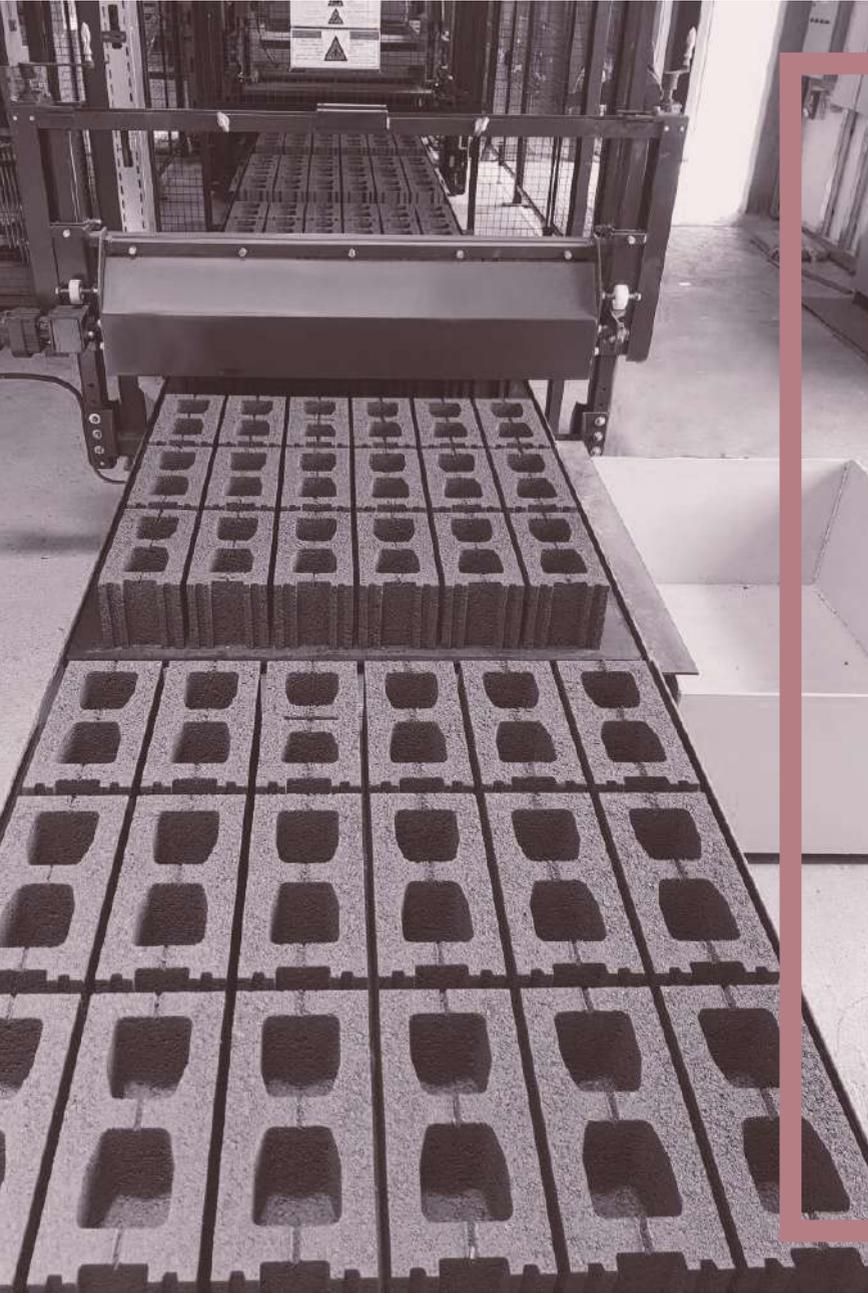




Al Madina Cement Products
المدينة للمنتجات الأسمنتية

COMPANY PROFILE



INTRODUCTION

When we started out, we were just a handful of ordinary people with big aspirations. Our country, Oman was going through a phase of economic development and we, as proud Omani nationals, wanted to play our part in it- and we did. One of the prerequisites of economic development is infrastructure growth. We commit to provide high-quality cement products to our customer base.



Our workforce work rigorously to meet and even supersede the quality standards expected from national standards. It is through the generosity of our hardworking employees and supportive customers that we are emerging as a reputable Omani construction company.

We are nurturing goodwill with our customers to earn their trust and to cater to the needs of our employees hence to boost their productivity. It is through this approach that we will be able to reach the pinnacle of success. We work on our research and development sector to bring you the most reliable cement products at the most economical rates.





INNOVATION & PROACTIVITY

Through innovation, proactivity and employee commitment, we bring to the table and more specifically to the Omani landscape the safest cement products without any delays or safety repercussions so we can fulfill our role in the development of Oman as a %100 Omani owned Construction Company.

We have reached some important milestones in our journey to provide our customers with the best customers' experience. Al Madina Cement products provides jobs to many people; we arm our workforce with essential skills which help them improve personally and professionally. Al Madina Cement continues to invest in the local workforce and the local economy. We aim to make lives better for all Omani citizens by playing our role in both economic and infrastructure oriented development projects.





WHAT DOES THE COMPANY DO?

The company aims to fulfill its role efficiently by producing a diverse range of high-quality cement products including paving and cement blocks. Al Madina has committed employees, seasoned technical and managerial experts and innovative production line processes which help save time and cost without compromising the quality of its final product.



