

CEMENT PERFORMANCE REVIEW

QUARTER 1 2010

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2 A slightly early newsletter this first quarter of 2010 to update you on the most recent events and developments at **CPI**, as well as where you can catch up with the **CPI** team in the coming months.

3 Firstly, in early February **CPI** attended the first Global Cement conference in Riyadh, Kingdom of Saudi Arabia, and presented a paper entitled "Plant Optimisation by Process Information Management". The focus of the paper was to present the benefits of ensuring that plant personnel have access to and take advantage of all of the process data that is now available through process control and data capture systems. Like any software system, be it a data capture system, a maintenance management system or an ERP (which all tend to work on the same principals) it is not the software itself that produces the benefits but how well the users of the system implement and develop that system for their own use. The key to unlocking the benefits and delivering additional profit is having the Production Management and Process Engineering experience to know the right areas to monitor, the frequency with which these areas should be analyzed and how to use this data to provide effective solutions to remove bottlenecks in

the process, to reduce costs and improve profit margin. The paper can be found on the **CPI** website in the "Downloads" section.

At the end of March **CPI** will once again be exhibiting at the IEEE Conference in Colorado Springs. In addition to this, **CPI** has for the first time been invited to present a paper at this prestigious conference. The paper is entitled "Procurement Strategies for Alternative Fuels". Entering into an Alternative Fuels (AF) program is one of the most challenging experiences for a cement plant, as there are many challenges to be overcome including the local community, the Environmental Regulators, the impact upon the process and the product quality as well as the necessary investment in capital and human resources.

One aspect of an AF program that is often given less attention is the development of the relationship between the fuel supplier and the cement producer. Therefore **CPI** has drawn on its significant experience of AF implementation programs to provide guidance to cement producers on how to develop the relationship, avoid some of the pitfalls of the past and also provide some up to date developments in the field of (cont.)



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Alternative Fuels supply.

The **CPI** stand is number 232, which is on the far left hand side of the conference hall—please come by and see the **CPI** team. We will be presenting our new “Investment Portfolio” and will also have a competition for cement producers who

visit the **CPI** stand.

Finally, **CPI** will be also be attending the 22nd Asean Federation of Cement Manufacturers conference which this year is being held in Danang City in Vietnam, and which has the theme of “Green Productivity in the Cement Industry”.

It goes without saying that environmental issues are a major, if not the major, issue in cement manufacturing, but as the title of the conference suggests the key to current manufacture is to ensure maximum productivity to reduce the impact of operations upon the environment.

KILN OPTIMISATION TRAINING

CPI expert Alan Lorimer has recently completed a kiln optimisation module at the Mojave Cement Plant of CalPortland Company.

The module was two days long and was run twice, and was opened out so that not just kiln burners but also personnel from the laboratory and other departments were involved. Not only did this prove more cost effective for the site by having more participants, it allowed for a more open discussion between

different departments and an improved understanding across the plant.

CPI received the following feedback from CalPortland:

“We would like to thank all that were involved in bringing the kiln class to Mojave....everyone that I got a chance to talk to have nothing but great things to say about it. Please let Alan know how much we enjoyed having him here and how glad we are that he was so informative and

interesting. His experience with cement plants was probably the best part of it. Sharing his knowledge was so interesting.”

And “Thank you for pushing me to make the commitment on this training, it was obviously successful and I have no doubt that it will have a quick payback.”

If you want your training to be cost effective, interactive and have a rapid payback, contact **CPI** today.

WEBSITE DEVELOPMENTS

As usual we are continuing to develop the **CPI** website to keep you better informed of the capabilities and services that we can offer you.

We realize that the strength of our business is in the depth of experience, range of skills and international experience of our

network of Associates. We have now attached the CVs of our associates on the **CPI** website, so that our Clients can search and review the career history of all our Associates.

CPI Associates are specialists in their relevant fields but have also undertaken many

assignments and roles during their careers which may not be associated with **CPI**—such as Due Diligence projects, implementation of ISO accreditation and expert witness services. The CVs can be found in the Personal Profiles section of the “Who are we” area of the website.

CPI INVESTMENT PORTFOLIO

Over the past six months **CPI** has provided its clients with a number of Service offerings such as the Training Services and Alternative Fuels Scope of Services. These documents have the aim of explaining to clients and potential clients the large range of different services that **CPI** can provide in the respective fields.

However, the documents did not fully explain the financial benefits and

returns that **CPI** delivers to its clients. **CPI's** optimisation and audit services regularly identify savings of more than ten times the cost of the audit and with a payback of under 1 year. **CPI** Project Services can save up to 10% of the overall project cost with an initial investment cost in the **CPI** services of less than 1%. By correctly identifying the target area and audience for personnel services, **CPI** training and

knowledge transfer services pay for themselves in a matter of weeks.

When rates of return at the banks are so poor, when the stock markets will take years to return to the 2007 levels, we are challenging our clients to find a better rate of return on their investment anywhere in the market—based upon our experience, expertise and knowledge of ever aspect of the cement manufacturing business.

YOUR VIEWS

As usual, we would like to have your feedback on our newsletter—what would you like to hear more about?

What other services business performance? What else would you like to see on the new **CPI** website? Please feel free to contact us and let us know.

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