style-type: none"> • Maximising kiln outputs 	Environmental Issues
<ul style="list-style-type: none"> • Maintaining the competitive edge in the market place 	Quality aspects of cement milling	<ul style="list-style-type: none"> • Emissions strategy
Profitable Manufacture	<ul style="list-style-type: none"> • Key quality control parameters • Predictive methods to reduce cement variability 	<ul style="list-style-type: none"> • Legislation and Accreditation
<ul style="list-style-type: none"> • Process cost reduction 	BREAK	BREAK
BREAK	Quality aspects of cement milling (continued)	Business Systems
Optimising raw materials	Plant Maintenance Strategy	<ul style="list-style-type: none"> • Monitoring performance
<ul style="list-style-type: none"> • Raw materials, quarrying and crushing 	<ul style="list-style-type: none"> • Cost of reliability • Maintenance strategy 	Group Activity (with the cpi team)
LUNCH	LUNCH	LUNCH
Optimising raw materials (continued)	Alternative fuels and Raw Materials	Group Activity Presentations and feedback
<ul style="list-style-type: none"> • Chemistry & quality control aspects • From raw materials to kiln feed 	<ul style="list-style-type: none"> • Identifying potential materials • Impact upon process and quality 	BREAK
BREAK	BREAK	Delegate strategy development for:-
Kiln Operation	Alternative fuels and Raw Materials (continued)	<ul style="list-style-type: none"> • Identifying company/plant improvement plans to improve process operation and reduce operating costs
<ul style="list-style-type: none"> • Kiln / cooler systems and optimisation • Flames and firing • Chemistry in the kiln 	Benchmarking & Key Performance Index	Questions and Workshop Review
Questions and Review of Day	<ul style="list-style-type: none"> • Identifying the opportunities for improvement 	
	Questions and Review of Day	

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CONTACT US

cpi is always happy to get feedback from its stakeholders. Whether it is about the website, items within this newsletter, the services we provide or general technical enquiries— we are always interested in your views. You can contact us via the website or the email address below. Alternatively, as our engineers are located and travel globally we can organize for them to visit you at your plant or Corporate offices.

Mail: enquiries@cementperformance.com