QUALITY & SAFETY

The company has also conformed to quality restrictions, safety regulations and environment based legislation. This is because Al Madina recognizes that if Oman is to prosper, it will be through keeping the interest of local community in mind and the environment.



STRATEGY

Al-Madina Cement Products follows a strategy directed at groups of people we value the most; our customers as well as our suppliers, employees and the community at large. Our strategy was formulated as a result of a broad based consensus following the conception of our company.

Our strategy is our driving force. It binds us all together and enables us to work towards our common goal for the betterment of our company, the society, and our nation. Following this roadmap, we continue to cater to the needs of our valued customers in a standardized manner.

ADDING VALUE TO CUSTOMERS

The one aspect that any company in the construction sector cannot overlook is quality. Delivering quality products is one of the primary aspects; our products are tested carefully by qualified experts to ensure that the safest and choicest cement blocks reach our customer.

In civil construction, quality is a need more than a want, and we fully understand the concerns of our customers. This understanding has resulted in us taking measures to ensure that the quality of our cement blocks does not get compromised whatsoever.

VISION & MISSION

Our vision is to revolutionize the construction industry and become its leader by providing optimum value to our customers and construction companies

Our mission is to reform and refine our value proposition by harnessing the innovative potential in our employees, incorporating advanced technology in our production processes to increase efficiency and cater holistically to customer concerns.

We aim to do so by manufacturing quality products, responding to feedback we receive and continuously striving to better our services.

VALUES

Al- Madina's core values are focusing in creating and sustaining a strong internal culture. This internal culture is governed by the integral values each, and every one of our employees hold dear to their heart. All of us strive to abide by these values in our professional dealings and even personal conduct. Given below are our few core values:



Safety First

The safety of everyone is an utmost concern of ours. Be it our employees working in the field, our drivers delivering finished products, our customers handling those products or the traveling public as a whole, safety is always our priority.



Respect

Every one of us, despite our rank or position in the hierarchy is expected to respect other individuals and celebrate their potential. Moreover, our employees are asked to respect everyone or everything they deal with be it our suppliers or the law.



Transparency and Accountability

Actions speak louder than words, and we want our employees to act according to the values they espouse. We encourage authenticity and genuineness so we can preserve our reputation as one of the trustworthy names in the industry. We ensure that every person is accountable for their action regardless of their designation so we can remain fair in our dealings.





Integrity

Honesty is our guiding value. Everyone should abide by our moral and ethical compass when handling business-based dealings on behalf of the company.



Teamwork

Even though we firmly believe in commending individuals when they chose to explore their potential or expand their skill sets, we also encourage them to work collectively to achieve a common goal. Al Madina is a collection of distinguished professionals, but these professionals must direct their energies towards benefiting the company, the customer, and the country.



BUSINESS GOALS & OBJECTIVES

Our business objectives help us navigate the industry in a meaningful manner. All our actions and efforts are directed towards efficiently accomplishing these goals. These business objectives steer our company ahead and shed light on what to achieve next. We wish to:

- Provide premium quality products which ensure the safety of the people. We wish to add value to our products by giving special attention to their aesthetic appeal and strength.
- Meet regional and Oman's wide demand for cement products efficiently to facilitate infrastructure growth.
- Utilize our resources in the best, most efficient manner to develop a pool of seasoned and skilled employees with high productivity levels.
- Maintain mutually beneficial relationships with our suppliers and earn their trust and affirmation.
- Maximize customer satisfaction by delivering value to them.





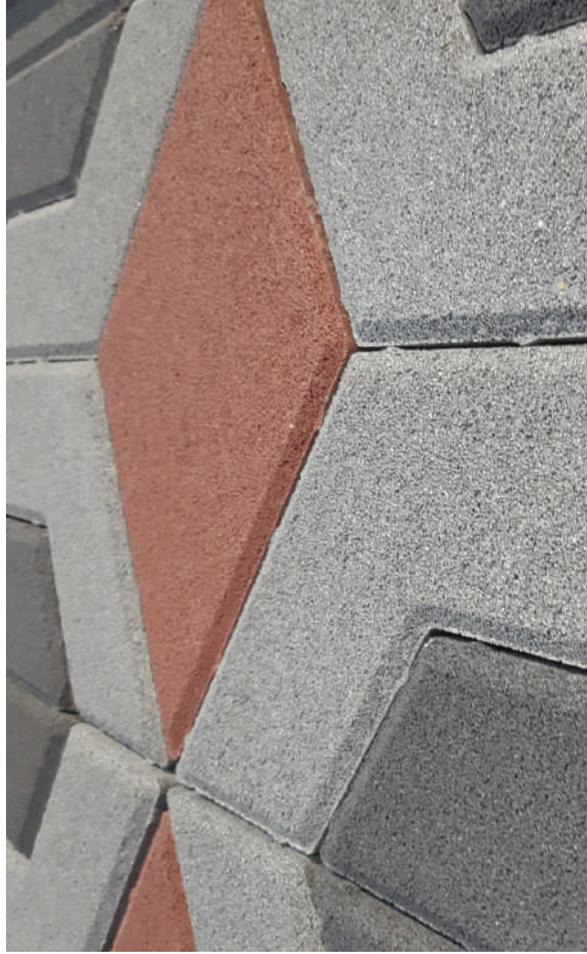


PRODUCTS

With a devoted workforce and innovative experts, Al Madina Cement Products aims to become a leading name in the construction industry. Our cement products meet national and international quality standards.



