

# Cementir Group Expands D-Carb® Family in MEA Markets

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Aligned with Cementir Group's accelerated global decarbonization strategy, two new white cement produced at Sinai White Cement company with lower carbon footprint under the D-Carb® family are now being introduced to the Middle East and Africa (MEA) : a Limestone Portland cement (matching CEM II/A-LL 52.5N requirements EN197-1) with around 10% clinker reduction and CEM II/B-LL 42.5N with around 20% of clinker reduction, in comparison with the well-known Aalborg White® CEM I 52.5R.

Developed to support industrial end users across MEA in advancing their decarbonization efforts, the dual-product launch enables a smooth transition toward lower-carbon construction solutions without compromising production efficiency, performance, or aesthetics.

"In 2024 and early 2025, we progressively introduced D-Carb products across Europe and the APAC region, including Australia, where we have received positive feedback from diverse industry segments. We are pleased to see D-Carb enabling customers to meeting emerging low carbon requirements in building and urban infrastructure projects, while continuing to deliver the high performance and architecture aesthetics expected of white cement." said Michele Di Marino, Chief Sales, Marketing and Commercial Development Officer of Cementir Group. Today, extending this portfolio to MEA with two tailored variants represents an important milestone in Cementir's journey toward net-zero emissions by 2050. As the building and construction sectors worldwide increasingly prioritize decarbonization, these products reinforce our commitment to low-carbon solutions aligned with regional decarbonization targets."

"The introduction of the two D-Carb variants in MEA highlights our understanding of the diverse application requirements for lower-carbon materials in the region. Achieving reduced carbon footprints while maintaining the good standard of performance expected of white cement is a complex challenge, but these products demonstrate our capability to deliver both, supporting a shared ambition for sustainable construction across entire value chain." added Stefano Zampaletta, Group Product and Solution Manager at Cementir Group.

Abdel Hamid Gadou, Commercial Director of Sinai White Cement, commented: "MEA markets are rapidly embracing sustainability, and the arrival of D-Carb positions us to lead this transition. By combining lower carbon emissions with the performance expected of white cement, we are setting a new benchmark and opening new opportunities for responsible construction in the region."

Explore more insights about D-Carb®: <https://www.aalborgwhite.com/products-solutions/d-carbr-lower-carbon-white-cement>

The expansion of D-Carb lower-carbon white cement into MEA marks a significant milestone in Cementir's decarbonization journey within the white cement business, further strengthening its position as a leading global white cement producer. Leveraging its strategic geographic presence, Cementir is assisting the building and construction industry to take a decisive step toward zero-carbon construction, starting with low carbon raw materials. The rollout of the D-Carb family across Europe, APAC, and now MEA underscores Group's ability to deliver scalable low-carbon solutions that meet the evolving sustainability requirements of the global construction sector.

Find out more at [www.aalborgwhite.com](http://www.aalborgwhite.com) and [www.white-hub.com](http://www.white-hub.com) , or follow AALBORG WHITE® on LinkedIn, Instagram and YouTube.

For technical matters and commercial inquiries related to the products, please visit: <https://www.aalborgwhite.com/aalborg-white-world/our-team>

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