The plant itself has state of the art technology installed in it. This technological innovation aids us enormously by increasing the efficiency of the production process. As a result, you get an assortment of cement blocks which come in diverse shapes. The provision of cement and concrete blocks with diverse aesthetics has been made possible by the effort of technical staff at Al Madina Cement Products which is constantly striving to remain abreast of useful technological aids it can employ to make the production process more convenient and cost effective.



Our products range comprises of concrete blocks including varieties of hollow blocks, bottom closed blocks, and solid blocks of varying sizes. A large range of interlock pavers with diverse shapes, sizes and colors.

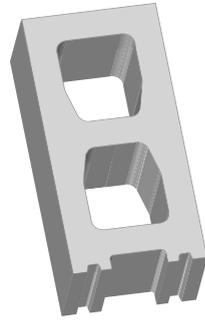


All our products are fully tested so they can withstand external conditions including weather extremities and strain.

8" Hollow Block

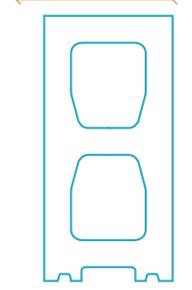
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3D SHAPE

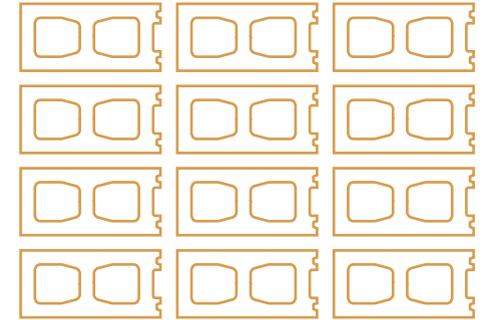


2D SHAPE

B: 190



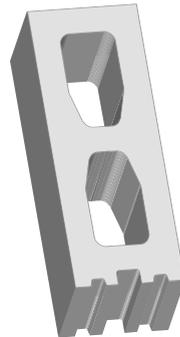
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6" Hollow Block

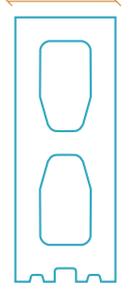
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3D SHAPE

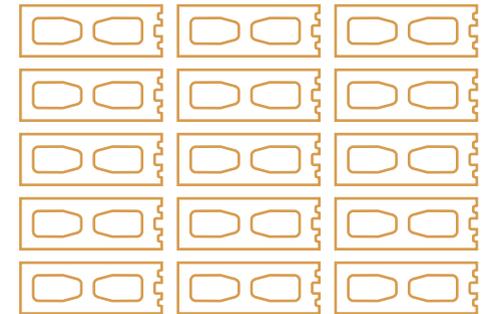


2D SHAPE

B: 140



L: 390



4" Hollow Block

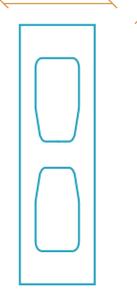
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3D SHAPE

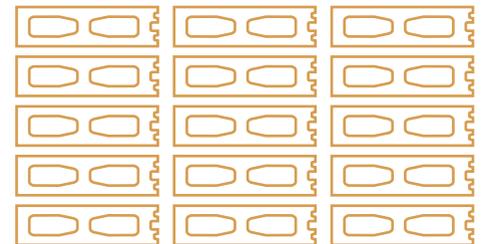


2D SHAPE

B: 90



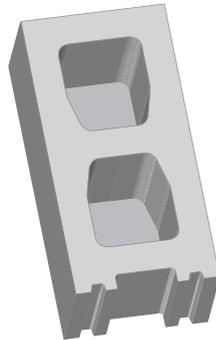
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8" Bottom Closed

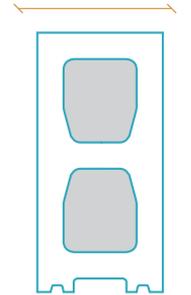
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3D SHAPE

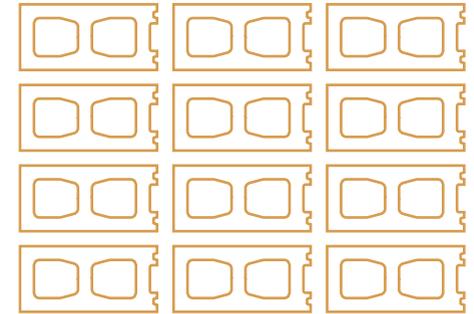


2D SHAPE

B: 190



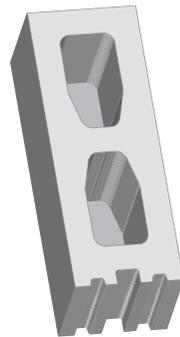
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6" Bottom Closed

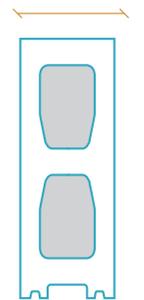
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3D SHAPE

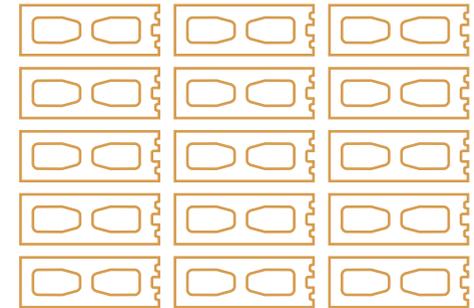


2D SHAPE

B: 140



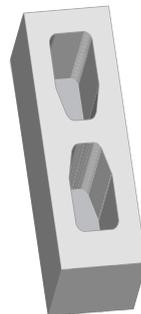
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4" Bottom Closed

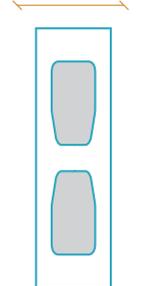
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3D SHAPE

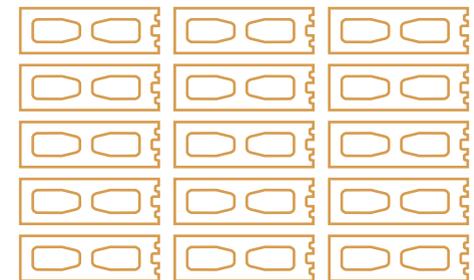


2D SHAPE

B: 90



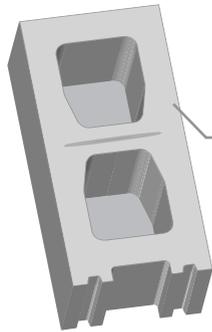
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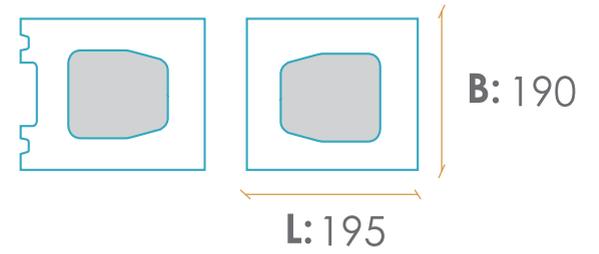
8" Bottom Closed

195x190x190

3D SHAPE



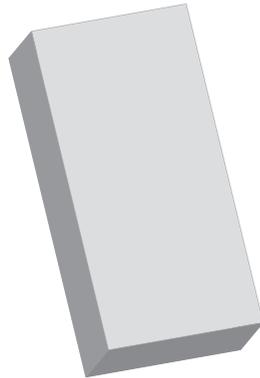
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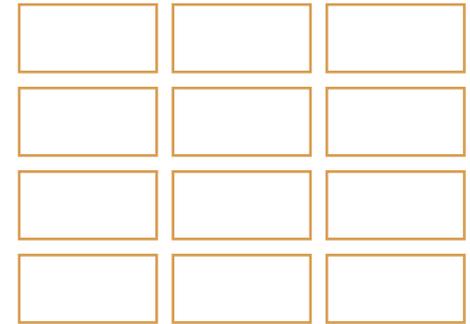
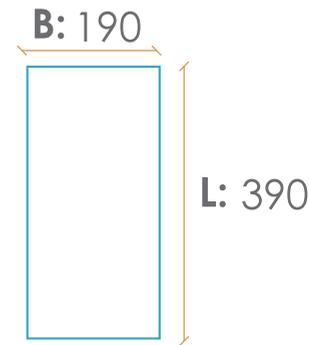
Solid Block

390x190x190

3D SHAPE



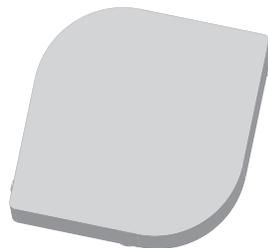
2D SHAPE



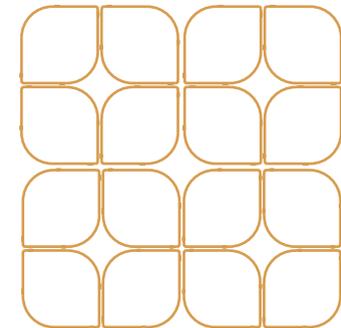
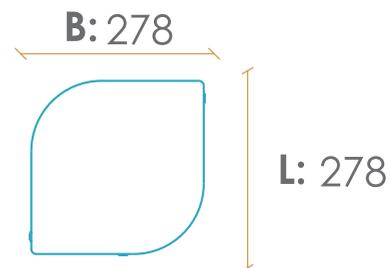
Petals

278x278x60

3D SHAPE



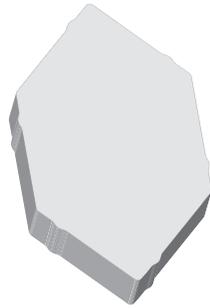
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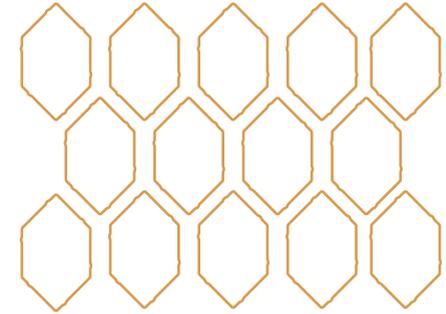
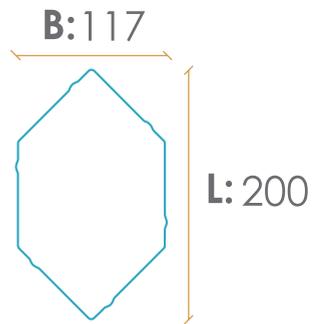
Rhombus

200x117x60

3D SHAPE



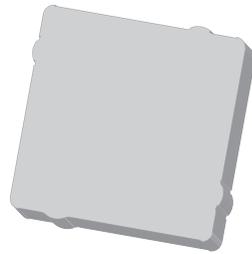
2D SHAPE



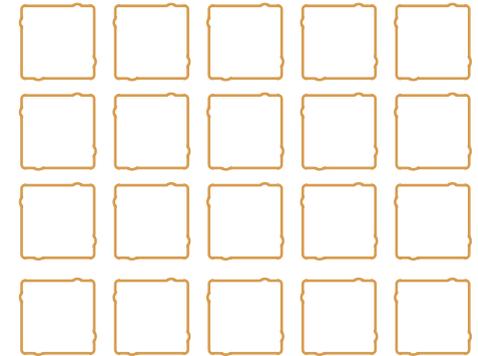
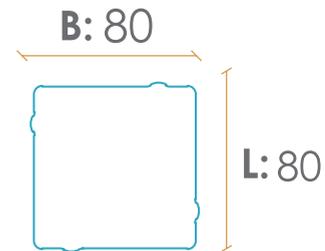
Square

80x80x60

3D SHAPE



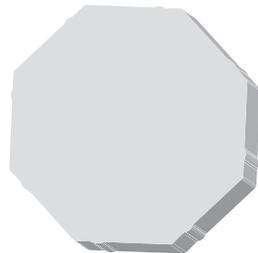
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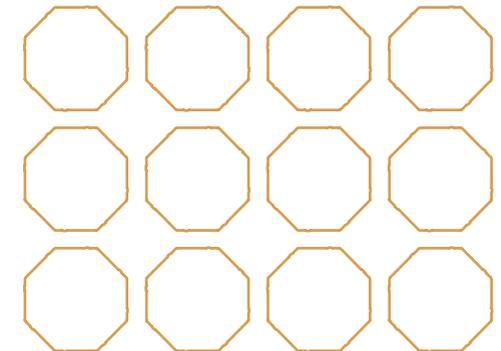
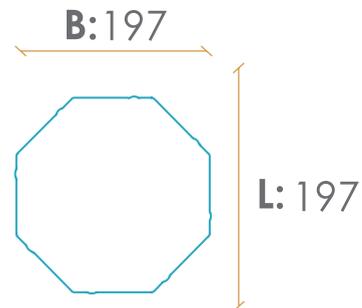
Octogonal

197x197x60

3D SHAPE



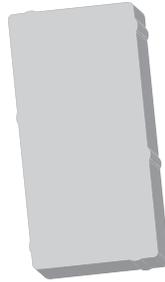
2D SHAPE



Rectangular

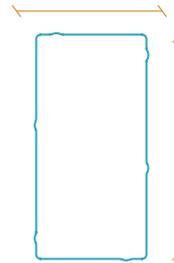
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3D SHAPE

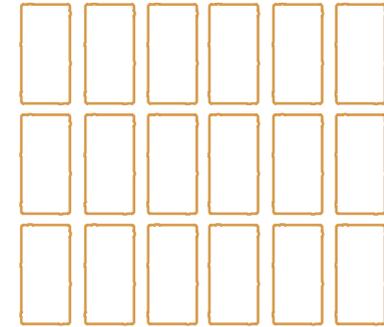


2D SHAPE

B: 98



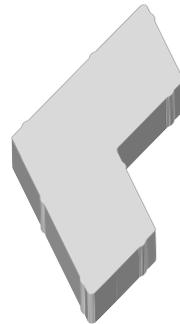
L: 198



Romba-L

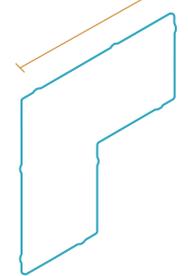
100x200x60

3D SHAPE

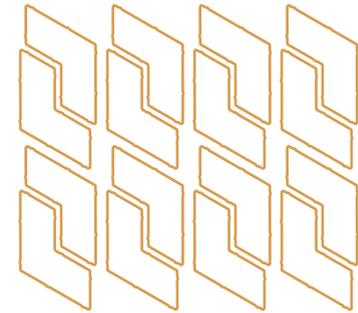


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B: 200



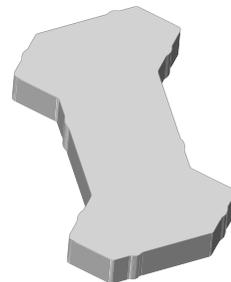
L: 100



Dog Bone

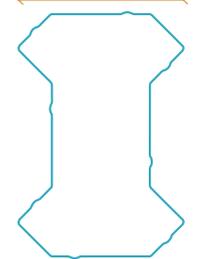
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3D SHAPE

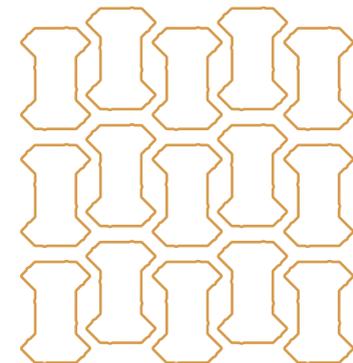


2D SHAPE

B: 141



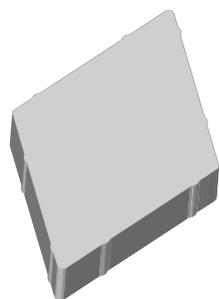
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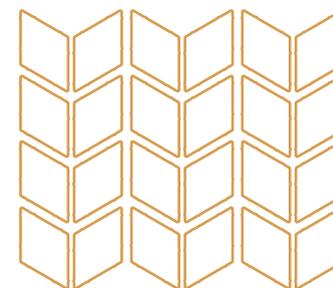
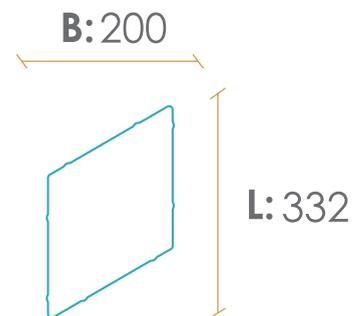
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332x200x60

3D SHAPE



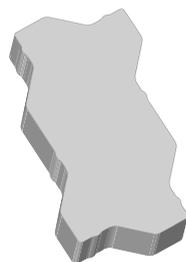
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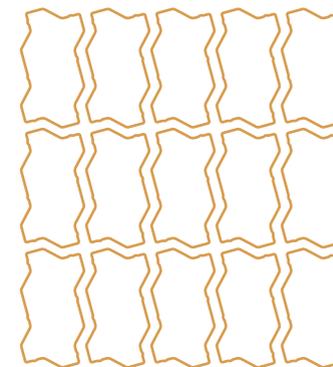
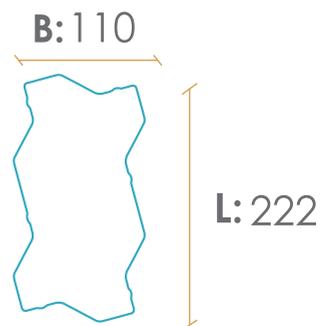
Uni

222x110x60

3D SHAPE



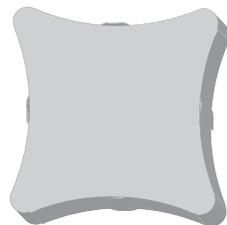
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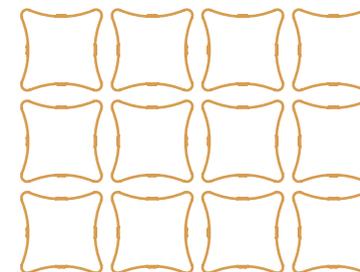
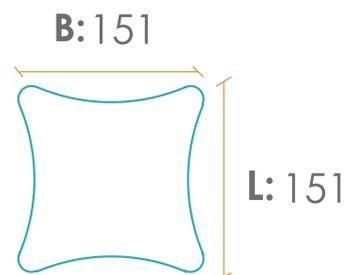
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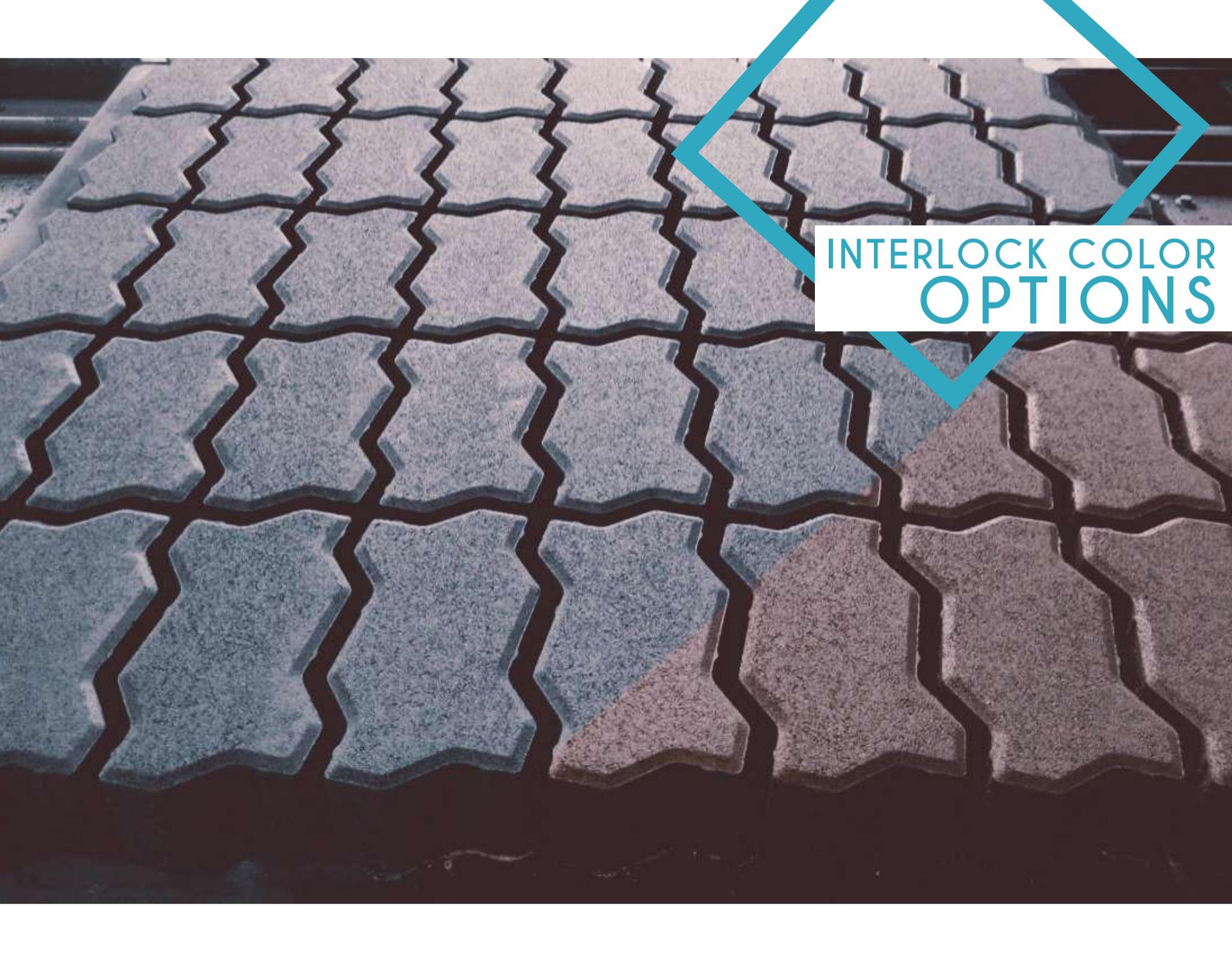
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3D SHAPE

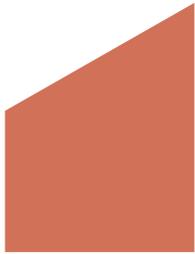


2D SHAPE

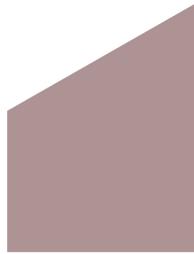




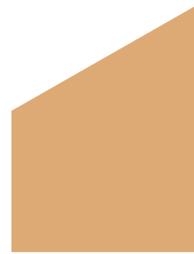
INTERLOCK COLOR
OPTIONS



Bayferrox 110



Bayferrox 180



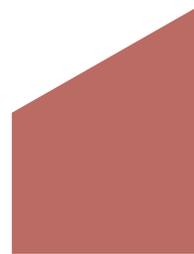
Bayferrox 960



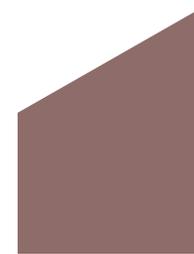
Bayferrox 306



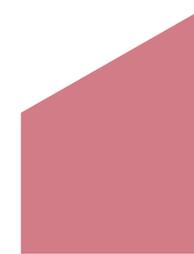
Bayferrox 420



Bayferrox 130



Bayferrox 110



Bayferrox 160



Bayferrox 930



Bayferrox 330



Bayferrox 503



**Colortherm
Green**



SERVICES

One of our core competencies is to provide high-quality products in a short amount of time. Our customers commend us on our ability to meet deadlines primarily because we have our logistics under control. A vast force of seasoned and highly experienced drivers are trained at our delivery facility so they can familiarize themselves with the delivery and safety protocols.

The drivers are selected and recruited through a reliable recruitment drive in which their skills are tested and evaluated. Fleet machinery is managed by professionals and qualified mechanics, so the vehicles remain in shape. Routes and schedules are charted by our teams to map out an interconnected delivery strategy. Owing to this system of delivery, our smooth procurement process and well-oiled plant processing we can meet orders in due time.



masam

تحذير
لا تقرب من الأجزاء المتحركة أثناء التشغيل.
لا تقرب من الأجزاء الساخنة أثناء التشغيل.
لا تقرب من الأجزاء الكهربائية أثناء التشغيل.
لا تقرب من الأجزاء الثقيلة أثناء التشغيل.
لا تقرب من الأجزاء الحادة أثناء التشغيل.
لا تقرب من الأجزاء الدوارة أثناء التشغيل.
لا تقرب من الأجزاء المتحركة أثناء التشغيل.
لا تقرب من الأجزاء الساخنة أثناء التشغيل.
لا تقرب من الأجزاء الكهربائية أثناء التشغيل.
لا تقرب من الأجزاء الثقيلة أثناء التشغيل.
لا تقرب من الأجزاء الحادة أثناء التشغيل.
لا تقرب من الأجزاء الدوارة أثناء التشغيل.

WARNING
Do not approach moving parts during operation.
Do not approach hot parts during operation.
Do not approach electrical parts during operation.
Do not approach heavy parts during operation.
Do not approach sharp parts during operation.
Do not approach rotating parts during operation.
Do not approach moving parts during operation.
Do not approach hot parts during operation.
Do not approach electrical parts during operation.
Do not approach heavy parts during operation.
Do not approach sharp parts during operation.
Do not approach rotating parts during operation.

تحذير
خطر الاختناق و التعلق
من الممكن أن يتسبب خطر هذا
الخطر إصابات خطيرة أو
موت.
لا تقرب من الأجزاء المتحركة
أو الدوارة أثناء التشغيل.

WARNING
Choking and entanglement hazard
This hazard can cause serious
injury or death.
Do not approach moving or
rotating parts during operation.

OFFICIAL LAB REPORTS



FUGRO MIDDLE EAST & PARTNERS LLC

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BLOCK TEST - REPORT

Page 1 of 1

Information provided to the Laboratory

Contractor : **Modern House (Al-Madeena Cement Products)**
Client : **Ministry of Commerce & Industry**
Consultant : **N/P**
Project : **Block Factory**

Report No.: **MCT.78416-2/17**
Report Date: **15.10.2017**

Sample description : **8" Hollow Blocks**
Sample identification : **N/P**
Source/Vendor : **Modern House**
Location : **Lizukh**
Sampling Date : **10.10.2017**
Sampling Method : **N/P**
Sample Certificate : **N/P**
Certificate provided : **N/P**
Lot No. : **N/P**
Lot Size : **N/P**
Sample size : **(13Nos) 8"**

Note: N/P indicates information not provided to Lab.

Laboratory Information

Date sample received : **10.10.2017**
Date test started : **10.10.2017**
Date test completed : **11.10.2017**
Test methods : **BS 6073 : Part 2 : 1981 : Appendix B, AMD 4508-84**
Compressive Strength : **BS 6073 : Part 1 : 1981 : Appendix A, AMD 4462-84**
Dimension : **BS 6073 : Part 1 : 1981 : Appendix A, AMD 4462-84**
Test method variation : **BS 6073 : Part 1 : Appendix A : 1981-84 Cl. A.1.2., A.1.3 & A.1.4**

FME Project Ref. No. : **ML1786**
FME Schedule No. : **MCT.10.78416**
FME Sample No. : **17/1214/B1-10**
Tested by : **IBM / SAD**

Note: N/A indicates information not applicable.

Test Result

Sample Ref.	L	T	H	Max. Load (kN)	Strength (N/mm ²)
B1	390	190	186	792	10.7
B2	390	190	186	794	10.7
B3	390	190	186	1048	14.1
B4	390	190	186	891	12.0
B5	390	190	186	908	12.3
B6	390	190	186	874	11.8
B7	390	190	186	899	12.1
B8	390	190	188	934	12.6
B9	390	190	188	814	11.0
B10	390	190	186	902	12.2
B11	390	190	186	824	11.1
B12	390	190	186	896	12.1
B13	390	190	186	906	12.2

Average Compressive Strength (N/mm²) : **12.0**
Specified Compressive Strength (N/mm²) : **12.0**

Valid For One Year From Date Of Credence
Date: 16 / 10 / 2017



Authorised Signatory
P.T. SAHADEVAN
S. Laboratory Technician
Fugro Middle East & Partners LLC

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BLOCK TEST - REPORT

Page 1 of 1

Information provided to the Laboratory

Contractor : **Modern House (Al-Madeena Cement Products)**
Client : **Ministry of Commerce & Industry**
Consultant : **N/P**
Project : **Block Factory**

Report No.: **MCT.78416-1/17**
Report Date: **15.10.2017**

Sample description : **8" Solid Blocks**
Sample identification : **N/P**
Source/Vendor : **Modern House**
Location : **Lizukh**
Sampling Date : **10.10.2017**
Sampling Method : **N/P**
Sample Certificate : **N/P**
Certificate provided : **N/P**
Lot No. : **N/P**
Lot Size : **N/P**
Sample size : **(13Nos) 8"**

Note: N/P indicates information not provided to Lab.

Laboratory Information

Date sample received : **10.10.2017**
Date test started : **10.10.2017**
Date test completed : **11.10.2017**
Test methods : **BS 6073 : Part 2 : 1981 : Appendix B, AMD 4508-84**
Compressive Strength : **BS 6073 : Part 1 : 1981 : Appendix A, AMD 4462-84**
Dimension : **BS 6073 : Part 1 : 1981 : Appendix A, AMD 4462-84**
Test method variation : **BS 6073 : Part 1 : Appendix A : 1981-84 Cl. A.1.2., A.1.3 & A.1.4**

FME Project Ref. No. : **ML1786**
FME Schedule No. : **MCT.10.78416**
FME Sample No. : **17/1214/A1-10**
Tested by : **IBM / SAD**

Note: N/A indicates information not applicable.

Test Result

Sample Ref.	L	T	H	Max. Load (kN)	Strength (N/mm ²)
A1	390	190	188	1713	23.1
A2	390	190	188	1686	22.7
A3	390	190	188	1736	23.5
A4	390	190	188	1444	19.5
A5	390	190	188	1572	21.2
A6	390	190	187	1631	22.0
A7	390	190	187	1310	17.7
A8	390	190	186	1671	22.6
A9	390	190	186	1484	20.0
A10	390	190	186	1516	20.5
A11	390	190	186	1510	20.4
A12	390	190	186	1494	20.2
A13	390	190	188	1610	21.7

Average Compressive Strength (N/mm²) : **21.3**
Specified Compressive Strength (N/mm²) : **21.3**

Valid For One Year From Date Of Credence
Date: 16 / 10 / 2017



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Office Location



Factory Location

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